



Advertising requirements

General information

1. The creative must contain in the visible part:
 - “Ad” label - "Реклама" (in Russian);
 - Information about advertiser and (or) web-site, web-page located on the Internet, containing information about the advertiser (for example, Romashka LLC and / or romashka.ru);
2. Click link or link to a landing page (URL) must be provided.
3. Claims for the non-availability or problems with displaying statistics collected by the pixel on the Client's side are accepted within 3 days after the actual start of the advertising campaign.

Social advertising

Online social advertising distributed over Internet must contain label «Социальная реклама» in Russian ("Social advertising" in English), as well as information about the advertiser of the social ad and the web site, web page containing information about the advertiser of the social ad.

Provision of promotional materials

All advertising materials and accompanying documents must be submitted for verification and testing no later than five business days before the start of the advertising campaign.

Placement of the advertising identifier (erid) in the clickable link

The transfer of the identifier (token) is done automatically using the Adfox %user3%

Type	Setting	Example
VAST tag	<code>erid=%user3%</code>	https://angora.getshop.tv/v1/vpaid/substitute/creative?erid=%user3%&displayErid=false
Pixel (clickable link)	<code>erid=%user3%</code>	https://ad.adriver.ru/cgi-bin/click.cgi?sid=1&bt=76&ad=787075&pid=4001243&bid=10410585&bn=10410585&exss=&erid=%user3%&rnd=713719077

Placement of the advertising identifier (erid) within the target link.

The target link to the advertiser's landing page should include the specified parameter &erid=%user3%

Example:

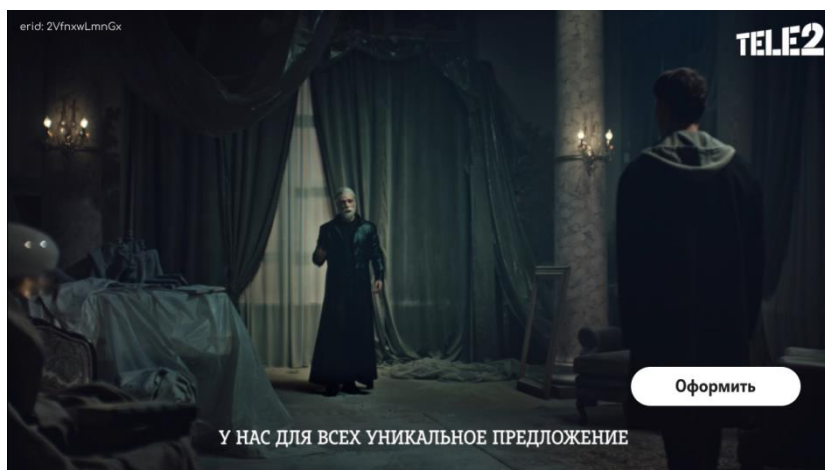
https://goldapple.ru/masthjevy-l-oreal-paris?utm_source=othervideo&utm_medium=cpm&utm_campaign=partners_loreal_loreal_paris_infaillible_imc-apr-may24&utm_content=eg_video&utm_term=da_shoppableleads_eg&erid=%user3%



Placement erid

Digital Alliance independently places the advertising identifier at the top of the video in the upper left corner in the form of the mark "erid: xxx", where "erid" is the name of the advertising identifier and "xxx" is a unique identifier assigned by ORD for this advertising material.

Example:



Technical requirements for the original video file.

File format	.mp4
Video stream codec	H.264
Resolution with a 16:9 video aspect ratio.	1280x720
Pixel Aspect Ratio	1:1 (square pixel)
Video bitrate	from 5 mb/s
Frame rate	25 fps
Sound	AAC, 48KHz, stereo 32 Bit/sec CBR, HiQ setting
File Size	It should not exceed 2–3 MB for a 15-second video (an average of 0.7–1 MB per 5 seconds of video).

Technical requirements for the video's volume:

Loudness	- 23 (+0.5) LUFS
Maximum Permitted True Peak level	-3 dbTP



The duration of the video:

- Non-permeable - 6 to 30 seconds
- Skipped – 10 - 60 seconds (The “Skip” button appears from the 5th second)

Requirements for the code and pixel dimensions of third-party systems

The codes are accepted for audit by external systems.

