

CREATIVE

On Transvision many of the most effective ads are sourced from the original poster, press or new media creative.

The still images are animated through programmes such as Adobe After Effects and Macromedia Flash by our in house creative studio. We also take TV and video copy and make it work for the Transvision format. However, many TV commercials may not work as effectively as there is no sound. The commercials that have worked ran with headlines replacing the voice over.

If information needs to be updated regularly you can run 'Dynamic Copy'. Secure, controlled remote access via the internet means multiple copy/ image/numeric changes can be made throughout the duration of your campaign, for example; Price changes, Indices, Temperature, Interactivity and even Imagery.



CONTENT

Transvision is very big! But don't be tempted to put too much copy on each frame. Although it is electronic it is still a poster in terms of how people consume the message. The old rule still applies... Keep It Simple Stupid. If you have a complex or involved message you can run more than one creative.

Moving typefaces and images can bring posters to life. Depending on the chosen typeface the recommended legible font sizes for viewing on transvision are as follows;

Minimum :16pts Maximum :70pts



A still image can be separated and run in parts to tell a visual story. With all ads we recommend you give the audience time to read into the message. A visual hook to catch the audience's eye and then deliver the message. With TV/Video slow motion is very effective. We recommend slowing down the film slightly to allow for the new environment the commercial is in.

Dominant bright graphics, contrast and large elements of colour will guarantee impact and visibility for the viewer. Warning - A white background will drown all but the largest headlines.

FREQUENCY

How long should the ad be? This is all about impact vs. frequency. Transvision is very flexible, the copy lengths we accept vary from 10 to 60 seconds.

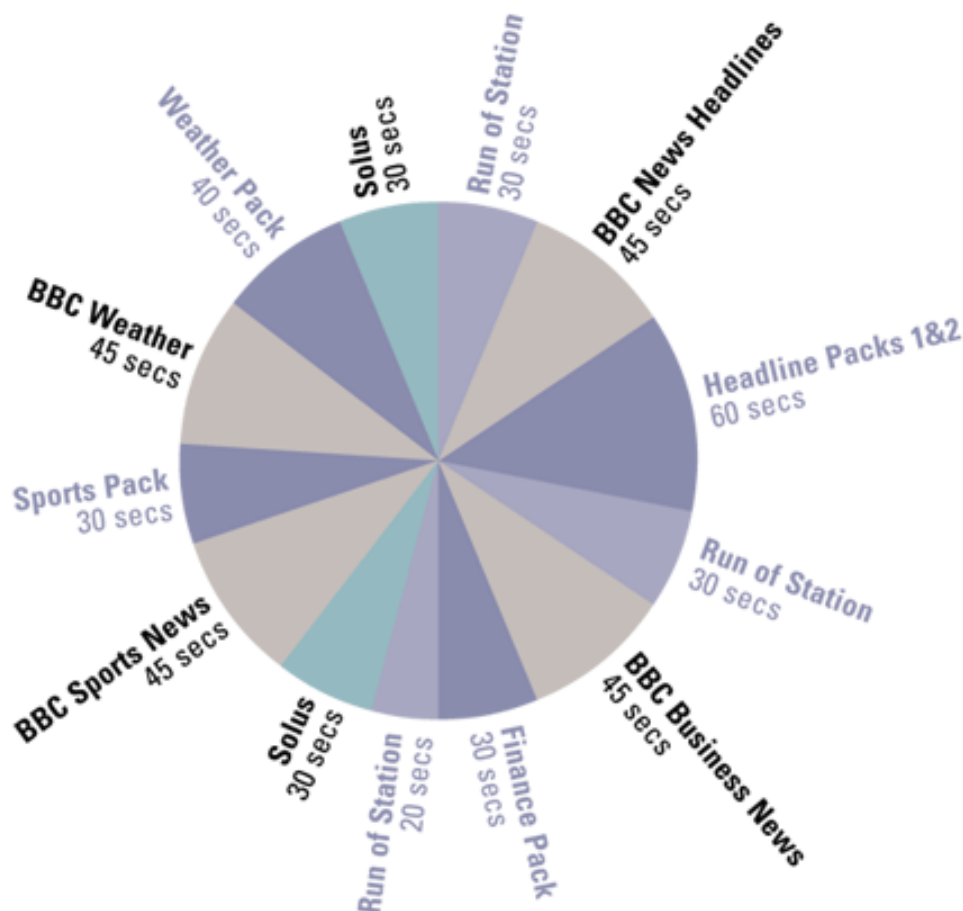
A 10 second ad should be run at an effective frequency of 3 per 8 minute programme loop. This frequency is recommended for short campaigns of up to a week.

Many advertisers find running 2 x 20 second ads per loop works well over a two-week period.

The standard weight campaign is 30 seconds. Many financial advertisers use this length as their message is often complex.

For the BIG IMPACT we recommend a + 45 x second. This is a great opportunity for creatives to run a cinema style communication.

The Diagram below shows how the 8 minute programme loop is broken up.



TECHNICAL SPECIFICATIONS

The Transvision screen works on a 2:1 ratio - slightly wider than widescreen (16:9).
The exact dimensions are 768px x 384px and 72dpi.

Depending on the type of ad you wish to create on Transvision, please follow the relevant instructions below...

1. Poster or Press Artwork

For standard poster copy please provide CDs of un-flattened, layered artwork. All clients are requested to supply a colour proof copy of poster advertisements.

Fonts can either be saved as outlines or the client should provide the accompanying font on the CD.

Acceptable file formats: PhotoShop .PSD | Illustrator .EPS | Quark Express .QXD

2. Web Animation

Please provide QuickTime Movies (Version 4 or later), dimensions set to 768 by 384 pixels and ideally should 50 MB or less in overall file size and supplied on CD.

Flash ads can be provided in the form of a .FLA or .SWF saved to version 6 or earlier and must be un-looped. The stage should be set to 768 by 384 pixels in size with all graphic files imported as 72 dpi.

Flash files may also be published as QuickTime movies (Note: these files can usually be emailed to us).

TECHNICAL SPECIFICATIONS

3. TV/Video copy

The colour information is sub-sampled, in a similar way to a PAL composite signal. Avoid small detailed colour logos as they may bleed. For titles with strong contrast (i.e. white on black) use a minimum font height of 20 lines. For highly saturated titles, with a similar contrast, keep above 30 lines. All post production must be done digitally, preferably without any compression. Deliver on Digital Betacam 16:9 FHA. (Not 4:3, 14:9 or 16:9 LB).

All TV/Video copy should be sent directly to our facilities house:
C/O Matthew Shard,
Automatic Television,
35 Bedfordbury,
London , WC2N 4DU .
Tel: 020 7240 2073

4. Dynamic Copy

The animation of Poster/Press files together with New Media can create a completely dynamic ad, please supply:

- Artwork copy 15 days before in-charge in order for all animation and technical elements to be set up and tested.
- A detailed storyboard of animation with all graphical elements + a/w files.
- A contact name/number for a member of IT dept in order to organise access and live feeds.