

THE TAG TEAM

RICH MEDIA SYNCHED TABLET BANNER ADS



The Phluent Tag Team is a double threat ad format that uses the power of two synched rich media mobile banner ads on a tablet to showcase attention-grabbing animation.

BENEFITS

- Two above-the-fold units capture larger Share of Voice
- Unique format grab user's attention
- Provides two canvases to showcase complex animation and tell bigger narrative

TAG TEAM REQUIREMENTS

- Clear storyboard on animation direction and explanation
- Separate PSD for each ad unit with animated assets in separate clearly defined layers

Synched animated tablet work in tandem on the same screen to tell a bigger story. Animation starts in one banner ad and then continues in another ad unit elsewhere on the screen without missing a beat. The Tag Team format works only on tablets, and requires a minimum of two known above-the-fold placements on the same page Publishers that offer the Tag Team synched ad unit includes:

- Accuweather • eHow • The Demand Network • NBC Universal



MOBILE RICH MEDIA AD FEATURES

Phluent mobile ad formats give agencies the capability to create interactive and engaging brand experiences that rival what they deliver online. Mobile rich media ad features include:

Animation	In-line Video**	Mobile coupons
Multiple panels*	Responsive layout	Accelerometer
Slideshows*	Dynamic messaging	Scratch/Wipe away
Hotspots	Vibrate (in-app only)	Important Safety Information/Disclaimers
Click-to-call	Store locator	Dynamic device detection
Social Media	Lead generation*	Synched ad units**
Click-to-SMS	Polling*	Add to Calendar (iPhone, Android, Windows)
Click-to-video**	Games**	

*some limitations apply
** additional fee may apply

WORKING WITH PHLUANT

Creating truly dynamic rich media with complex animations and interactions can be hard, so let Phluent make it easy for you. Phluent can convert new or existing Flash assets to HTML ads that will work in mobile web and in-app inventory, or we can take your raw assets and animate them according to your storyboard. Or you can wow us with your technical prowess and deliver fully coded and functioning ads that we will Phluentize to work across mobile devices.

DELIVERABLE ASSETS

- * If we are converting a flash ad to HTML, please send the .SWF, .FLA, file and any fonts or EPS files that we will need for editing.
- * If Phluent is building and animating ads, please send a storyboard showing all frames, animation direction and style, final Photoshop PSD with well-documented layers for each frame, and any font used in the PSD.
- * If you are coding your own mobile ads, email ad files and images to production@phluent.com.

BEST PRACTICES

- * Always develop a storyboard that shows each frame and include directions and descriptions of each animation.
- * If using multiple panels, put CTAs and other key interactions on every frame.
- * Clearly group and label each layer to match the ad functionality (EX. Frame 1, Button, CTA, Text Animation1).
- * Always send the fonts.
- * Don't forget to add a close button.
- * Create a failover image for all ad sizes.
- * Keep file size in mind by optimizing images and consider white backgrounds for large format ads.
- * Don't be afraid to ask Phluent for help or get us on the phone to discuss technical or creative capabilities.

TIMELINES

- * Fully coded ad units: 2-3 business days for testing and trafficking.
- * Standard animated rich media ads: 3-5 business days.
- * Custom ad units (games, dynamic ads, synched) with complex functionality:
 - * Timelines quoted after reviewing scope of engagement, generally around 10 business days for approval.

For more information, please contact your sales representative or contact Phluent directly at 646.476.8740 or sales@phluent.com.