



A technical specification document explaining how to deliver creative assets for responsive (HTML5) asset production for Digital Out of Home.

*Specifications*

# RESPONSIVE DIGITAL OUT OF HOME

Last updated: July 2021

# CONTENT

<b>1</b>	<i>Why responsive?</i>	p. 3
<b>2</b>	<i>How does it work?</i>	p. 4
<b>3</b>	<i>Creative best practices</i>	p. 6
<b>4</b>	<i>Technical requirements</i>	p. 7
<b>5</b>	<i>Adding dynamic components</i>	p. 8
<b>6</b>	<i>Delivery checklist</i>	p. 9
<b>7</b>	<i>Q&amp;A</i>	p. 10
<b>8</b>	<i>Terminology</i>	p. 12
	<i>Contact</i>	p. 13

## *Chapter 1*

# WHY RESPONSIVE?!

The Digital Out of Home (DOOH) industry is evolving at a rapid pace. Across Europe, traditional poster locations are being replaced with digital screens more and more. Resulting in a multitude of different screens sizes and resolutions of various media owners. This results in an asset delivery list of more than a hundred(!) creatives for only one campaign.

Happily, due to the significant degree of innovation and technological development of DOOH, more and more media owners have been able to accept HTML5 developed ads.

What does this mean? Rather than manually adapting ads to suit many different sizes of ad inventory, a HTML5-developed creative can resize and restyle elements to suit many different sizes of ad inventory automatically.

This way developing creative for DOOH now can be done faster, more efficient so brand can easily gain phenomenal reach within market.



## *Chapter 2*

# HOW DOES IT WORK?

Using HTML5 technology, combined with CSS and Javascript we ensure the creative automatically resized and restyle elements to fit to screen that serves the creative.

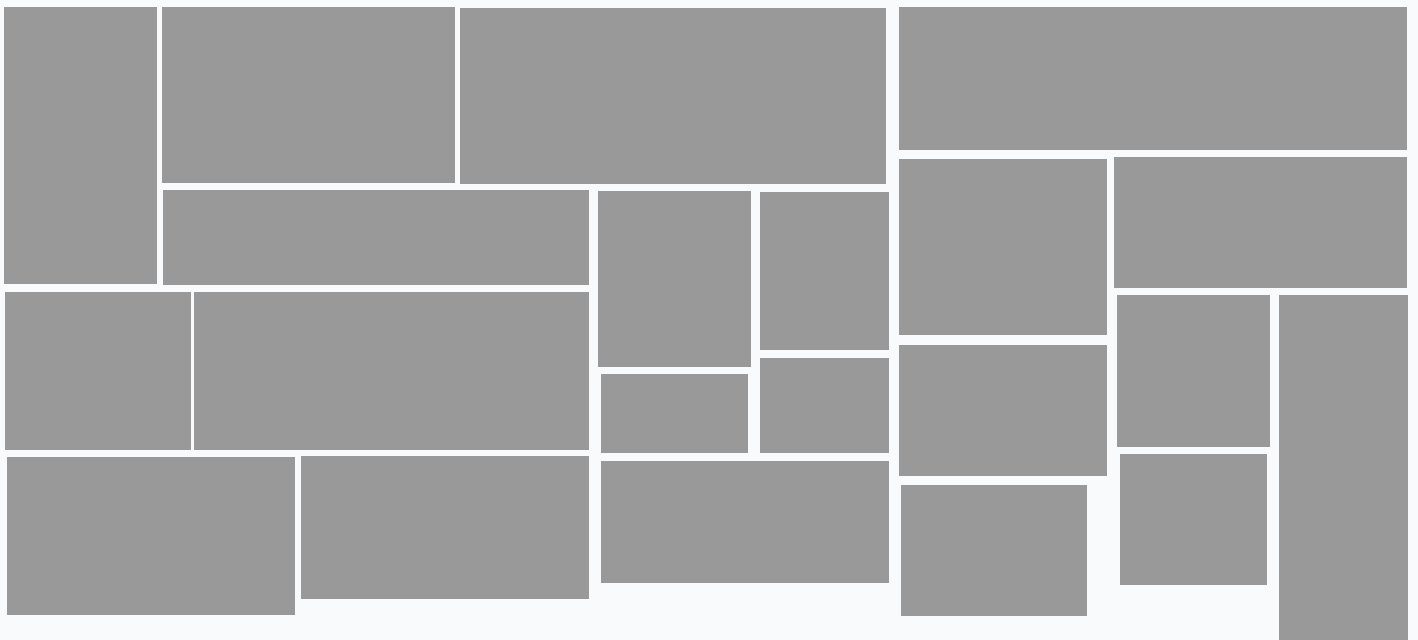
Yet, we acknowledge that the design structure and composition of your ad creative sometimes depends on the which resolution or ratio you design it for. For example, a landscape format may require a different composition of your visual elements than a vertical format.

