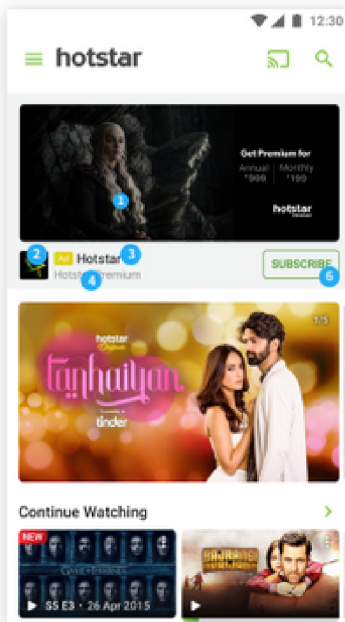


1. Image

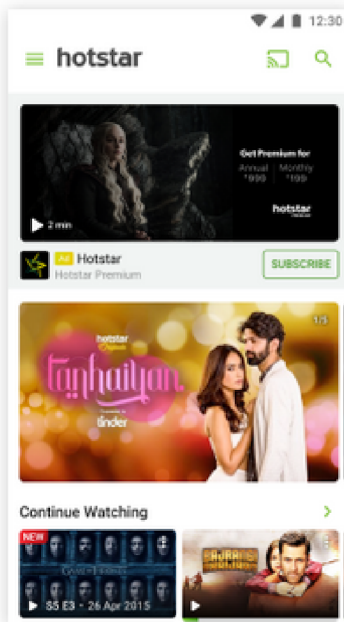
1. Image

Placements: Billboard

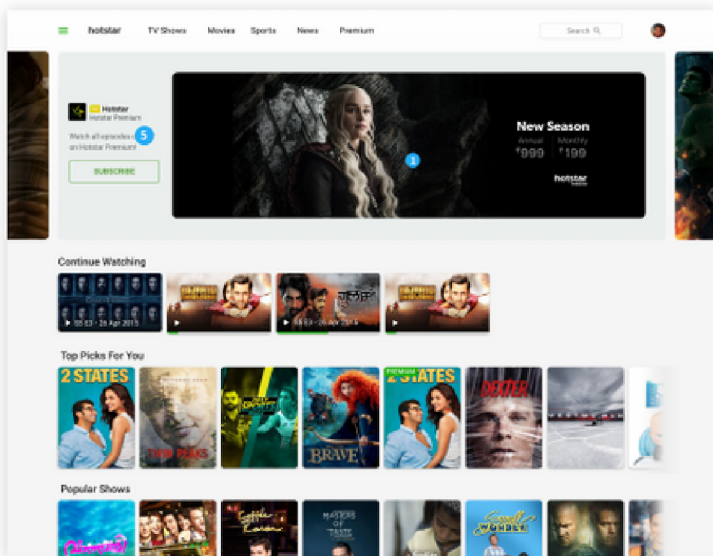
Billboard



Billboard with Video



Billboard (Web)



Billboard with video (Web)

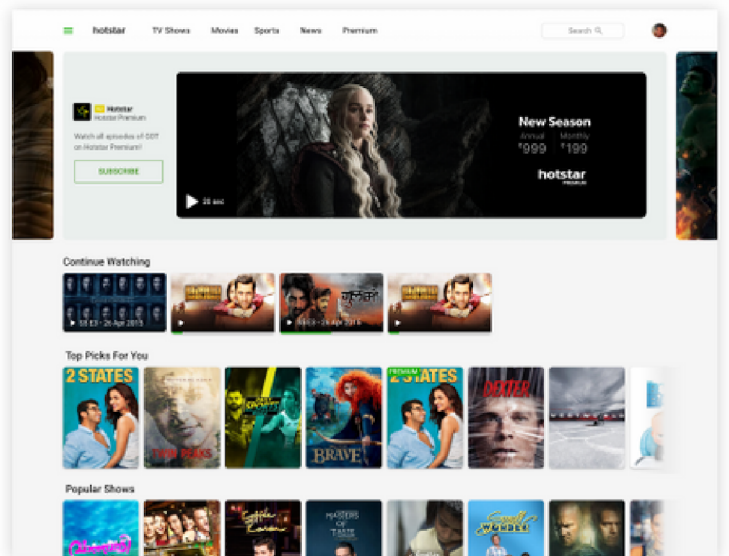


Image guidellines



Body text

Specifications: For Mobile (1032*444)

1. Character Limit for Body Text on Creatives
Maximum Characters to be used on the creatives: 40 (including spaces)
(Doesn't include Coupon codes and Brand Logos)

2. Font size
Maximum Font size to be used is 60 px
(Logo cannot use max font size of the creative)
Minimum Font size to be used is 30 px

3. Use of Logo in the creatives
Logos on creatives should be contained within the following dimensions: (maximum)
(The rectangle is just for an understanding of dimensions for your Logo size, don't add it in the creative)

Width: 160 px
Height: 40px



Body text

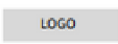
Specifications: Billboard - For Desktop & Tablet

1. Character Limit for Body Text on Creatives
Maximum Characters to be used on the creatives: 40 (including spaces)
(Doesn't include Coupon codes and Brand Logos)

2. Font size
Maximum Font size to be used is 40 px
(Logo cannot use max font size of the creative)
Minimum Font size to be used is 20 px

3. Use of Logo in the creatives
Logos on creatives should be contained within the following dimensions: (maximum)
(The rectangle is just for an understanding of

Width: 100 px
Height: 26 px

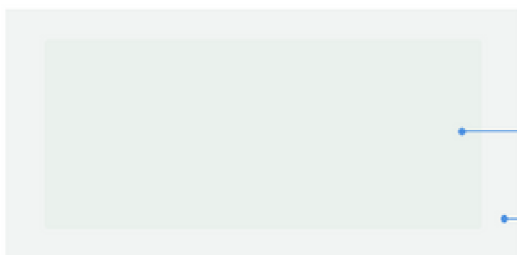


Do's & Don'ts

1

Don't have Image background clash with wrapper

Do not choose Background colour of creatives that clash with the Background Container of the Ads (For e.g.)

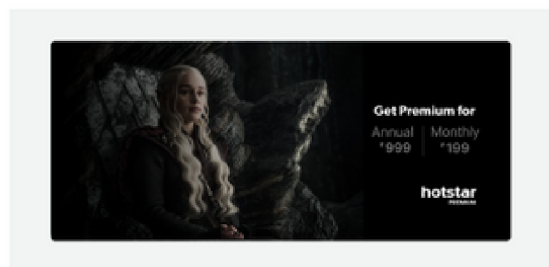


Ad Image Background

Wrapper Background hex #F1F4F3

Do

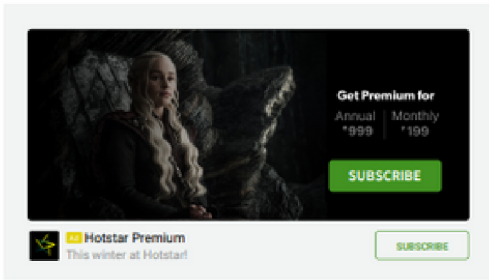
Use Contrasting Backgrounds for Ads that do not clash with the wrapper background colour.



2

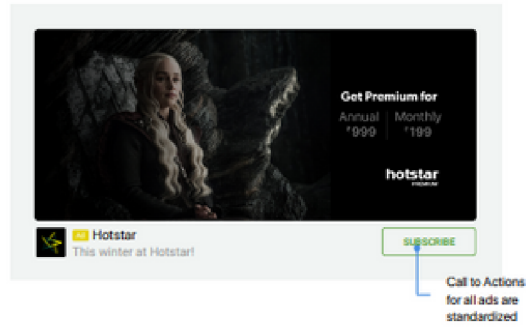
Don't have CTAs on creatives

Do not include any kind of Call-to-Actions in the creatives. Creatives having any kind of CTAs will not be approved