Pixels from any verified source, which are certified for use on the platform, are acceptable. All codes and pixel tags from third-party systems must work over both HTTP and HTTPS protocols. All links within the submitted codes and pixels must not include strict protocol specifications and should start with a double forward slash ("//").

Creative formats

Frame-roll

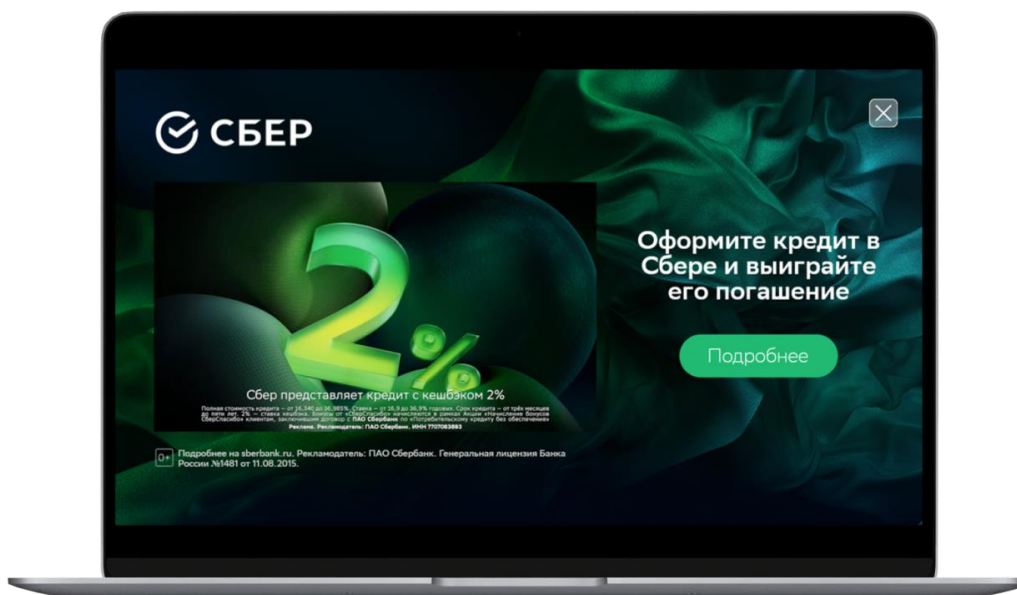
Description

The frame-roll is an interactive video format that allows you to present the brand from the beginning of the viewing experience and includes a call-to-action within the player window. The call-to-action button may be customized to include different options, such as "Buy", "Learn more", or "Call". The choice of call-to-action depends on the specific goals of the client and the nature of the product or service being promoted.

<https://da-cdn.getshop.tv/vod/prod/2024-05-sber-draw/vast.xml>

Example:

https://common-cdn.getshop.tv/vod/demo_stand/demo.html?path=https://da-cdn.getshop.tv/vod/staging/2024-05-sber-draw/vpaid.js&viewMode=blank



Necessary materials for assembly:

- Current video;
- Text for the button;
- Key visuals in PSD format in layers (if you need to create a button in a non-standard format);
- Branded fonts;
- Logo, preferably in vector format (SVG, EPS);
- Land page.

