

SHOPPABLE BILLBOARD TEMPLATE .PSD



PICK A COLOR

The Basics

The Shoppable Billboard offers a large 970x250 canvas to communicate with the websites visitors. It consists of two sides, left and right.

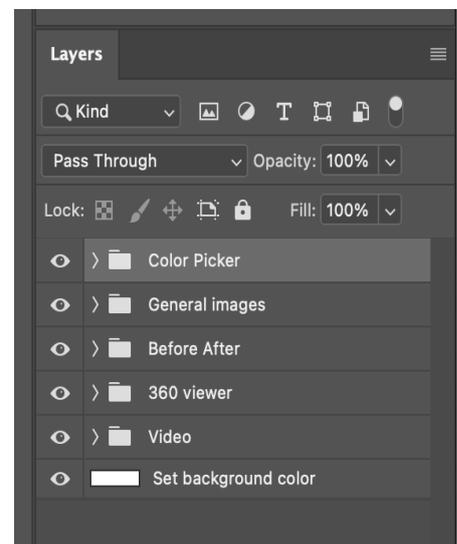
The left side contains a video player with a custom progressbar. On the progressbar we place dots that correspond to events within the video.

On the right we have a canvas that allows you to portray any content you like. The content can either correspond to the video directly. Or add additional information to, or interactivity with the user.

We offer a couple of standardized “modules” for the right canvas of the ad:

- Image gallery
- 360 viewer
- Colorpicker
- Drive to store
- Scratch
- Before After

In the .psd template we created folders per module. Depending on the modules of your choice you can create the assets required in each folder.



Dots

As Mentioned before the dots on the progressbar represent triggerpoints or events within the video. Each event triggers an action on the right side of the ad

We need the following information and assets:

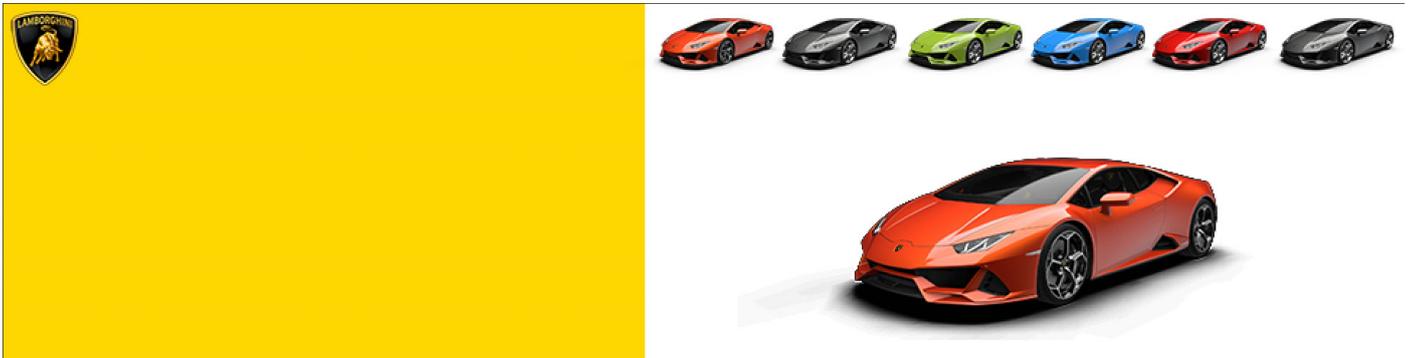
- one mp4 video in 16:9, max file size 5 mb
- The number of dots you require.
- The position of the dots on the progressbar as a percentage of the total duration. So for example 3 dots: dot 1: 25%, dot 2: 50%, dot 3: 75%. The number of Shoppable points and their location can be filled out in the form at the end of this document.

Styling

Both the dots and progressbar/controls of the video can be styled by picking the desired color in the video folder within the.psd template.

The Color Picker Module

The color picker allows the user to see different version of your product. In this sample it's colors of a car but it can be anything. It consists of a set of buttons with corresponding images.

