blis
Creative
Specifications

Content

Asset requirements

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If Blis are designing and building the creative, the minimum requirements are:

- Text for header, sub-text & CTA

- High res images / key visuals (twice the size of the largest ad size)

- Fonts (if applicable)

- High res logo (twice the intended size)

- Brand guideline document

- Translations for all copy (if applicable)

- A kick off call is recommended

If Blis are building the creative, the minimum requirements are:

- Completed layered design files twice the size

- Fonts (if any amends need to be made)

- Any creative direction re. animation

- A kick off call is recommended

If the creative is built externally, Blis require:

- the creative to be uploaded to a 3rd party ad server then sent the VAST, MRAID and / or Mobile Web tags

- Blis **CAN NOT** accept the raw HTML5 files

- Blis **CAN** accept standard banners i.e PNGs, JPEGs & GIFs.

Id Ps Ai Ae

We accept most layered design files but ensure they are packaged and / or all assets are synced when they're sent over.

Timeline

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Mock ups		**2-4 Days**
Build of pre-designed asset		**4-6 Days**
Design & build of standard banner & basic rich media creative		**5-8 Days**
Design & build of rich media creative		**8-12 Days**
Design & build of custom creative		**12+ Days**

The timelines are an estimate to ensure there is enough time for a minimum of 3 & a maximum of 5 rounds of amends for conceptualisation, design & development dependent on the complexity of the campaign.

Partners & docs

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Certified Creative Partners

- Adform
- Celtra
- Flashtalking
- Doubleclick
- Bonzai

  Sizmek

Certified Viewability Partners

- Double Verify
- Integral Ad Science
- MOAT

Certified Tracking Partners

- Adform
- Doubleclick
- Flashtalking
- Sizmek

Store List Template

- Send the store lists in this template:

  http://creative.blis.com/locations-sample-Blis.xls

- You can leave columns blank but do not delete any. Zip code or Lat / Lng is mandatory.

The above are the prefferred and / or frequently used partners. Get in touch with the Blis support team if you have any enquiries regarding additional partners & integrations.

Responsive design

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How it works?

Today, especially on Android, we have a huge variety of device ratios, from 4:3 to 16:9 and anything in between. It is best practice to ensure that all full page ad units are responsive. Responsive design reformats to fit the various screen size of every device by placing the assets by % rather than pixels according to the ads container size.

Due to the nature of responsive design, it means that the positioning of certain elements will differ slightly across various devices, some background images may be cropped and some elements may be stretched when necessary so please take this into consideration.

Why?

- Responsive design creates a mobile friendly user experience

- Responsive design allows for a single ad unit to serve across all device sizes

- People said they get annoyed when ads are not made for the right platform, and this gives a negative impression of brand and publisher

- The bespoke versions outperformed on brand metrics, including brand consideration and brand trust

Preview >

Change the device size options on the right of the preview to see it in action.

Flexible Size Transition

Flexible size ad formats are defined by the aspect ratio of the width and height of an ad, and it is required that the ad maintains its aspect ratio to fill the maximum real estate available. Implementation details for flexible size ad containers are summarized and available in the following web pages. These outline potential methods of implementing flexible containers. But publishers can define alternate methods.

LEAN: User experience and load performance

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The new guidance creates a positive user experience of advertising by way of maximizing page load performance. The ad must use light weight file loads during initial load of the page, eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load, use subload for rendering ad experiences that require heavy file weights, minimize number of files requested during initial load and make user initiation required for ad functionality that needs large file downloads

General Ad Requirements

Interest-Based Advertising (IBA): Include IBA selfregulation controls for ads using behavioral targeting (5kB max file size).
Audio: Audio in ads should be muted. To allow for audio initiation in ads, a control may be included for the user to initiate audio. See the LEAN user experience and ad content guidance for more on audio in ads.
Defining ad space: Ad unit content must be clearly distinguishable from publisher or unpaid content on the page (for example an ad unit may have clearly defined borders so it is not confused with normal page content).
CPU Load: Ads should be developed to perform smoothly and not interfere with site or app performance. 30% CPU load max (based on the average CPU of the user base) per active ad. Please review the LEAN guidance for more details on CPU load.