Button

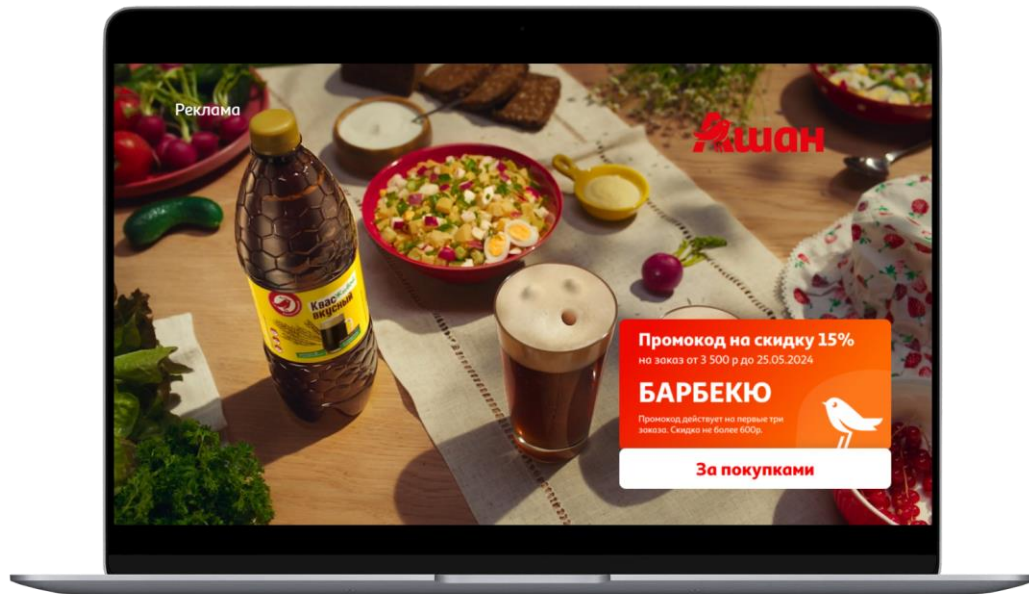
Description

This is a versatile advertising format that places a call-to-action button (e.g., "Buy", "Learn more", "Contact us", etc.) on top of a promotional video. The type of button used depends on the goals of the advertiser and the nature of the product or service being promoted.

The primary advantage of this approach is that it encourages potential customers to take immediate action, reducing the amount of time spent considering the offer.

Example:

<https://common-cdn.getshop.tv/vod/demo-stand/demo.html?path=https://da-cdn.getshop.tv/vod/staging/2024-04-ashan-kvas/vpaid.js&viewMode=blank>



Necessary materials for assembly:

- Current video;
- Text for the button;
- Key visuals in PSD format in layers (if you need to create a button in a non-standard format);
- Branded fonts;
- Logo, preferably in vector format (SVG, EPS);
- Land page.

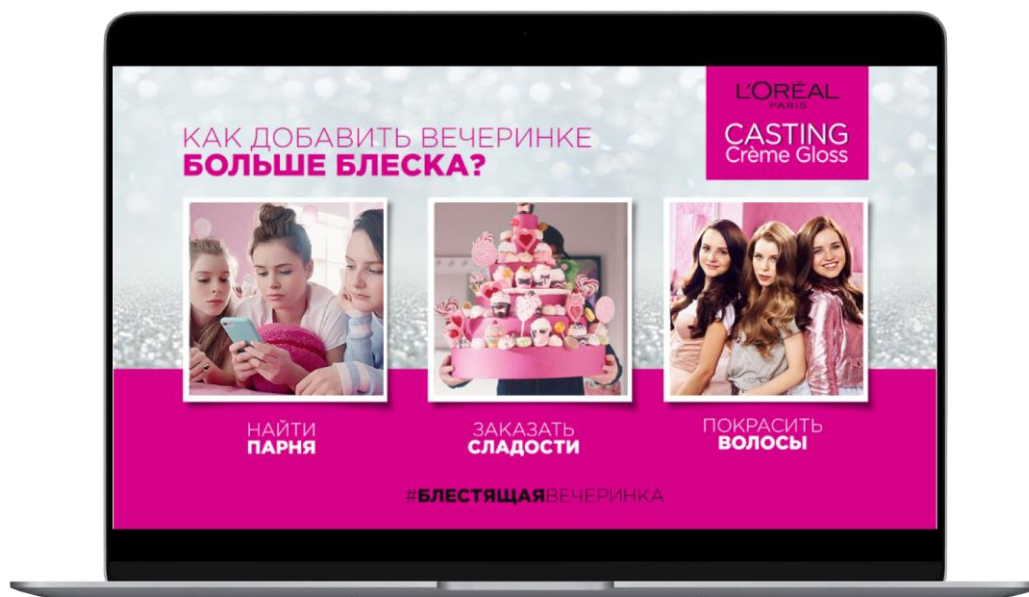
Selector

Description

An advertising format that allows users to interact with a series of videos while watching a main commercial. After watching one of the videos, users can return to the main commercial or continue watching the other videos.

Example:

<https://studio.5visions.com/public/preview/viplus/10642/954020d5a5d60e07a7c2cafaed538b6149e17bf6>



Necessary materials for assembly:

- Current videos;
- Key visuals in PSD format in layers (if you need to create a button in a non-standard format);
- The text that will appear on the interactive frame or button;
- Brand fonts;
- A logo, preferably in vector format (SVG, EPS);
- Brand book.