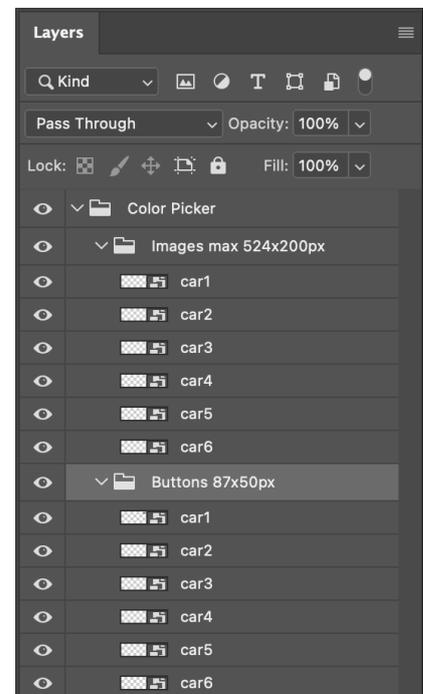


The .psd contains sample images for both the buttons and the images. Please number and arrange the buttons and images in the way you want them to be represented in the color picker from left to right. The images may be jpg or .png images.

When opting for png also deliver a background color or image for the button and image background if different from the main background color. The image container is 524x200px and the button container is 524x50px.

When delivering the final assets to traffic@adsolutions.com you may also include a clickURL per image. Please name them colorpicker1, colorpicker2 etc.

The images may include a call to action or a description text within the image.



The General Images Module.

This module shows an image of your choice when the progress bar hits the shopable point of your choice. Please name the image(s) with the number of the desired shopable point(s).

The images are 524x250px. Please name the files img_number.jpg with img_0.jpg being the first image.

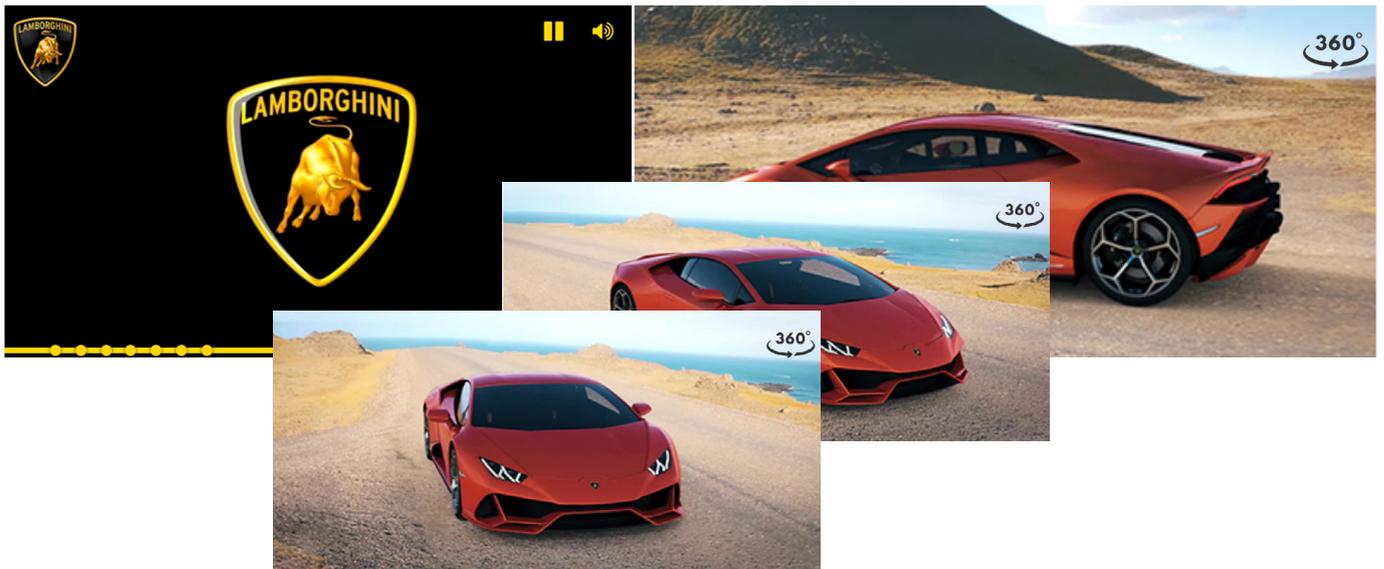
The Before After Module.



