

Static Freeze Frame Creative Guidelines

2021



Static Freeze Frame

What is Freeze Frame?

A non-disruptive, non-intrusive user-initiated ad experience that appears when a viewer presses pause when watching either Live or Video-On-Demand (VOD) content across 7plus.

The Freeze Frame allows marketers to deliver relevant messaging to consumers at the right time and place — during a natural, user-determined break in the storytelling. It also allows advertisers to create and own a positive, entertaining viewer experience.

Static Freeze Frame Supported Platforms

- ▶ Apple TV
- ▶ Telstra TV
- ▶ Samsung Tizen TV
- ▶ PlayStation 4 & 5

Static Freeze Frame

Standard Creative

Standard Creative dimensions = 1920px x 1080px

Telstra TV Creative dimensions = 1280px x 720px

Max. file size = 1MB

Supply .png format

How to get the most out of the Static Freeze Frame

- ▶ Creative assets might include cut-out imagery, Logo and CTA
- ▶ Place main creative assets in the top right-hand corner within an 800px x 500px
- ▶ Full bleed background colour set at 50% opacity sits between paused video and main ad creative assets
- ▶ Select an accent colour for background that compliments your branding
- ▶ Final artwork should be a single PNG export which includes cut-out imagery, logo, supporting text / CTA and Full Bleed semi-transparent background colour



Static Freeze Frame

Creative with QR code CTA

The Freeze Frame format also supports QR code embeds allowing users to interact with your brand while their content is paused

Make the most of QR code functionality

- ▶ Follow standard freeze frame guidelines for the creative
- ▶ QR code should sit in safe area outlined in the psd template to ensure cross-device visibility
- ▶ QR code area should be **124 x 124 pixels or larger** to be easily accessed by the user
- ▶ The creative around the QR code should include simple instructions as a CTA to use the QR code



Creative Example In Situ



Telstra TV - VOD



Telstra TV - Live



Samsung/PS4/PS5 - VOD



Samsung/PS4/PS5 - Live

Please note: Before exporting your ad it is your responsibility to test how it looks with the UI overlays and video still backgrounds.



Apple TV- VOD / Live

Static Freeze Frame – Standard + QR Code

Working with our templates

The template includes:

- ▶ Safe area guides & sample device UI
- ▶ Example ad creative (cut-out imagery, logo, CTA, colour)
- ▶ Example QR code execution
- ▶ Folder layer to place your ad creative (cut-out imagery, logo, CTA)
- ▶ Background colour picker (set at 50% opacity)

Download the template [here](#)

Please Note: TV UI overlays (for both live and VOD) have been provided to help test how buttons and text will overlay on your artwork. Video stills have also been provided to see how your ad will sit over content. The creative safe area guides show a prescribed area to place your client artwork. Keep all assets (branding, text & imagery) within the prescribed safe area.

