



# WRAP EXPLAINED

Functions and features of the HTML5 InStream ad

# BRIEFING AND REQUIRED ASSETS

## PLEASE NOTE THE RESPECTIVE PRODUCTION TIME OF THE PRODUCTS

- Key Visual / Look & Feel
- Approved copy and product information
- Title, product claim, slogan and wording, additional important campaign information
- Client logos (.eps / .ai / .png / .psd)
- Design information / style guide
- Fonts for PC and MAC
- Copyright information (if required)
- Website links, target URLs
- Video / trailer (in high resolution as AVI / MOV / WMV / MP4 / MPG, size 16:9)

Please note the respective production time of the advertising medium. The production starts after a detailed briefing and the delivery of the complete graphics and text materials.

There are **up to three change loops** included in the price for production.

[Briefing Template](#)

# FURTHER INFORMATION

## ALL THE IMPORTANT ESSENTIALS IN A NUTSHELL

- Inclusive loops for feedback / correction: **3 times**
- Adaptions **Wrap Classic**: 250 EUR per adaption
  - Example:** For the production of 3 Wrap Classic  
with similar structure / layout / design*
    - 1 master layout (regular price 1500 EUR)
    - adaption 1 (+250 EUR)
    - adaption 2 (+250 EUR)
- Price reduction by correct layout delivery (as open and/or directly usable files): **-750 EUR**
- Pricing for production is **not discountable**

## COMBINED BOOKING ATV

If you book a **Branded Video Microsite** in combination with a **Wrap Classic**, the price of the Branded Video Microsite will be reduced to **700 EUR** (instead of 1000 EUR).

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# THE TEMPLATE

Photoshop Master File

# THE PHOTOSHOP FILE

## AT A GLANCE

To download the current template, please click [here](#).

### SAFE AREA

This area can likely be cropped on smaller screens.

VIDEO

### PLAYER

This Video must not be moved.

Download template

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# WHAT OUR PRODUCTS CAN DO

The perfect Wrap for your brand

# WRAP STATIC

## HARD FACTS

Production time: 3 working days

Delivery possible: yes

Mechanics: Static .jpg adapting to the player size

Pricing: 0 EUR (at delivery), 750 EUR (when produced by our InHouse agency)

# WRAP STATIC

## WHAT IS THE PRODUCT ABLE TO DO?



Adaptive to the player



Bookable in the Core Run of TV Brands



No animation



No elements above the player



Delivery possible according to SOM template as .jpg (<150kb)





# WRAP CLASSIC

## HARD FACTS

Production time: 5-8 working days

Delivery possible: no

Mechanics: Classic animated version of the wrap, eye-catching with animations & elements above the player

Pricing: 1500 EUR

# WRAP CLASSIC

## WHAT IS THE PRODUCT ABLE TO DO?



Adaptive to the player



Bookable in the Core Run of TV Brands



Animation



Elements above the player



No external delivery



# WRAP PLUS

## HARD FACTS

Production time: 10-12 working days

Delivery possible: no

Mechanics: Wrap Classic with elaborate special design (e.g. toolkits, freeform, video scaling)

Pricing: 2500 EUR

# WRAP PLUS

## WHAT IS THE PRODUCT ABLE TO DO?



Adaptive to the player



Bookable in the Core Run of TV Brands



Costly special design



Elements above the player



No external delivery



Please note  
lead time!

# WRAP ADVANCED / INTERACTIVE

## HARD FACTS

Production time: depending on the effort,  
estimate of costs

Delivery possible: no

Mechanics: Interactive Wrap (e.g. product selector, gallery/text, overlay,...), direct user interaction with the advertising, higher impact and awareness/higher dwell time on the wrap