This module shows a slider on top of two images allowing the user to slide the slider left or right to expose more of the image. You can use similar images, for example a black and white and a full color version. Or two completely different images (like in this sample). Or perhaps you would like to show what a room looks like with or without your product.

Name the images before and after. Before being the left side and after being the right. The images are 524x250px.

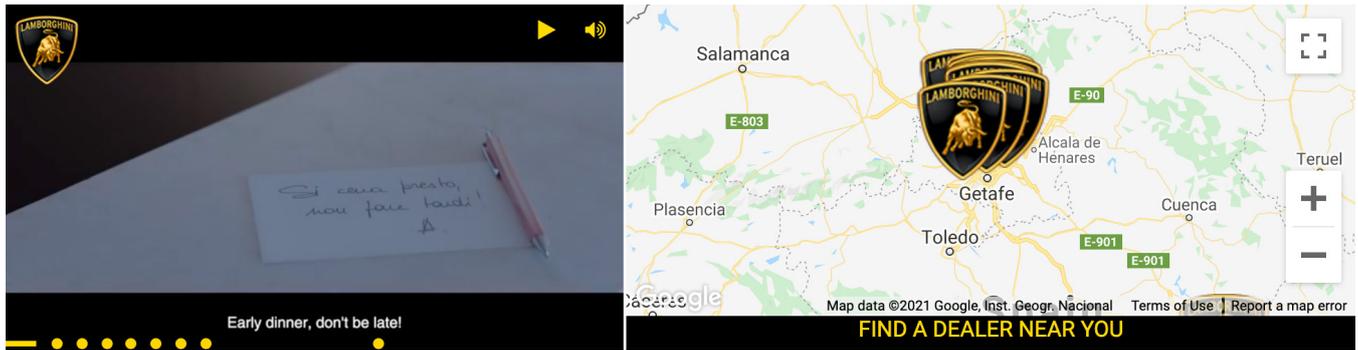
The 360 Viewer Module.



This module allows the user to drag left or right and view your product in 360 degrees. The images are 524x250px. A 360 viewer can have as many images as you require to show the 360 degree view. In this sample the 360 viewer consists of 45 images but could also have been 8 images for example. More images makes a smoother transition from image to image.

Please name the files number.jpg with 0.jpg being the first image.

The Drive to Store Module.



The Drive to Store Mobile is a module that shows google maps and shows the nearby markers that are configured. The marker can be configured manually or by using a query. A sample of a query is <https://maps.google.com/?q=lamborghini>

When the markers are not available via a query please e-mail Adsolutions for an excel template in which coordinates and naming per marker can be added. The above sample with a query is the most elegant and preferred solution.

The maps module will try to fetch the user's location. When available it will show nearby markers to the user.

The .psd template allows you to design and deliver a custom marker image.

The Video Module.

The Video Module is a mandatory module as it contains the video and shoppable points that trigger everything else on the right side of the ad. The folder in the template contains a logo and two layers for setting the shoppable points and progress bar colors.

Shoppable Billboard Form

Please fill out the form underneath when finishing the .psd template with the assets to provide us with all the required information to build the ad for you. Please send this page with the final assets to traffic@adsolutions.com.

Modules

General Images at Shoppable point(s):

Color Picker at Shoppable point:

General Images at Shoppable point:

Before After at Shoppable point:

360 Viewer at Shoppable point:

Drive to Store at Shoppable point:

Please select the modules you require.

Shoppable Points

Please select the Shoppable points you require and at what percentage they should appear:

Shoppable point 1 at % of video playback

Shoppable point 2 at % of video playback

Shoppable point 3 at % of video playback

Shoppable point 4 at % of video playback

Shoppable point 5 at % of video playback

Shoppable point 6 at % of video playback

Shoppable point 7 at % of video playback

Shoppable point 8 at % of video playback

Shoppable point 9 at % of video playback

Click URL's

Write down the exact clickURL and corresponding shoppable point if applicable. Not all shoppable point have or have to have a clickURL.

Sample clickURL: shoppable point 2: <https://www.adsolutions.com>

URL 1:

URL 2:

URL 3:

URL 4:

URL 5:

URL 6:

URL 7:

URL 8:

URL 9:

URL 10:

URL 11:

URL 12:

URL 13:

URL 14:

URL 15: