FORMATS & SPECIFICATIONS

SPECIFICATIONS FOR:

YOC CLASSICS

HIGH IMPACT ADS

FORMATS & SPECIFICATIONS
YOC CLASSICS

YOC CLASSICS

DISPLAY CLASSICS

› STANDARDBANNER

› MEDIUM RECTANGLE

› CAROUSEL

› INTERSTITIAL

› YOC UNDERSTITIAL AD®

› YOC BRANDED TAKEOVER

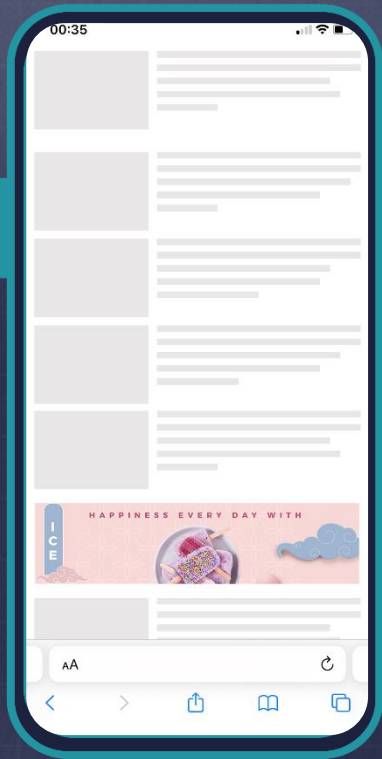› YOC DESKTOP SITEBAR

› GEO-PUSH NOTIFICATION

VIDEO CLASSICS

› YOC INSTREAM VIDEO (PREROLL)

› INTERSTITIAL VIDEO

› YOC UNDERSTITIAL VIDEO AD®

› YOC INLINE VIDEO AD

› YOC ZOOM AD

› YOC UNIVERSAL VIDEO AD

Asset delivery to:

BANNER@YOC.COM

FORMATS & SPECIFICATIONS
STANDARDBANNER

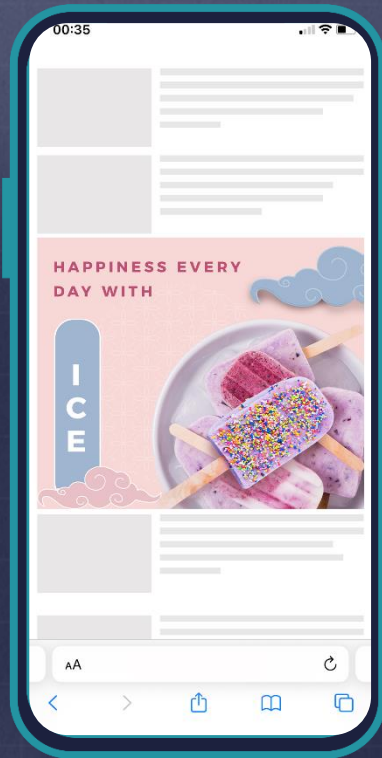| OPTIONS FOR DELIVERY	SIZES	WEIGHT	PLATFORM
Physical delivery: jpg, png, gif (static or animated)	320x50px – (6:1) 640x100px – (6:1)		Web & App
	300x100px – (3:1) 300x150px – (2:1)	< 150kb	
	300x75px – (4:1)		Web
Redirect delivery: (Java Script / iFrame)	320x50px – (6:1) 300x100px – (3:1) 300x150px – (2:1)		Web & App
HTML5 URL	320x50px – (6:1) 300x100px – (3:1) 300x150px – (2:1)		

All standard banners for web also possible as sticky ads

DEVICE
Phone & Desktop

HAPPINESS EVERY DAY WITH

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
MEDIUM RECTANGLE

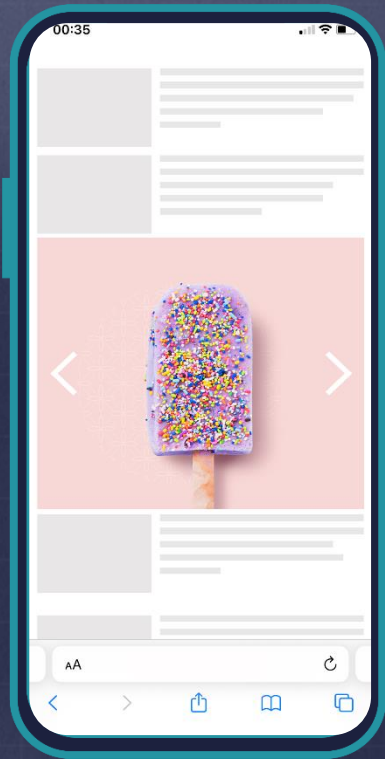| OPTIONS FOR DELIVERY	SIZES	WEIGHT	PLATFORM
Physical delivery: jpg, png, gif (static or animated)			
	300x250px	< 150kb	Web & App
Redirect delivery: (Java Script / iFrame)			
HTML5 URL			

The Medium Rectangle is placed in the middle of the content of a website. Thus, the Medium Rectangle enjoys a high level of user attention.

DEVICE
Phone & Desktop

HAPPINESS EVERY DAY WITH

ICE

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FORMATS & SPECIFICATIONS
CAROUSEL

OPTIONS FOR DELIVERY	SIZES	WEIGHT	PLATFORM
	600x500px		
Physical delivery: jpg, png	600x600px	< 500kb	Web & App
	640x960px		

Ad Format with integrated product gallery. Via swipe interaction, the user can switch through the individual frames (auto-animation possible on request).

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
INTERSTITIAL

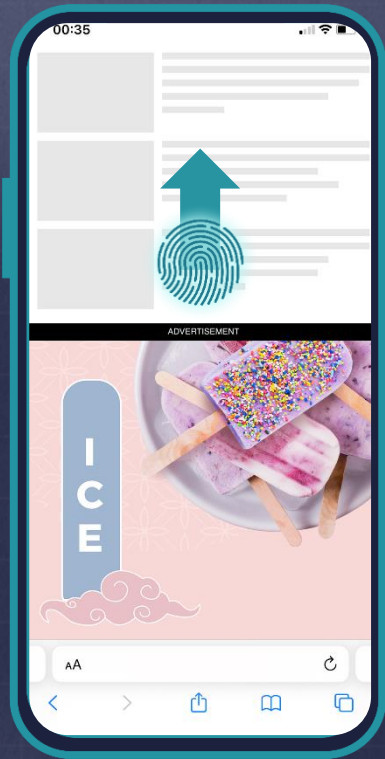| OPTIONS FOR DELIVERY	SIZES	WEIGHT	PLATFORM
Physical delivery: jpg, png, gif (static or animated) **without close button**	320x480px 640x960px		Mobile Web & App
HTML5 URL		< 300kb	
Redirect Delivery: JS /iFrame with Interstitial logic	320x480px Responsive		Mobile Web
Redirect Delivery: JS /iFrame without Interstitial logic	320x480px		In App

The Mobile Interstitial covers the mobile content fullscreen and can be closed by the user by clicking on the close button.

