Ad Products 2023

The premium platform to win attention
Standard Units

- Built by studio designers
- Singular user flow
- 24-48 hr turnaround
Sensory Engagement (CPE)

User Flow
- Pre-Interaction: Looping animation to trigger user
- Post-Interaction: Quick animation that provides pay-off image/copy
- End Frame: CTA and final message

KPI
Upper Funnel / Engagement, ER, eCTR

Interaction Types
Swipe (directional), Tap, Tap & Hold, Scrub, Drag & Drop

Demos
- United Airlines (Tap & Hold)
- Lincoln (Tap)
- Western Union (Scrub)
- APN Lodge (Swipe Left)
- Western Union (Swipe Right Cube Flip)
Sensory Video (CPE)

FS (320×480), MPU (300×250)

User Flow

- Pre-Interaction: Looping animation to trigger user
- Post-Interaction: Quick animation that provides pay-off image/copy (not necessary for this unit type)
- Video: 6-15 second video with CTA overlay
- End Frame: CTA and final message

KPI

Upper Funnel / Engagement, ER, VCR, eCTR,

Interaction Types

Swipe (directional), Tap, Tap & Hold, Scrub, Drag & Drop

Demos

- [Chevy Bolt (Tap & Hold)](tap-and-hold)
- [United Airlines (Tap & Hold)](tap-and-hold)
- [IWC (Swipe Left)](swipe-left)
- [Playstation the Show (Scrub)](scrum)


Sensory Plus (CPE/CPM)

User Flow
- Pre-Interaction: Looping animation to trigger user click (can include muted video)
- Site Visit: User will be launched to site on initial click
- End Frame (once user leaves the click through site): CTA and final message

KPI
Lower/Mid Funnel, CTR

Interaction Types
Tap ONLY

Demos
- **Showtime First Lady (Sensory Plus w/ Video)**
- **iHope (Sensory Plus)**
- **Playstation (Sensory Plus)**
Non-Standard Units

- Built by devs
- Multiple-results
- 48-72 hr turnaround
User Flow

- Pre-Interaction: User presented with 2 or more choices
- Post-Interaction: Depending on user's choice, a resulting frame will animate in
- Video: available in the post-interaction phase
- End Frame: CTA and final message

KPI

Upper Funnel / Engagement, ER, VCR, eCTR

Interaction Types

Tap or swipe on choice

Demos

- Bungie Destiny 2 (3 User Choice)
- Amazon Outer Range (User Slider)
- Mouser EIT (3 User Choice)
- Moen (4 User Choice)
Gamification

FS (320×480), MPU (300×250)

User Flow
- Pre-Interaction: User presented with initial interaction to launch the game
- Game: Game commences
- End Frame: CTA and final message

KPI
Upper Funnel / Engagement, ER

Interaction Types
Swipe to catch/avoid, Puzzle rotator, Memory Match, Tap to Shoot, Word Finder

Demos
- Milk It! (Swipe to Catch)
- Prototype (Memory Match)
- Jeal Paul Gaultier (Puzzle Rotator)
- Angry Orchard (Tap to Shoot)
Physics Engine
FS (320×480), MPU (300×250)

User Flow
- Pre-Interaction: Looping animation to trigger user interaction
- Interaction: User interacts with the unit
- End Frame: CTA and final message

KPI
Upper Funnel / Engagement, ER

Interaction Types
Swipe to catch/avoid, Puzzle rotator, Memory Match, Tap to Shoot

Demos
- Nike AirMax 270 (Pinball)
- NatureMade (Particle Swipe)
- IWC (Particle Swipe)
3D Parallax
FS (320×480), MPU (300×250)

User Flow
- Pre-Interaction: Looping animation to trigger user interaction
- Interaction: User swipes left and right to reveal elements of the image/artwork
- End Frame: CTA and final message

KPI
Upper Funnel / Engagement, ER, eCTR

Interaction Types
Directional swipes only

Demos
- Lionsgate Moonfall (3D Parallax Video)
Explorer/Video Explorer

FS (320×480), MPU (300×250)

User Flow
- Pre-Interaction: Looping animation to trigger user interaction
- Video: video launches upon interaction. User can then interact with hotspots throughout the video to reveal further information
- End Frame: CTA and final message