Extender

Description

The Extender format is an advertising placement option that displays an overlay on top of a video for the first few seconds, with a call to view the video until the end. Then, the user has two options for further action:

1. Not activating the overlay and seeing a short video with the main message from the company, which reminds them again about the importance of watching the video.
2. Activating the full video view and watching it until the end, where the format allows for revealing product details and placing a call-to-action in the player window.

Example:

<https://studio.5visions.com/public/preview/viplus/10675/aced952c4446978de4d1fdf55fbdc1b09ebfdf4>



Necessary materials for assembly:

- Current video;
- Text for the overlay;
- Time code for pause;
- Branded fonts;
- Logo, preferably in vector format (SVG, EPS).

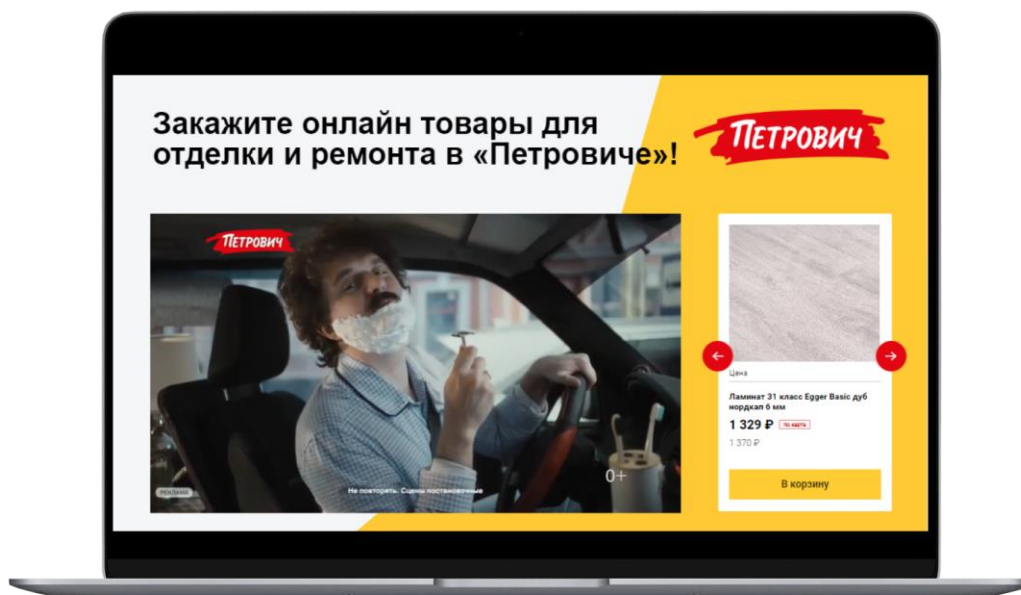
Shoppable video with feed integration

Description

This display mechanic is preferred when the price of a product changes regularly on the website or dynamically depending on the region. The information in the card is pulled from a feed that is automatically updated online, so the creative will always display the latest information automatically. Adding the product to the cart is end-to-end. The mechanics can be implemented if the client has an external script that allows automatic addition of an item to the cart on the site when a button in the creative is clicked.

Example:

<https://studio.5visions.com/public/preview/viplus2/10981/9bcfdc2795927070e5d5c005bdd203d17b6fa74f>



Necessary materials for assembly:

- Current video;
- Feed with products that need to be reflected on the card, including content: image, name, price, link to the card, product ID, discounted price (if a discount is supposed to be displayed on the cards). A feed of marketplaces (Ozon, Wildberries, Vprok, Detsky Mir, etc.) or a feed from the brand's online store are allowed;
- XML or JSON format;
- Number of products: 3-10 products;
- Landing page;
- Brand fonts, logo in vector;
- Key visuals in PSD format in layers;
- A brand book;
- Text for a button.