DEVICE
Phone

HAPPINESS EVERY DAY WITH

ICE

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC UNDERSTITIAL AD®

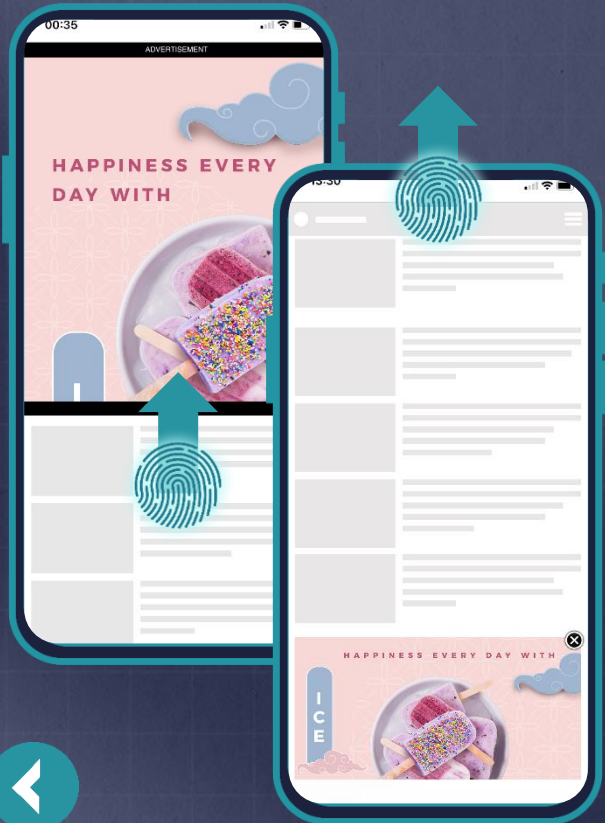| OPTIONS FOR DELIVERY	SIZES	WEIGHT	PLATFORM
Physical delivery: jpg, png, gif (static or animated) **without close button**			
HTML5 URL	320x480px 640x960px	< 300kb	Mobile Web
two Redirects*			

Scrolling over the mobile site exposes the ad to the user. The full-screen ad format is thus displayed without disturbing the user's reading flow.

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

*For the YOC Understitial Ad® we report not only the ad impressions but also the actually visible "viewable ad impressions". If these are relevant for billing, we require an additional impression pixel or two redirects for an ad.

FORMATS & SPECIFICATIONS
YOC BRANDED TAKEOVER

OPTIONS FOR DELIVERY	FORMAT	SIZES	WEIGHT	OPTIONAL VIDEO
1st Ad Unit	Jpg, png, gif, HTML5 URL	640x960px	< 500kb	1280x720px (approximate value) Or Vertical Video: 9:16 Or 1x1 Video Max. 30 Sec. Max. 2MB
2nd Ad Unit	Jpg, png, gif, HTML5 URL	320x180px		
Creation by YOC High Impact Ad	If the Ad should be produced by YOC Studio			

The YOC Branded Takeover consists of two highly effective yet user-friendly banners that together offer a unique advertising experience. After the first banner is scrolled over, the second banner appears sticky at the bottom of the page and can be used as a reminder or storyteller.

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC DESKTOP SITEBAR

OPTIONS FOR DELIVERY	SIZES	WEIGHT	OPTIONAL VIDEO
Physical delivery: jpg, png, gif (static or animated	300x600px & 500x1000px	< 500kb	1280x720px (approximate value) Or Vertical Video: 9:16 Max. 30 Sec. Max. 2MB
Redirect delivery: (Java Script / iFrame)			
HTML5 URL			
Creation by YOC High Impact Ad	If the Ad should be produced by YOC Studio		

The YOC Desktop Sitebar is displayed at the right side of the website content and thus attracts the user's attention. In addition to video, interactive content can also be integrated.

DEVICE
Desktop

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Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
GEO-PUSH NOTIFICATION

OPTIONS FOR DELIVERY	TEXT PUSH MESSAGE	NOTIFICATION CENTER TEXT	ICON LOGO	BIG PICTURE
Android				512 x 256px. PNG or JPG-file
	Max. 50 characters	Max. 50 characters Headline + max. 70 characters description	max. 250x250 px (min. 100x100px) PNG- or JPG- Datei	
iOS				only available for Android

DEVICE
Phone

Users receive the push message directly on their homescreen. Optimal together with Geo-Targeting. As soon as the user is in a predefined area, the push message is called.

Bring - jetzt

ICE
Probiere jetzt unser neues Eis!

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC INSTREAM VIDEO (PREROLL)

OPTIONS FOR DELIVERY	SIZES	WEIGHT	VIDEO LENGTH
Video horizontal: MPEG4, AVI, MOV (physical, ideally HD quality) or VAST link	480x320px 720x460px		
		Max. 2MB	15-30 Sec.
Video vertikal MPEG4, AVI, OV (physical, ideally HD quality) or VAST link	320x480px 460x720px		

Video format that is played before the actual video stream.
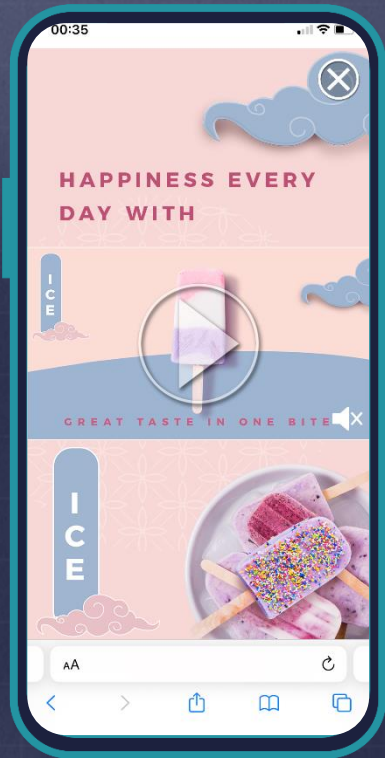
DEVICE
Phone