General Notes

Initial file load: Includes all assets and files necessary for completing first visual display of the ad and requested before load event dispatched by the window object.
Host-initiated subload (subload): This is the additional file weight an ad can load in addition to initial load. Ad file subload may begin after the load event has been dispatched by the window object. The ad should listen for the load event dispatched by the window object of the host page. When communication with the host page is not possible, then it is acceptable to listen for the load event dispatched by the window object of the ad iframe.
File weight calculation: For calculating ad file weight, all files for the ad, including those shared libraries not exempt by the publisher or ad server, must be included as part of the maximum file weight calculation. File weights are calculated after files have been compressed into gzip format.

    Initial Load K-Weight = All ad files + Non-exempt shared libraries + max 50 kB for all exempt Shared Libraries.
    Subload K-Weight = All ad files + all non-exempt shared libraries
User-initiated file size: Unlimited file size load is allowed after user-initiated interaction. Ad should be responsible for bandwidth and device capabilities while doing so. User initiation is the willful act of a user to engage with an ad. User interaction is the discrete user action with the ad or its elements, e.g. click or tap or other complete and discrete gesture.
Static file weight and static image size: Use Initial Max K-Weight guidance for static image only ads or backup file requirements.
Slow internet connection: For 3G (1.5 Mbps download speeds) or slower connections, the file weights should be 30% less than recommended.

CBA

We uphold cba standards with our suppliers so please ensure you do not ask for any creative that are outside of this.
https://www.betterads.org

Creative tips

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Simple yet impactful

The smaller screen size doesn't mean you have to sacrifice on impact. Animation and interactive elements return higher engagement rates but keep it short or on rotation.

Consistent branding

Ensure your branding is visible at all times.

Clear messaging

Make sure your message is clear and easy to understand so the user knows what you want them to do.

Mobile first

Your mobile strategy should differ to alternate media channels. Also, consider the unique features of your mobile phone and the role it plays in your life.

Relevance

Use dynamic features to personalise your campaign across multiple audience groups. Using bespoke messaging and images rather than generic material has been shown to perform better.

Video works

Video is an easy way to grab the users attention in many ways. A no brainer.

Be unique

Every campaign differs so apply a new approach for each one and take full effect by aligning your creative strategy with your targeting and campaign strategy.

Popular rich media features

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Feature	Description	Example
Location	Using location to control specific features within an ad unit and find point of interest. A powerful tool when used in real-time to create hyper-targeted relevence for the user.	Map, distance to store, dynamic / contextual content
Gallery	Tactile galleries with thumbnail views, lightbox previews, and image downloads.	Carousel, 360, 3D, thumbnail
Wallet	Save offers or promotions or vouchers straight to your Apple or Google Wallet. Great user journey for voucher redemption campaigns.	Google or Apple Wallet
Social Media	Pull in, share or post pre-populated content on to your most effective social media channels.	Facebook, WhatsApp Twitter
Dynamic	Content which is triggered by dynamic signals.	Weather, time, traffic pollution, audience etc
Interaction	Create easy to understand and mobile friendly interactive elements to engage with the user.	Pull, wipe, shake, swipe, clear, gamify...
Outstream Video	Play video content across rich media inventory elements to engage with the user.	Outstream - vertical video & in-banner video

