

# Awareness Vertical Video



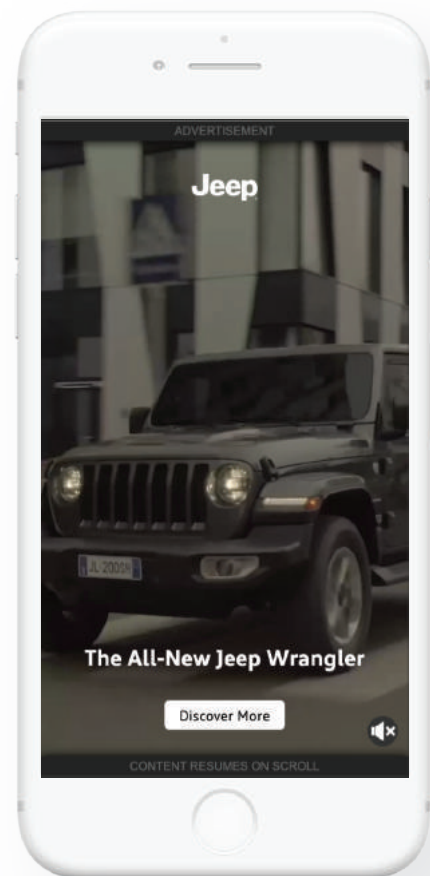
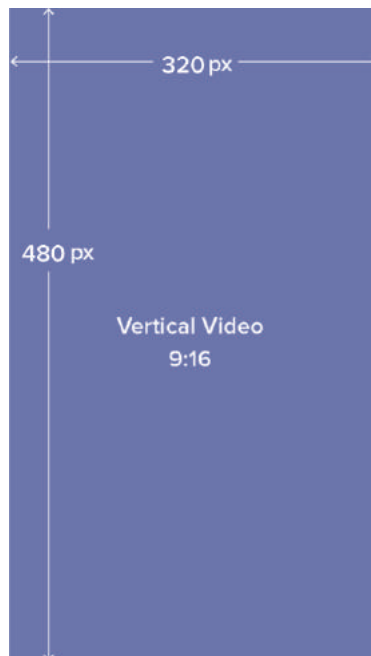
Format: ScrollIX  
Platform: Mobile

Dimensions (Width x Height):  
Container: 320px X 480px

## ASSETS REQUIRED

Logo: 67px X 27px

Background Video: 16:9 aspect ratio



## NOTE

- You can only add text, button, image and hotspot.
- You can replace an element with an asset of the same file type.
- Preview the creative to experience the interactivity.
- Animate option is enabled only for button, text and image.
- We don't recommend applying an Animation effect to a pre-animated element.
- A pre-animated element cannot be scaled, moved or subjected to any other property changes.

## BEST PRACTICE



Choose the right file format for images - JPG, PNG, GIF



Encode the video file in the H.264 codec



Keep image size to maximum 500 KB

**2X**

Always design twice the size for retina displays



Use web-safe WOFF font format



Make sure the font size for key messaging is not less than 14px

# Lead Gen Vertical Video



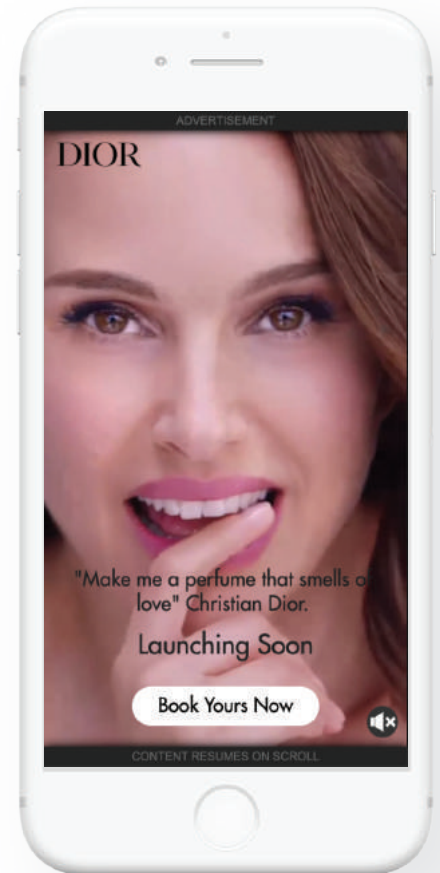
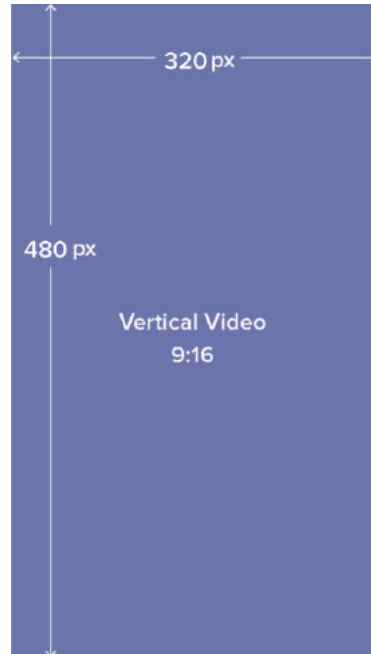
Format: ScrollIX  
Platform: Mobile

Dimensions (Width x Height):  
Container: 320px X 480px

## ASSETS REQUIRED

Logo: 95px X 35px

Background Video: 16:9 aspect ratio



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