Do

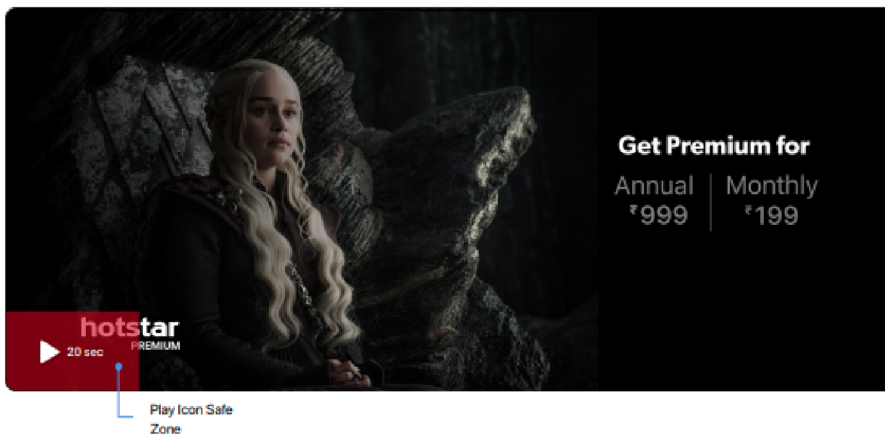
Keep the creatives free from any kind of Call-to-Actions. Our designs have accommodated for your Call-to-Actions



3

Don't have elements in the safe zone of Play Icon (billboard video)

No element in the creative should be clashing with the Play icon and timer in the UI. Leave 150*90 px from the bottom-left corner (mobile) & 130*60 px from bottom-left corner (desktop web)



4

Don't make Coupon codes look like CTAs

Do not have Coupon or offer codes in formats other than one suggested on the right.

Coupon code Call-outs cannot use the maximum font size mentioned in Billboard Ad Image Guidelines previously mentioned. The maximum font size is for Headings only.

Coupon codes should not look like CTAs

Do

Recommended Coupon Code dimensions-

Have a title for the coupon code component - For e.g. Coupon Code

Max character limit for component title: 16 characters (inc spaces). (Desktop & mobile)

Mobile (1032*444):

Component Title: 20 px (min)

Component Title: 26 px (max)

Mobile (1032*444):

Desktop (1170px × 362px)

Coupon code Text: 26 px (max)

Coupon code Text: 20 px (min)

Desktop (1170px × 362px)



Height: 40 px

Width (Recommended): 200 px

Coupon code Text: 30 px (maximum)

Coupon code Text: 26 px (minimum)

No character limit for coupon code text



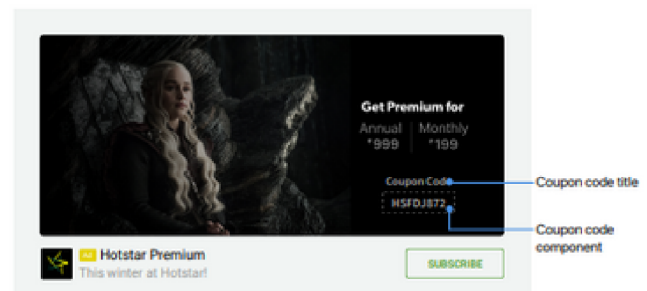
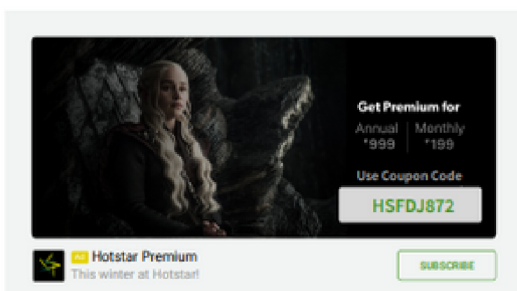
Height: 40 px

Width (Recommended): 200 px

Coupon code Text: 26 px (max)

Coupon code Text: 20 px (min)

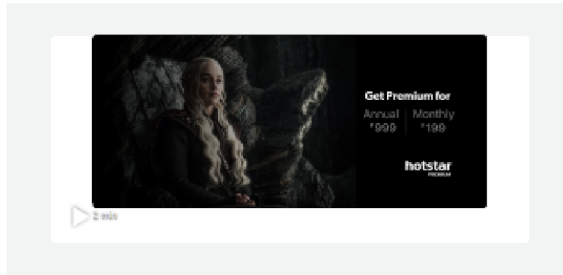
No character limit for coupon code text



5

Don't have Any Background space around Ads

The Ad Cannot be contained within a background in the creative, even if its a part of the Brand Guideline



Do

Use 100% of the Ad space provided in the designs