Popular rich media features

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Feature	Description	Example
Sequential Messaging	Create a story based on the users journey to make sure you're serving the right message at the right moment. For example sharing ingredients for a recipe in-store and a tutorial on how to cook it at home	Storytelling, awareness - consideration - purchase...
Custom Animation	Use animation to help increase engagement and raise awareness	Motion graphics, video, HTML5, GIFs
Audio	Stream audio files into your creative but remember, it is user initiated	Sound effects, music
Panoramic & 360	Use the gyro to pan across images, move objects or even create an AR style experience.	Facebook, WhatsApp Twitter
Quiz	Design your own quiz / questions to bring out the users competitive nature or find out which product suits them best or allow them to choose their favourite / bespoke options.	Multiple choice questions, true or false, fill the blanks.
Data Entry / Forms	Capture the users data in a form so you can follow up with additional media and / or colect their thoughts.	Name, email, number, preferences (consider GDPR)
Gamification	Gamification is a great way to increase engagement with the user and help raise brand awareness.	Collect the coins, match the pairs, destroyv the zombies

Format - Standard banners

A simple image ad, either static or a gif, that takes the user to site when clicked. Best employed for campaigns with the objective to drive traffic to site. Clear branding and messaging is key - make your creative stand out from the rest.

Mobile

Ad Size	320x50	300x250	320x480
Asset Dimension*	640x100	600x500	640x960
Max Initial Weight (KB)	100kb	100kb	200kb
Max Subload	150kb	150kb	400kb

Tablet

Ad Size	728x90	300x250	768x1024
Asset Dimension*	1456x180	600x500	1536x2048
Max Initial Weight (KB)	150kb	150kb	300kb
Max Subload	300kb	300kb	600kb

Animation

0-30 FPS

Max 3 loop

Max 15 secs

File Type

PNG

JPEG

GIF

Desktop

Ad Size	728x90	300x250	970x250
Asset Dimension*	1456x180	600x500	1940x500
Max Initial Weight (KB)	200kb	200kb	300kb
Max Subload	400kb	400kb	600kb

Notes

*If Blis are designing and building the creative, send all assets twice the size as instructed in the "Asset Dimension" column to maintain a high resolution across the multiple device sizes. If the creative is built externally, work towards the "Ad Size" dimensions.

WE DO NOT ACCEPT THE RAW HTML5 FILES.

All Rich Media & Video creative must be hosted via a certified ad partner listed on Pg 5. If creative is hosted within our account, ad serving fees may apply.

Format - Rich media banners

A banner that includes the advanced features of rich media such as video, audio or other elements that encourage viewers to interact and engage with the content.

Mobile

Ad Size	320x50	300x250
Asset Dimension*	640x100	600x500
Max Initial Weight (KB)	100kb	100kb
Max Subload	150kb	150kb

Tablet

Ad Size	728x90	300x250
Asset Dimension*	1456x100	600x500
Max Initial Weight (KB)	150kb	150kb
Max Subload	300kb	300kb

Desktop

Ad Size	728x90	300x250	970x250
Asset Dimension*	1456x180	600x500	1940x500
Max Initial Weight (KB)	200kb	200kb	300kb
Max Subload	400kb	400kb	600kb

Notes

Preview ❯

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Format - Rich media expandable

A banner which clicks through to an expanded unit. Best utilised by using an attention grabbing banner which expands to an engaging, interactive unit including content such as video, store locators and gaming features.

Mobile Collapsed			Mobile Expanded
Ad Size	320x50	300x250	Responsive
Asset Dimension*	640x100	600x500	640x920
Max Initial Weight (KB)	100kb	100kb	200kb
Max Subload	150kb	150kb	400kb

Tablet Collapsed			Tablet Expanded
Ad Size	728x90	300x250	Responsive
Asset Dimension*	1456x180	600x500	1536x1800
Max Initial Weight (KB)	150kb	150kb	300kb
Max Subload	300kb	300kb	600kb

Notes

*If Blis are designing and building the creative, send all assets twice the size as instructed in the "Asset Dimension" column to maintain a high resolution across the multiple device sizes. If the creative is built externally, work towards the "Ad Size" dimensions.

To comply with the IAB Gold Standard certification, all expanded and interstitial rich media units should be responsive.
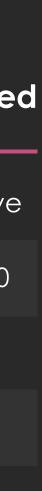
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Preview ›

Format - Rich media interstitial

A full screen banner that appears between activities such as a change of page or comptletion of a level. A very effective format to drive to site or display engaging rich ad features.