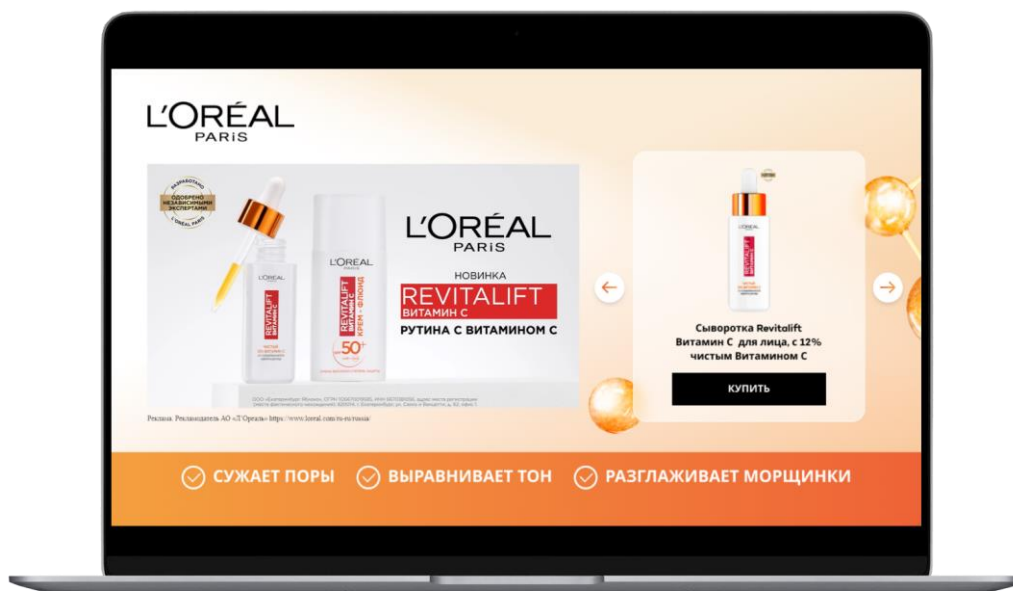
Shoppable video without feed integration

Description

Without the integration of feeds and the rendering of product cards, the format fulfills its task of encouraging users to purchase. The goods are displayed in quick access, and users have the ability to switch between product cards. There is a button that takes them to a website with an attractive hundred. We can put different links on each product, but the only issue is that the cards do not auto-update, and when users switch cards, videos pause instead of seamlessly switching as in the customized version.

Example:

<https://common-cdn.getshop.tv/vod/demo-stand/demo.html?path=https://da-cdn.getshop.tv/vod/staging/2024-04-loreal/vpaid.js&viewMode=blank>



Necessary materials for assembly:

- Current video;
- A list of products with information that is reflected on the card;
- Key visuals in PSD format in layers;
- Branded font, logo in vector;
- Logo preferably in vector (SVG, EPS);
- Brand book;
- Text for button;
- Landing page.

Shoppable slider

Description

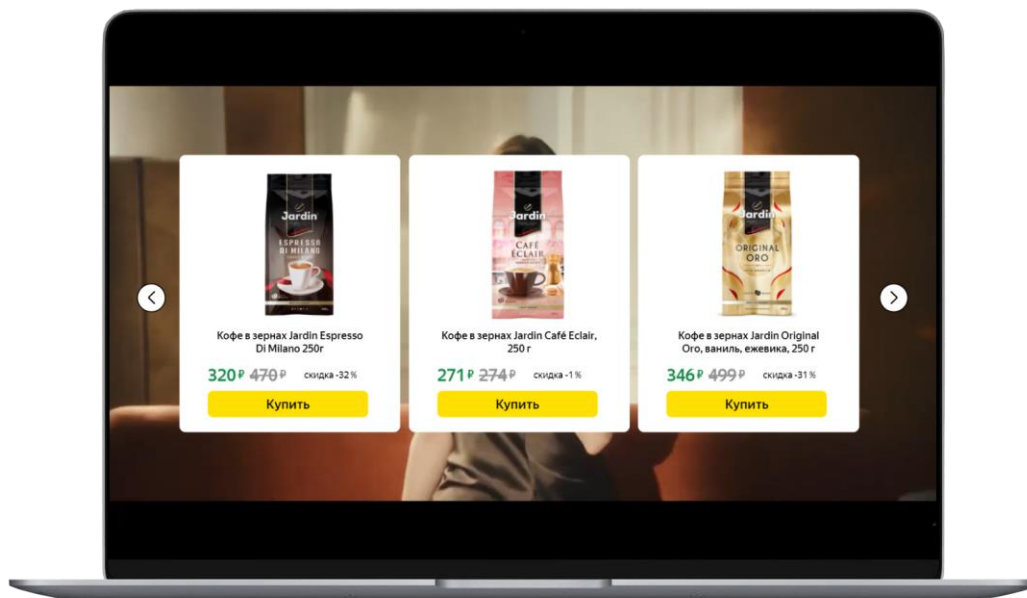
Shoppable slider is an interactive ad that consists of several slides that are replaced when clicked. To enhance the user experience, you can add images, prices, names, and short descriptions of products to this set of cards. The slider appears after 20 seconds of video playback and overlays on top of the video.

