

BrandBOOST

THE FRAME



DESCRIPTION

A suite of premium products offering brands a boost to drive further awareness and impact from their TVC with ease. A customisable skin that adds a layer of concurrent messaging to a brand TVC. Creates opportunities to build greater brand presence and impact through program specific and/or seasonal messaging.

SPECIFICATIONS

Video:

- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

Video File Types:

- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

Graphics

- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Video is inside the frame area
- General video placement recommendations: Top-L, Top-R, Mid-Top, Mid-L, Mid-R, Mid-Mid, Bottom-L, Bottom-R
- Animation can be included
- CTV only

SUPPORTED PLATFORMS

- CTV (Live & VOD)

SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 16 business days prior to live date.