Pricing: Estimate of costs, depending on mechanic and requirement

# WRAP ADVANCED / INTERACTIVE

## WHAT IS THE PRODUCT ABLE TO DO?



Adaptive to the player



Bookable in the Core Run of TV Brands



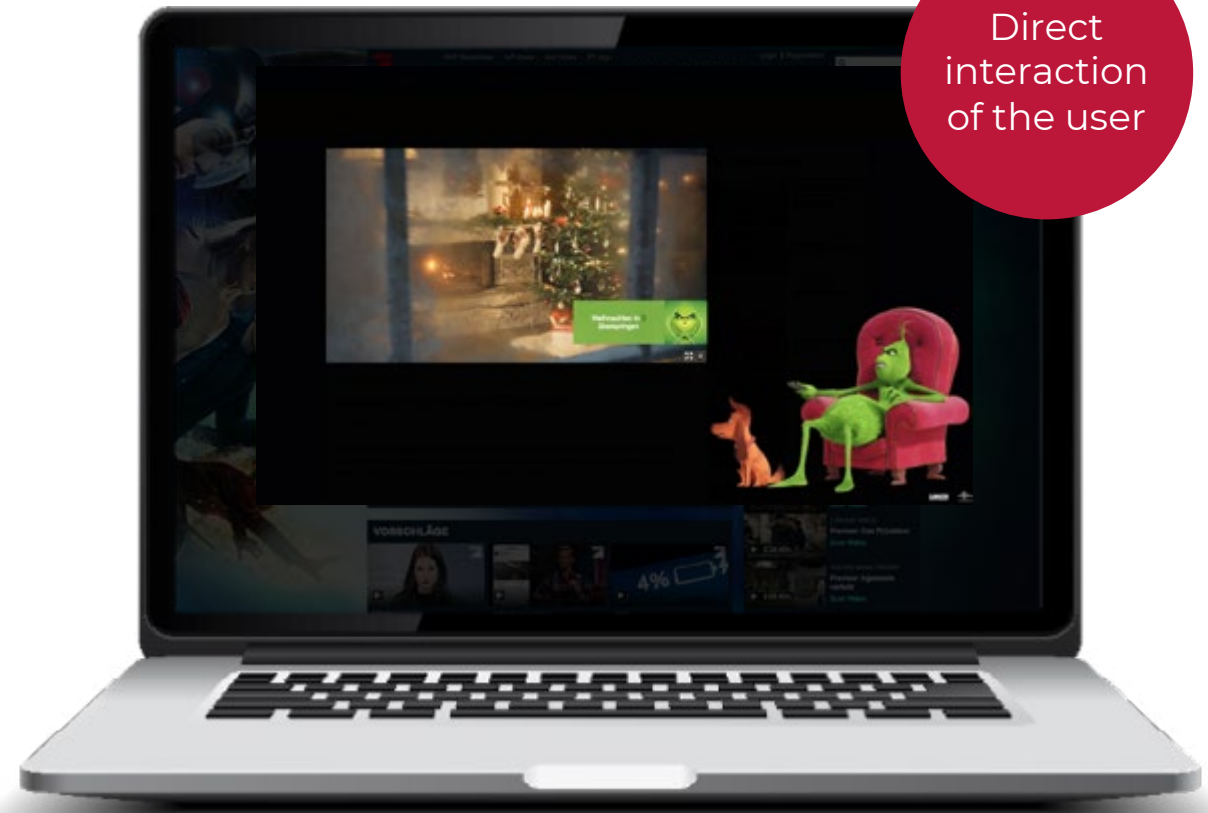
Direct interaction with the ad



Elements above the player



No external delivery



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# FAQ

Frequently asked questions & Contact

# FAQ

## ANSWERS REGARDING THE WRAP

Person of Contact for Design & Implementation

Digital Ad Creation – [commercialproduction@seven.one](mailto:commercialproduction@seven.one)

### **CAN THE PLAYER BE MOVED OR SCALED?**

For the products Wrap Static and Wrap Classic this is unfortunately not possible, as our template scales itself independently and dynamically – adapting to the different player sizes on the platforms.

### **WHY IS THE FONT OR AN ELEMENT OUT OF FOCUS?**

Scaling can cause blurring. To avoid this, please provide us with logos as vector graphics and fonts with the appropriate font.

### **WHY IS THE WRAP CUT DOWN ON MY SCREEN?**

For very small screens, a part of the Wrap ad can always be cut off.

### **THE WRAP DOES SCALE, SO WHY ARE NOT THE BUTTONS ALWAYS AUTOMATICALLY VISIBLE?**

The Wrap is not responsive in the traditional sense, it just adapts to the different player sizes. Each element stays in its predefined position and is not moved dynamically.