In this format, the user interacts with the advertisement - the interactive element arouses interest. More content can be added, thereby increasing the likelihood of a click. The advertising keeps his attention and increases engagement - the user clicks on it more often and goes to the site.

Example:



<https://common-cdn.getshop.tv/vod/demo-stand/demo.html?path=https://da-cdn.getshop.tv/vod/staging/2024-04-jardin-shoppable-slider/vpaid.js>



Necessary materials for assembly:

- Current video;
- Feeds with products that need to be reflected on the card, containing: picture, name, price, link to the product, product ID, discounted price (if a discount is supposed to be shown in the cards);
- A feed of marketplaces (OZON, WildBerries, VPROK, DETSKY MIR, etc.) or a feed from the online store of the brand is allowed;
- In XML or JSON format;
- Number of products: From 3 to 10 items;
- Landing page;
- Brand fonts, logo in vector form;
- Key visual elements in PSD format in layers;
- Booklet;
- Text for buttons.

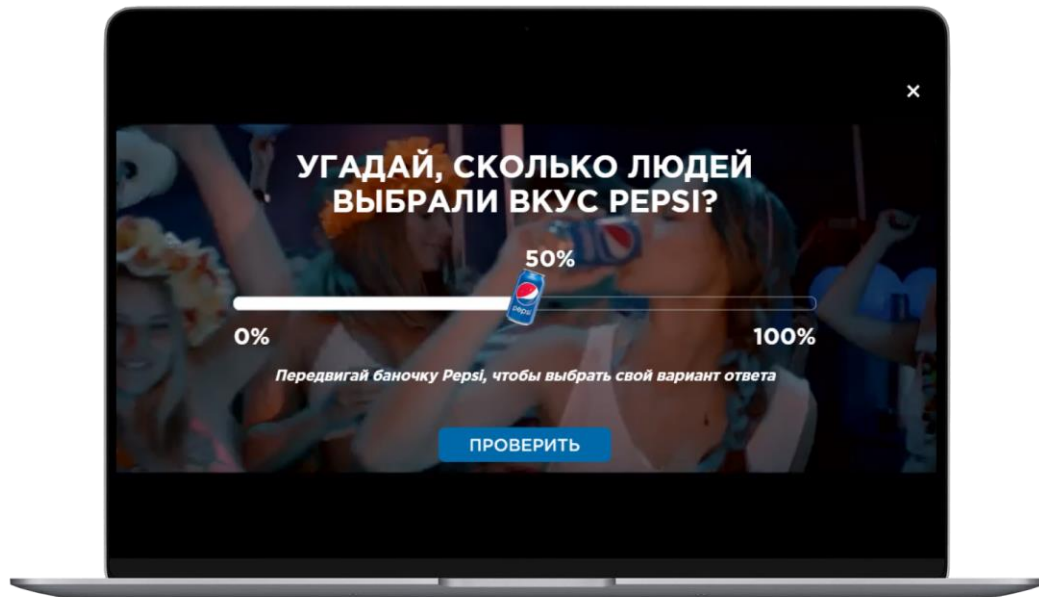
Custom

Description

An advertising format that does not impose specific requirements. Everything depends on the client's requirements and is discussed with them individually.

Example:

<https://studio.5visions.com/public/preview/viplus/10741/c5293ab839988c121ab3b9d145506d80201055be>



Materials that are recommended to be provided:

The set of necessary materials depends on the result that the client wants to achieve.

- Key visuals in PSD format in layers (from which we can create a visualization of the design);
- Brand book;
- Font families;
- A logo, preferably in a vector format (SVG, EPS);
- Text that will appear in the advertising material.