Also, we understand brands and creative designers want to make sure that each creative on every screen looks aesthetic and on-brand.

With that in mind and thorough live testing, S+A Creative Services established a specification list of 4 essential DOOH-creatives. With these essentials you keep creative control and increase creative efficiency at the same time.

*From a list of 100+  
different creatives  
sizes to only 7 sizes.*

**100+ Resolutions**



**5 Resolutions**



## Chapter 3

# RESPONSIVE DOOH BEST PRACTICES

### Using an image as a background?

It is best to use a background layer that does not depend on positioning or cropping. If you are planning on using background of your creative either way, please get in touch with your S+A Customer Success Manager so we can look at workable possibilities.

- Use max. 4 creative components in the canvas (logo, main message, product assets, background).
- Keep message short & simple: max. of 5 words.
- Use a simple background that does NOT have cropping dependencies: full color, gradient, all over composition pattern. Please be careful with the use of images. Want to use an image? Please read the instructions in the yellow box.
- Place brand logo in top 50% of the canvas AND in high resolution.
- Visualize possible creative outcomes when using dynamic components.
- Keep in mind the Opportunity-to-See: distance and dwell-time between DOOH-object and passenger. *Are people able to perceive your (main) message when they're passing by quickly?*

## Chapter 4

# TECHNICAL REQUIREMENTS

*Please note that below requirements are needed in case all screens are being targeted.  
Please request for campaign specific requirement list.*

Margins (canvas size)	Page edit (document size)	File	DPI	max. weight	Audio	Colour	Extra notes
960x424 px	1296x848 px	.psd or .ai in a package	72	5GB	No	sRGB	<ul style="list-style-type: none"><li>• Create separate (.png) layers for every asset or component.</li><li>• Design all layers as 'smart objects'.</li><li>• Using dynamic elements? Rename the dynamic layer by "Dynamic Layer [short description]" (Optional).</li><li>• Provide a frame-to-frame storyboard or examples when using animation of dynamic components (Optional).</li><li>• Full motion or video is <u>not supported yet</u>. If the design requires some kind of animation, only simple appearing animations is supported. Provide a frame-to-frame storyboard for this.</li></ul>
1280x646 px	2364x1195 px	.psd or .ai in a package	72	5GB	No	sRGB	
640x920 px	864x1242px	.psd or .ai in a package	72	5GB	No	sRGB	
768x1230 px	998x1600 px	.psd or .ai in a package	72	5GB	No	sRGB	
1080x1920 px	n.v.t.	.psd or .ai in a package	72	5GB	No	sRGB	
Brand or campaign guidelines		A written manual that explains how the brand or campaign elements should be used externally to ensure consistency. E.g. (RGB) color codes, logo placement instructions, font size guidelines. Can be a .pdf file or url.					

## Chapter 5

# USING DYNAMIC COMPONENTS



Using dynamic components within responsive creatives is not a problem! Yet, it can be very helpful to first visualize some of the possible outcomes that will be shown. Ideally outcomes that have the most effect on the design.

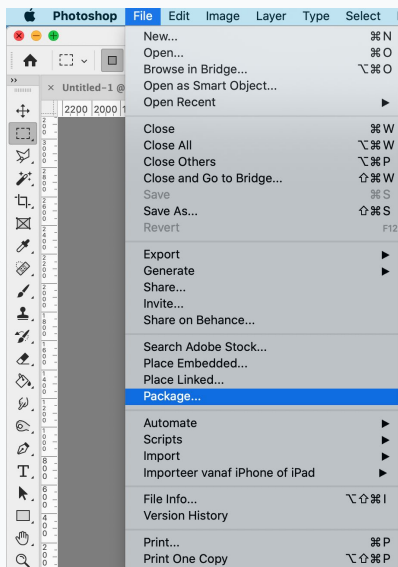
For example, when you want to show different street names relevant to specific locations automatically. Try out street names with the most AND least characters in every 4 resolutions in the prototype phase. This way you find out if there are any break-up or margin rules that need to be considered.