KPI
Upper Funnel / Engagement, ER, eCTR, VCR

Interaction Types
Tap, Tap & Hold, Swipe, Scrub, Drag & Drop

Demos
- Netflix Stranger Things (Character Explorer)
- Chevy Bolt (Explorer)
- Chanel (Video Hotspot Explorer)
- Lexus (Video Carousel)
Additional Sizes

- Pre-Roll
- CTV
- Sticky Silhouette
PreRoll
1280×720

User Flow
- Non-skippable 15 second video that launches in a site's video player prior to the desired content is shown to user

KPI
VCR, CTR

Demos
- [Playstation MLB The Show (Anchor Banner PreRoll)](#)
- [AppleTV+ Foundation (Top Banner PreRoll)](#)
- [Tourism New Zealand (Skin PreRoll)](#)
Connected TV (CTV)
1920×1080 or 1280×720

User Flow
- Video autoplays on purchased CTV inventory placements
- Contains QR code which allows cross-device experience for further information (acts as the CTA button)

Key Benefits
- Diversify video-focused campaigns by leveraging different inventory placements
- Creative efficiency by re-using existing assets

For more info on CTV ads: [What is Connected TV Advertising?](#)
Sticky Silhouette
320×100, Bottom Adhesive

User Flow
- Starts with a 320×50 banner with image layers “breaking” the banner borders
- Upon interaction (tap only at the moment), the background fills the full 320×100 area and end message appears (copy, CTA button, etc.)

Key Benefits
- Bottom adhesive placement allows to be paired effectively with current offerings (FS, MPU)
- High viewability due to nature of placement
- Follows CPE Model
Add Ons

➔ Not stand-alone units, but capabilities that we can append to our existing Sensory units
User Flow

- Once map loads, user can peruse the various locations by panning and tapping pins for more information
- User must share their device location by tapping “Pan to Current Location” in order to find pins close to where they are
- Note: Client must provide their own store lists so the unit can populate those custom locations

Key Benefits

- Foot traffic driver
- Dynamic iframe allows the unit to load a custom map with hundreds of pins without weighing down the unit
**Shoppable Unit**

Playrcart integration for FS, MPU

**User Flow**
- User first engages with the unit and reaches a CTA within the unit to proceed to the shopping experience – all housed within the same ad experience
- Notes: Client must provide payment methods, and product list (including product description, colors, size, availability, etc.)

**Key Benefits**
- Full conversion (CPA) within the ad experience
- User never leaves the ad unit environment – seamless transition to purchase

[Link to Full Deck with Further Info]
**Lead Generation Unit**

Playrcart integration for FS, MPU

**User Flow**
- User first engages with the unit and reaches a CTA within the unit to proceed to the booking experience – all housed within the same ad experience
- Notes: Client must provide required customer info (to collect), integration into booking system (if client has one)

**Key Benefits**
- Full conversion (CPA) within the ad experience
- Reaching user at the pinnacle of emotional response/incentive

[Link to Full Deck with Further Info](#)
Innovations
Voice Activation
FS, MPU (Currently only for User Choice)

User Flow
- User must make an initial engagement AND accept a microphone opt-in, prior to the microphone being engaged
- User can then speak into the phone's microphone to make a choice and control the ad unit

Key Benefits
- Delivering key message at height of user engagement
- Taps into a unique phone capability
Memory Match (Game)
FS (320×480), MPU (300×250)

User Flow
- User is prompted to tap on various cards to create matches in order to proceed
- Once all matches are made, user proceeds to end frame
- Limit to 4 pairs of matches (8 total cards)

Key Benefits
- Engaging gamification experience that can tie in visual cues that tie directly into building brand and message awareness
Magnifying Glass
FS (320×480), MPU (300×250)

User Flow
- User uses their finger to swipe around to reveal a magnified version of the background image
- Once user lets go of the screen, the unit proceeds to a video/end frame
- Another iteration of this unit can be used as a reveal unit like this Flashlight example

Key Benefits
- Reveal unit that helps generate user curiosity and attention time on ad unit
User Flow
- User can drag around their character in any direction to avoid or catch projectiles.
- Previously limited to horizontal movement, but we were able to unlock the capability to drag and move in any direction.

Key Benefits
- Engaging gamification execution that allows for a high-impact branding experience.