Mobile

Ad Size	Responsive
Asset Dimension*	640x920
Max Initial Weight (KB)	200kb
Max Subload	400kb

Tablet

Ad Size	Responsive
Asset Dimension*	1536x1800
Max Initial Weight (KB)	300kb
Max Subload	600kb

Notes

*If Blis are designing and building the creative, send all assets twice the size as instructed in the "Asset Dimension" column to maintain a high resolution across the multiple device sizes. If the creative is built externally, work towards the "Ad Size" dimensions.

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Preview >

Format - Native ads

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Native adverts match the form and function of the publisher content on which they appear. In many cases, it manifests as either an article or video. The Open RTB Native Ad standardisation allows each app to automatically re-assemble all assets to match the app's unique design and layout. The main benefits of this is that, because the ads complement the in-opp experience, people are more likely to read, process, click, and engage features.

Mobile

Icon / Logo	80px x 80px
Main Image	600 x 314
Title	22 characters
Text	100 characters max
CTA Text	15 characters max
File Type	JPEG & PNG
Lead Time	3 working days

Title
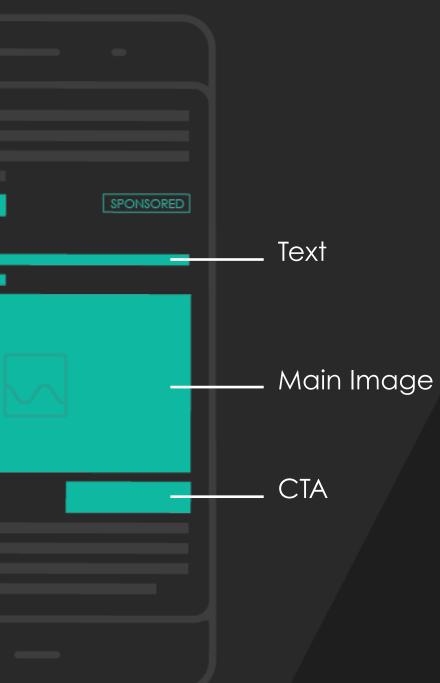Logo
SPONSORED
Text
Main Image
CTA

Notes

We strongly recommend a short CTA as long text may be truncated. If not specified it will default to "install".

Text files can be sent over in any text format

All CKJV characters {Chinese, Korean, Japanese and Vietnamese) take up twice the amount of space as English letters, and so when rendering them in the native ad the character limit needs to be halved.

Format - Instream video

In-stream video plays before, during or after (pre, mid and post roll) video content within the native video player. It's a user-friendly video format that's well suited to branding

Specifications

Format	Pre, mid & post roll
Tag type	VAST 2.0*
Ratio / Dimension	16:9 / 1920x1080
Length	< 15 sec = non-skippable
File Size	10MB
File Type	MP4 & .MOV
Frame Rate	30 FPS
Encoding	H.264

Notes

Optimise your video for mobile. Keep it short and well branded for more engaging results.

All Rich Media & Video creative must be hosted via a certified ad partner listed on Pg 5. If creative is hosted within our account, ad serving fees may apply.

Format - Outstream video

An outsream video plays within a rich media ad slot and can be customised to take up the whole unit or a section so branded / additional content can be used around it. Vertical, 360 and in-banner videos are good examples of outstream video.

Specifications

Format	Rich Media
Tag Type	MRAID & Mobile Web
Ratio / Dimension	N/A
Length	< 6 sec recommended
File Size	10MB
File Type	MP4 & .MOV
Frame Rate	30 FPS
Encoding	H.264

Preview ›

Notes

Optimise your video for mobile. Keep it short and well branded for more engaging results.

All Rich Media & Video creative must be hosted via a certified ad partner listed on Pg 5. If creative is hosted within our account, ad serving fees may apply.