When you use dynamic components in your DOOH-creative, please rename the components layers in the PSD-file and share the try-outs so we integrate these rules into the HTML5-template.



## Chapter 6

# DELIVERY CHECKLIST



Ready to deliver your .psd/.ai file? File as 'Package' to send out.



Make sure the creative components are 'Smart Objects'

- ☐ Developed all 5 required resolutions.
- ☐ Creatives are built in Adobe Photoshop or Illustrator.
- ☐ Deliver open Adobe files as a package so all assets (fonts i.e.) are included.
- ☐ Create separate (.png) layers for every asset or component.
- ☐ Use high resolution assets.
- ☐ Design all layers as 'smart objects'.
- ☐ Rename the dynamic layer by "Dynamic Layer [short description]" (Optional).
- ☐ Provide a frame-to-frame storyboard or examples when using animation of dynamic components (Optional).
- ☐ Provide brand guidelines.

## Chapter 7

# Q&A

### **Can I also deliver a Sketch file?**

No. We only support Adobe Photoshop (.psd) or Adobe Illustrator (.ai) files.

### **What to do if I don't have Photoshop?**

In case you don't have (access to) Photoshop, please deliver the creatives as .JPEG files, together with all the (high res.) source files and components that are used in the creatives.

### **Is video supported in responsive design?**

No. At this moment video in responsive design is not supported yet. If you want to integrate animation within your design, choose to have a simple animation. E.g. appearing or looming motion.

### **Are images supported in responsive design?**

Yes, images are supported. In fact, we highly recommend to use an image or illustration as a component in your ad creative for clear messaging. But(!) we do NOT recommend it to use an image as a (full covered) background of the creative.

### **Why can't I use images as a background for my ad?**

Not all images are suited for responsive design. For example, in case the image strongly depends on precise cropping we strongly advise you to NOT use an image. Instead, go for a more flexible and simple background component, e.g. a full color shape or a (non-depending) pattern. If you still want to use an image as a background, please contact your Sage+Archer Client Success Manager immediately to look at solutions.

### **I only have one or two of the 5 required formats. Is that a problem?**

In order to develop a responsive creative suitable for all targeted DOOH screens while keeping control over the creative outlining, we strongly advise you to deliver all required formats. Ask your design team or agency for additional formats. Or, ask your Client Success Manager at Sage+Archer for support from our Creative Studio.

**Why do I need to deliver brand and campaign guidelines?**

We want for brands to show flawless and on-brand creatives on the digital screens. In case the creatives need (last minute) adjustments or optimization to be used for responsive design, we are able to judge whether the agreed adjustments are done according to brand's guidelines.

**Why can't I add audio to the creatives?**

The digital screens of the media owners are not equipped with speakers. Therefore, media owners do not support audio included creatives. Creatives that have audio enabled will be (automatically) disapproved by the media owners.

**I finished the materials, how and with whom do I share the required files?**

After the materials are approved by the client, the files need to be shared with S+A's Client Success Manager. The digital files can be send via email, WeTransfer, Smash or a different way to transfer files securely.

## Chapter 8

# TERMINOLOGY

**Digital Out of Home (DOOH):** digital advertising billboards or objects located outdoor or in public spaces (e.g. shopping malls, elevators).

**Responsive creative:** a single HTML5 creative that can resize and restyle elements to suit many different sizes of ad inventory.

**HTML5:** a programming language that uses CSS to describe the structure and style of the content on a web page. It can be used to write web applications, and also to build advertising creatives.

**Cascading Style Sheets (CSS):** a programming language used to style an HTML-document. It describes how HTML-elements should be displayed on the web page.

**Javascript:** a programmatic language that gives HTML5- and CSS-written web pages interactive elements. E.g. displaying a real-time countdown or live feed.

**Dynamic creative:** a single templated creative that has dynamic or interchangeable elements that can be adapted via a CSV or data feed. E.g. you can show one creative message to people in London, an a different creative message to people in Amsterdam. Or show message "A" when it is raining or message "B" when it is sunny.

*Contact*

# GET IN TOUCH WITH US

*Do you have additional questions about the requirements of the use of responsive design? Are you uncertain about doing the right thing. Don't be shy and ask away!*

**Get in touch with Martine**

**email**      [martine@sage-archer.com](mailto:martine@sage-archer.com)

**phone**      +20 702 8206