1LIVE
Der Stream des Senders startet nach nur einem Spot

ICE
GREAT TASTE IN ONE BITE

Anzeige : (0:30)

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
INTERSTITIAL VIDEO

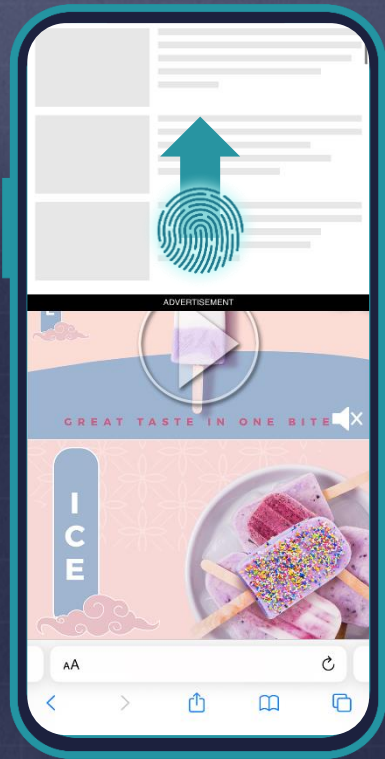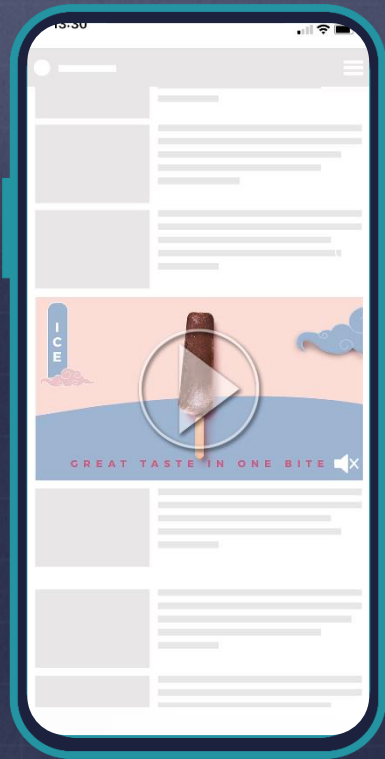| OPTIONS FOR DELIVERY	SIZES	WEIGHT	VIDEO LENGTH
Background Image jpg, png, gif (static or animated)	640x960px	Max. 150kb	
Video: MPEG4, AVI, MOV (physical, ideally HD quality)	1280x720px (approximate value) Or Vertical Video: 9:16	2MB	15-25 Sec.

Fullscreen ad that overlays mobile content and includes a video.

HAPPINESS EVERY DAY WITH

GREAT TASTE IN ONE BITE

ICE

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

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FORMATS & SPECIFICATIONS
YOC UNDERSTITIAL VIDEO AD®

OPTIONS FOR DELIVERY	SIZES	WEIGHT	VIDEO LENGTH
Background Image: jpg, png, gif (static or animated)	640x960px	Max. 150kb	
Video: MPEG4, AVI, MOV (physical, ideally HD quality) or VAST link	1280x720px (approximate value) Or Vertical Video: 9:16	2MB	15-25 Sec.

A fullscreen ad that is integrated within the editorial content. It is only revealed gradually by the user scrolling across a page until it is fully visible. As soon as the video is in the visible area of the user, it is played automatically.

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC INLINE VIDEO AD

OPTIONS FOR DELIVERY	SIZES	WEIGHT	VIDEO LENGTH
Video: MPEG4, AVI,MOV etc. or VAST-Link	320x180px	Max. 1,5 MB	10-25 Sec.
Optional: Background Image jpg, png, gif	320x230px		
Optional: Reminder Banner jpg, png, gif	320x180px	100kb	

An inline video placement, integrated into the publisher content.
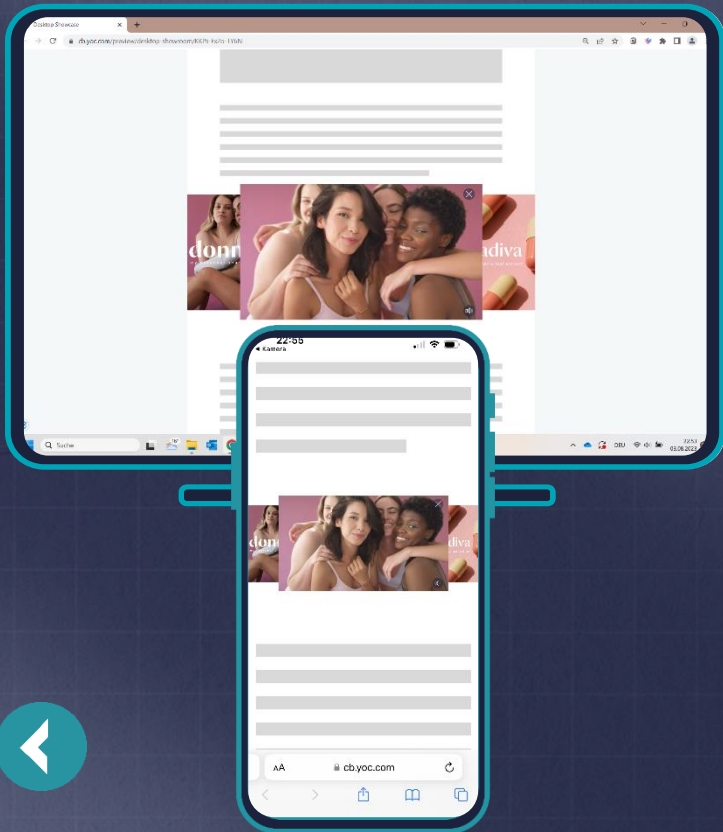Subtitles are recommended.

DEVICE
Phone

FORMATS & SPECIFICATIONS
YOC ZOOM AD

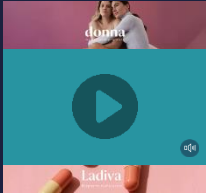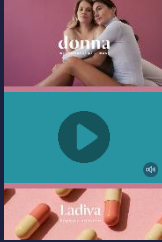| OPTIONS FOR DELIVERY	FORMAT	SIZE	WEIGHT
Framing Banner Template: HERE!	jpg	750x250px	Max. 500 kb
Video	Mp4 / mov	994x558px / 1920x1080px / 640x360px / 320x180px	Max. 30 Sec. & 2MB

Eye-catching video ad format with a dynamic ad unit display to boost your view through rate!

DEVICE
Mobile & Desktop

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Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC UNIVERSAL VIDEO AD

YOC INLINE VIDEO AD - BRANDED PLAYER	YOC UNDERSTITIAL AD® / SITEBAR VIDEO	YOC ZOOM AD
SEE DEMO	SEE DEMO	SEE DEMO
Background Image jpg, png	**Background Image:** jpg, png	**Background Image:** Jpg, png
640x600px	640x960px	1080x360px
Max. 500 kb	Max. 500 kb	Max. 500 kb
Video 16:9 MP4	**Video** 16:9 MP4	**Video** 16:9 MP4
640x360px	640x360px	640x360px
Max. 3 MB	Max. 3 MB	Max. 3 MB
DOWNLOAD PHOTOSHOP TEMPLATE	DOWNLOAD PHOTOSHOP TEMPLATE	DOWNLOAD PHOTOSHOP TEMPLATE

FORMATS & SPECIFICATIONS
REDIRECT GUIDELINES

INTERSTIAL REDIRECTS - MEW/ APP

FEATURE	WEB	APP
Create Overlay Container	X	
Semi transparent background overlay	X	
Centering of the content on the screen (width & height)	X	X
Close Button	X	
Click tag (click macro) as parameter at URL	X	X
Impression Count first on view (app)		X
Optional: Auto Close	X	X

FORMATS & SPECIFICATIONS
INTERSTIAL REDIRECTS - MEW

PLEASE INTEGRATE INTERSTITIAL LOGIC (OVERLAY CONTAINER)

> The creative should break out of the iFrame by passing through the window.top.body.appendChild (adNode).
> With additional features like proper CSS configuration (ad overlay container set to position: fix).
> A close button and background (overlay) must also be added.
> Please consider the z-index for the ad container and the close button.
> Close Button: Should be clearly visible and clickable. The Close Function removes all elements of the ad from the website (e.g.: element.removeChild (child))

FEATURE	WEB
Create Overlay Container	X
Semi transparent background overlay	X
Centering of the content on the screen (width & height)	X
Close Button	X
Click tag (click macro) as parameter at URL	X
Impression Count first on view (app)	
Optional: Auto Close	X

INTERSTIAL REDIRECTS - APP

PLEASE DO NOT INTEGRATE INTERSTITIAL LOGIC (NO OVERLAY CONTAINER, NO CLOSE BUTTON)

› Impression Count first on view (only in app with MRAID).

› To avoid discrepancies in impression report, there is a best practice on how to fire impression tracking links. Fire tracking links only when the interstitial/mystery container is actually visible, not immediately after loading/preloading the interstitial.

› MRAID provides the possibility to check if an interstitial is displayed or not.

FEATURE	APP
Create Overlay Container	
Semi transparent background overlay	
Centering of the content on the screen (width & height)	X
Close Button	
Click tag (click macro) as parameter at URL	X
Impression Count first on view (app)	X
Optional: Auto Close	X

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FORMATS & SPECIFICATIONS
HTML5 GUIDELINES

DELIVERY AS HTML5 URL

HTML5 URL

› With this option, you host the ad on your server and send us an HTML5 URL.

› I.e. you assemble the ad from all desired materials, upload it including click tracker, impression tracker and click macro and send us a finished URL, which we can upload in our template.

› Please include the click macro so that we can later also transfer clicks to our server and show them in the report.

› we must have a way to pass our click URL / cache URL as a parameter: Thereby 'platzhalterID' serves as a unique ID / name in the logic of the ad. The 'platzhalterURL' is then passed to you by us and identified and processed with the help of 'platzhalterID'.

HTML5-URL   **DYNAMIC PLACEHOLDER**

http://mysite.com/123456789.html?platzhalterID=platzhalterURL
http://mysite.com/123456789.html?click=clickURL

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FORMATS & SPECIFICATIONS
HIGH IMPACT ADS

YOC HIGH IMPACT ADS

MOBILE

› **YOC MYSTERY AD®**

› **YOC MYSTERY SCROLLER®**

› **YOC BRANDED TAKEOVER**

› **YOC MOBILE SKIN**

DESKTOP

› **YOC DESKTOP SKIN**

› **YOC DESKTOP SITEBAR**

› **YOC DESKTOP SCROLLER**

SPECIALS

› **YOC DOOH AD**

Asset delivery to:

STUDIO@YOC.COM
Please at least 14 days
before campaign start

FORMATS & SPECIFICATIONS
YOC MYSTERY AD®

YOC MYSTERY AD® - FEATURES

- *INDIVIDUAL
- 360 SWIPE
- AUGMENTED REALITY
- CALENDAR
- CUBE
- DRAG & DROP
- DYNAMIC DATA
- GALLERY
- GYRO
- HOT SPOTS

- INCOMING CALL
- MAP INTEGRATION
- MATCH
- MINI GAME
- PANORAMA
- PHOTOSHOOT
- POLL
- QUIZ / CHOOSE
- SHAKE
- SLIDER

- SOCIAL SHARE
- STORY
- SWIPE / TAP
- TUNE
- VOICE
- WIPE AWAY

Asset delivery to:

STUDIO@YOC.COM
Please at least 14 days
before campaign start

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® – *INDIVIDUAL

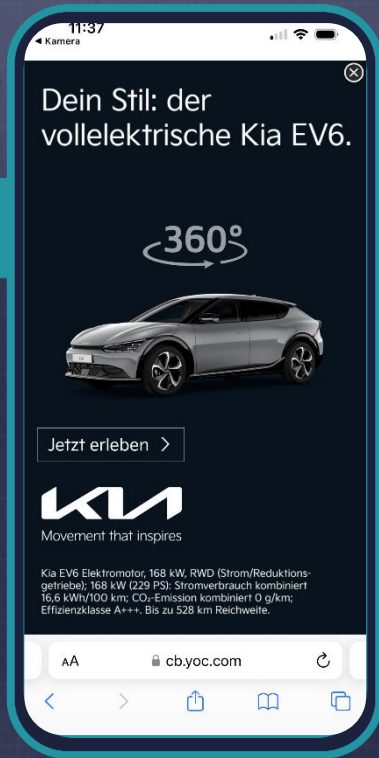| VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px – TEMPLATE: HERE! • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

Fullscreen HTML5 format with unlimited creative possibilities. Through the intelligent use of smartphone sensor technology (e.g. shake, rotate, wipe) unique brand experiences can be created.

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - 360 SWIPE

Dein Stil: der vollelektrische Kia EV6.

360°

Jetzt erleben >

KIA
Movement that inspires

Kia EV6 Elektromotor, 168 kW, RWD (Strom/Reduktions-getriebe); 168 kW (229 PS): Stromverbrauch kombiniert 16,6 kWh/100 km; CO₂-Emission kombiniert 0 g/km; Effizienzklasse A+++. Bis zu 528 km Reichweite.

cb.yoc.com

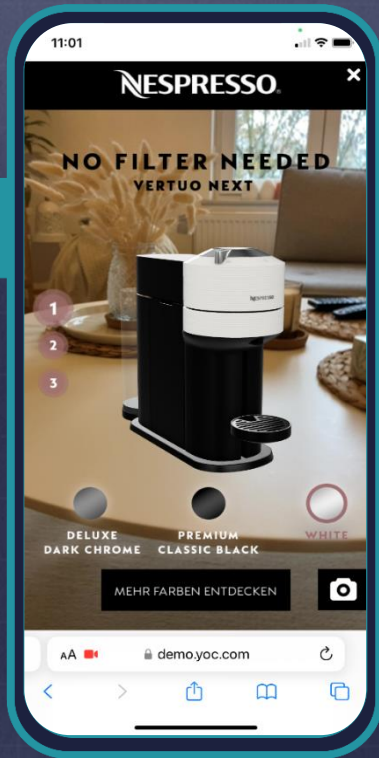| VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px • Smartobjects - TEMPLATE: HERE! • High resolution images • At least 15 and max. 40 perspective single views of the 360° object as transparent PNG file	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

DEVICE
Phone

Interactive fullscreen ad where users can view an object in 360° via swipe interaction.

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FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - AUGMENTED REALITY

NESPRESSO

NO FILTER NEEDED
VERTUO NEXT

DELUXE
DARK CHROME

PREMIUM
CLASSIC BLACK

WHITE

MEHR FARBEN ENTDECKEN

🔒 demo.yoc.com

VISUAL	TEXTS & WORDINGS	CI & CD
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images • 360°: all-around views of the objects ideally 3D files	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation

DEVICE
Phone

The integration of the smartphone camera* offers numerous opportunities to immerse users directly in the brand story via augmented reality, e.g. through virtual try-ons, dynamic 3D models, branded selfie lenses, interior world view.
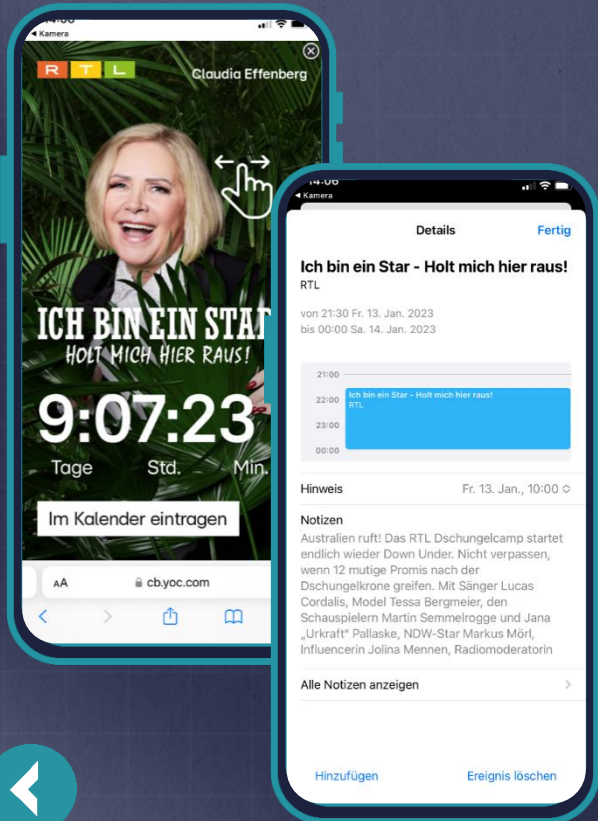
Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

*For access to the user's smartphone camera, the user's opt-in is mandatory and is requested in the ad.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - CALENDAR

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording • Calendar entry: Event Title, Location, Date & Time, Notes if applicable TEMPLATE: HERE!	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

DEVICE
Phone

Interactive fullscreen ad format where users can save an appointment or event directly in their smartphone calendar.*

*To save the calendar entry, the user's opt-in is mandatory and is requested in the ad..

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - CUBE

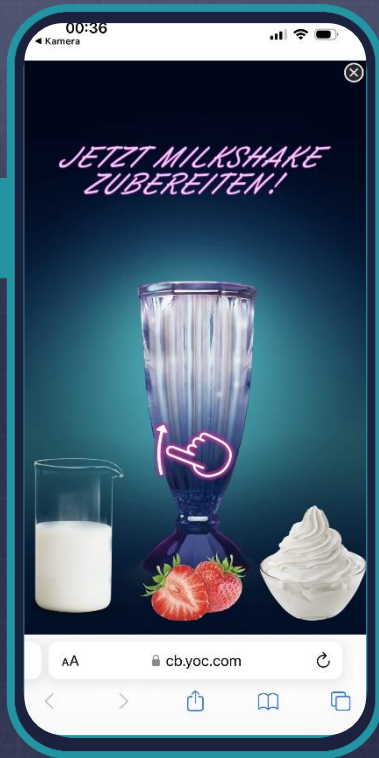| VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images • 4 Cube Images á 1000x1000px	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, MP4, MOV • Max. 30 Sec.

The Interactive Cube Ad consists of 4 pages in cube look, which can be rotated automatically or via swipe interaction by the user.

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - DRAG & DROP

JETZT MILKSHAKE ZUBEREITEN!

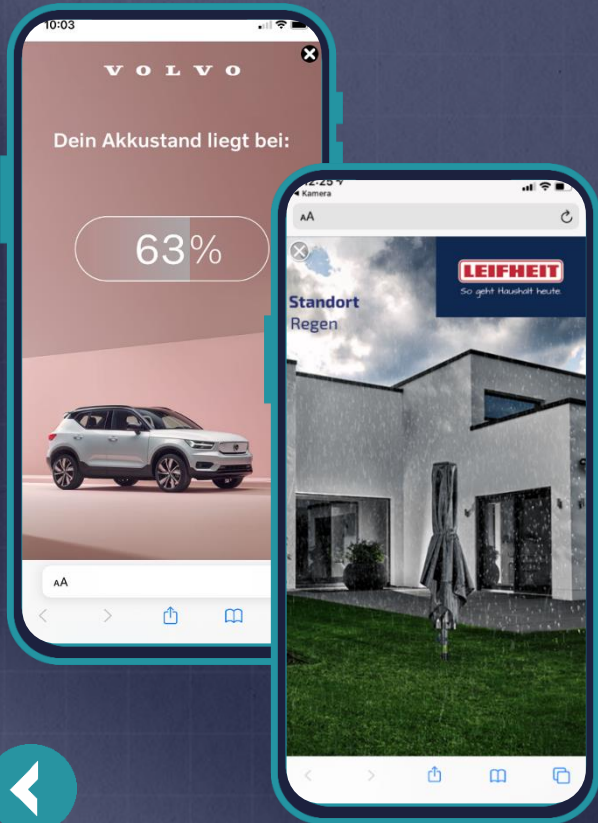| VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images • Draggable object/s	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

Interactive fullscreen ad where users can trigger special events and animations within the ad via drag & drop.

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® – DYNAMIC DATA

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

DEVICE
Phone

Fullscreen ad that processes the user location data or battery status in real time and visualizes this status within the ad.*

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

*An opt-in of the user for the location or battrery query is mandatory and will be requested in ad. Battery status only for android phones.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - GALLERY

VISUAL

- Photoshop .psd file layout in 640x960px - TEMPLATE: HERE!
- Smartobjects
- High resolution images
- At least 2 visuals for the gallery (max. 10)

TEXTS & WORDINGS

- Font Files (otf, ttf)
- Ad Texts (Headline, Subline)
- CTA Wording

CI & CD

- CI Specifications
- Styleguide
- Brand Logo
- Storyboard
- Sample banners for orientation

OPTIONAL VIDEO

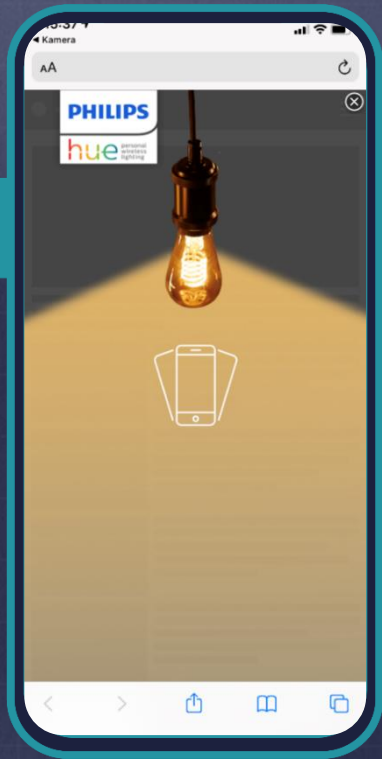- HD quality
- 16:9, 1:1, 4:5, 2:3, 9:16
- MP4, MOV
- Max. 30 Sec.

DEVICE
Phone

Interactive fullscreen ad where users can switch between different visuals or products via swipe interaction.

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - GYRO

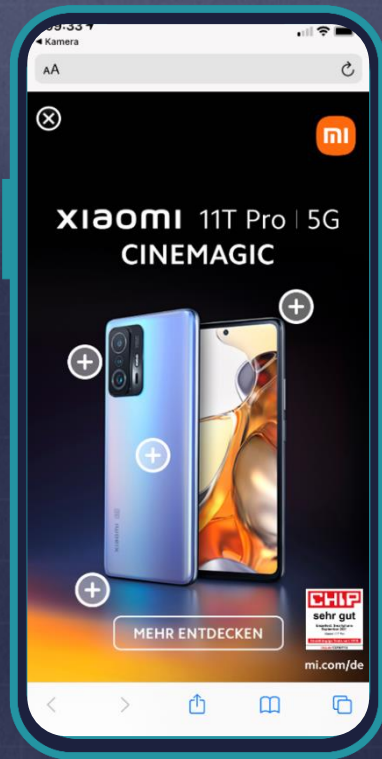| VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images • Gyroscope object (object to be controlled by smartphone movement)	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

Interactive fullscreen ad where users can move an object within the ad by moving their smartphone.*

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

*The user's opt-in is mandatory for access to the smartphone sensors and is requested in the ad.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - HOT SPOTS

VISUAL

- Photoshop .psd file layout in 640x960px - TEMPLATE: HERE!
- Smartobjects
- High resolution images
- Visuals for Infopoint information

TEXTS & WORDINGS

- Font Files (otf, ttf)
- Ad Texts (Headline, Subline)
- Texts for Infopoint information
- CTA Wording

CI & CD

- CI Specifications
- Styleguide
- Brand Logo
- Storyboard
- Sample banners for orientation

OPTIONAL VIDEO

- HD quality
- 16:9, 1:1, 4:5, 2:3, 9:16
- MP4, MOV
- Max. 30 Sec.

Interactive fullscreen ad where users can call up individual info points via touch interaction and thus obtain further information about the product.

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - INCOMING CALL

VISUAL

- Photoshop .psd file layout in 640x960px - TEMPLATE: HERE!
- Smartobjects
- High resolution images

TEXTS & WORDINGS

- Font Files (otf, ttf)
- Ad Texts (Headline, Subline)
- CTA Wording

CI & CD

- CI Specifications
- Styleguide
- Brand Logo
- Storyboard
- Sample banners for orientation

OPTIONAL VIDEO

- HD quality
- 16:9, 1:1, 4:5, 2:3, 9:16
- MP4, MOV
- Max. 30 Sec.

DEVICE
Phone

The ad simulates an incoming call. Depending on the user's decision (reject/accept), different scenarios are then triggered. Also possible with slide to answer call and autoplay animation.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - MAP INTEGRATION
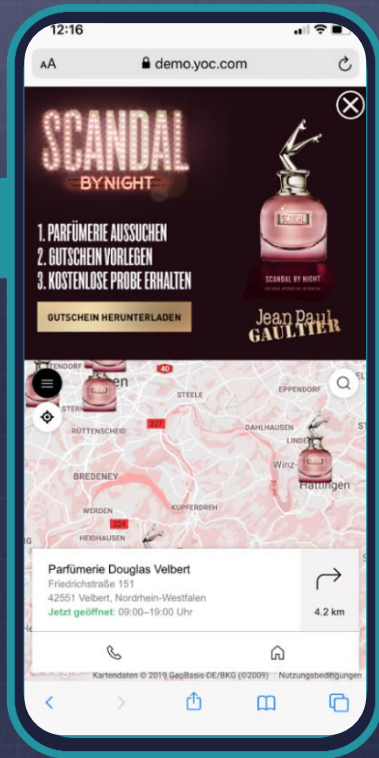
VISUAL

- Photoshop .psd file layout in 640x960px - TEMPLATE: HERE!
- Smartobjects
- High resolution images
- Location pins if necessary

TEXTS & WORDINGS

- Font Files (otf, ttf)
- Ad Texts (Headline, Subline)
- CTA Wording
- Store Locations in an excel file: Name, address, ZIP, City, Country – TEMPLATE: HERE!

CI & CD

- CI Specifications
- Styleguide
- Brand Logo
- Storyboard
- Sample banners for orientation

OPTIONAL VIDEO

- HD quality
- 16:9, 1:1, 4:5, 2:3, 9:16
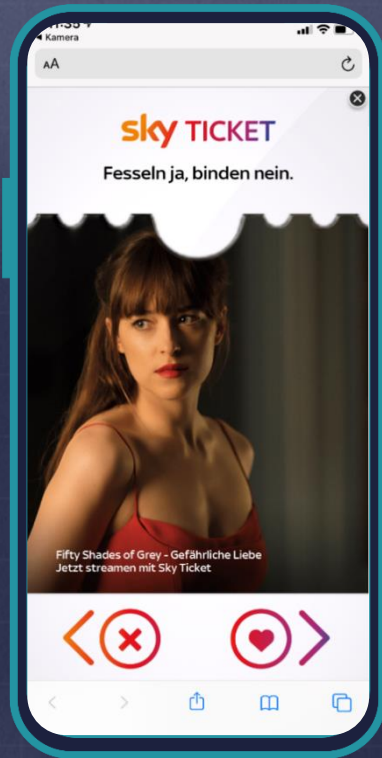- MP4, MOV
- Max. 30 Sec.

DEVICE
Phone

Interactive fullscreen ad that shows the user the nearest stores. By selecting a location, the user can then be navigated to the POI via Google Maps.*

40

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

*The current location of the user is determined based on GPS coordinates or the IP address. The user's opt-in for the location query is mandatory and is requested in the ad.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - MATCH

sky TICKET

Fesseln ja, binden nein.

Fifty Shades of Grey - Gefährliche Liebe
Jetzt streamen mit Sky Ticket

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images • At least 2 and max. 10 different scenarios for matching	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

Interactive fullscreen ad where users can swipe to decide what they like or don't like and then see their "perfect match" at the end.

DEVICE
Phone

41

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - MINI GAME

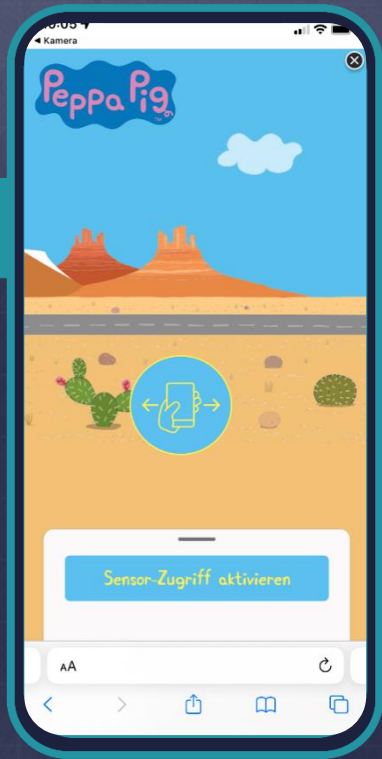| VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images • Gaming objects (e.g. game characters, collectibles, memory cards, hidden objects, etc.)	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

Interactive fullscreen ad where users can start a mini game within the ad (e.g. memory, puzzle, jump & run, collect, etc.)

DEVICE
Phone

42

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® – PANORAMA

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images • Panorama: min. 1000px and max. 2000px wide; min. 960px high	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

Interactive fullscreen ad where users can slide the panorama image horizontally or vertically across the screen by moving their smartphone.*

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

*The user's opt-in is mandatory for access to the smartphone sensors and is requested in the ad.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - PHOTOSHOOT

instax

FUJIFILM

PASSE DEIN FOTO AN!

OK

VISUAL

- Photoshop .psd file layout in 640x960px - TEMPLATE: HERE!
- Smartobjects
- High resolution images
- if necessary mask for photoshoot (placement of the photo)

TEXTS & WORDINGS

- Font Files (otf, ttf)
- Ad Texts (Headline, Subline)
- CTA Wording

CI & CD

- CI Specifications
- Styleguide
- Brand Logo
- Storyboard
- Sample banners for orientation

OPTIONAL VIDEO

- HD quality
- 16:9, 1:1, 4:5, 2:3, 9:16
- MP4, MOV
- Max. 30 Sec.

DEVICE
Phone

Interactive fullscreen ad where users can upload a photo of themselves directly into the ad (via photoshoot or gallery).*

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

*The user's opt-in is mandatory for access to the smartphone camera or gallery. Sharing of the generated content (e.g. via social media) is not possible due to DSGVO

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - POLL

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

Live voting within the ad: Users can vote for their personal favorites. In this way, appropriate advertising messages can be displayed according to the user voting.

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - QUIZ / CHOOSE

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - **TEMPLATE: HERE!** • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording • Questions & Answers	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

Interactive fullscreen ad where users can take part in a quiz or test.
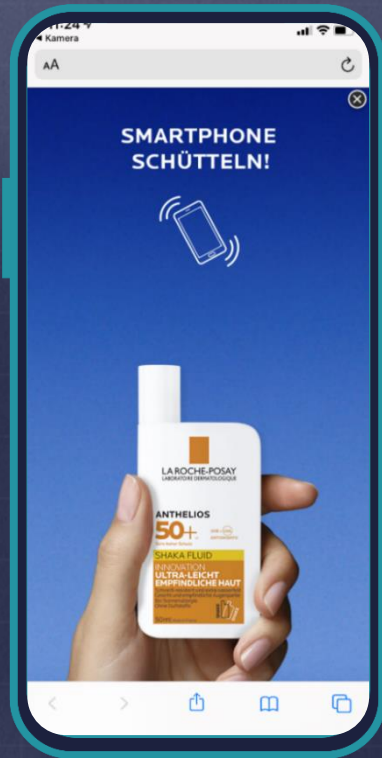
DEVICE
Phone

Vittel

wie weit springt ein Raketenfrosch?

a 4 Meter

b bis zum Mond

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - SHAKE

SMARTPHONE SCHÜTTELN!

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

DEVICE
Phone

Interactive fullscreen ad where users can trigger a specific event in the ad by shaking their smartphone.*

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

*The user's opt-in is mandatory for access to the smartphone sensors and is requested in the ad.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - SLIDER

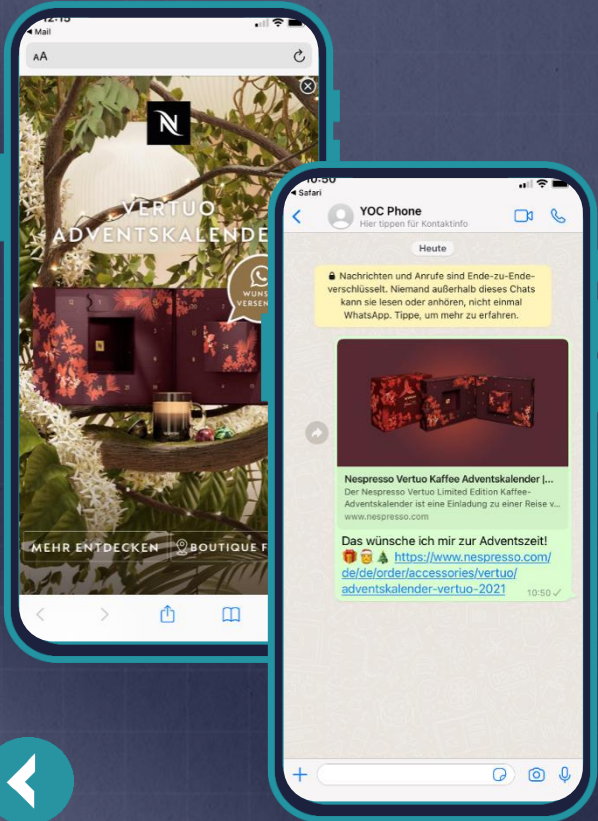| VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - **TEMPLATE: HERE!** • Smartobjects • High resolution images • Image before / after or image left / right	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

DEVICE
Phone

Interactive HTML5 ad where users can swipe the slider horizontally or vertically across the ad to switch between the two layers.

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - SOCIAL SHARE

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording • Social Message: Text to be sent with the message (also possible with emojis) + URL to share	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

Interactive fullscreen ad where users can share a specific content (URL, image, video) via Whatsapp*

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

*The user's opt-in to open Whatsapp is mandatory and is requested in the ad.

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FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - STORY

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px or 1080x1920px (max. 5 Story Panels possible) - **TEMPLATE: HERE!** • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 10 Sec.

Extension of the social campaign: Images or videos can be combined into small posts. Numerous visual options such as videos, images, GIFs, polls and stickers allow the story to be customized.

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - SWIPE / TAP

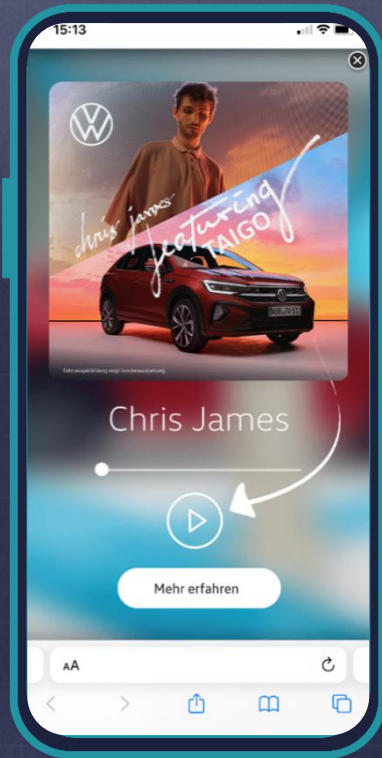| VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

Interactive fullscreen ad where users can trigger a specific event in the ad via swipe or touch interaction.

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® – TUNE

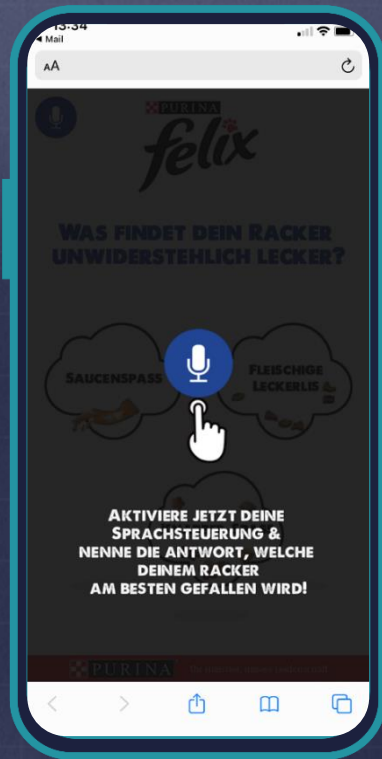| VISUAL	TEXTS & WORDINGS	CI & CD	AUDIO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• MP3 • Alternative video in HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 (MP4, MOV) • Max. 30 Sec.

Visual and interactive enrichment of the audio spot in an music-app-like look & feel*.

DEVICE
Phone

15:13
Chris James
Mehr erfahren

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

*The spot is played user initiated, i.e. the user has to play the spot via click. An autostart of the sound is not possible, in order not to annoy the user.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - VOICE

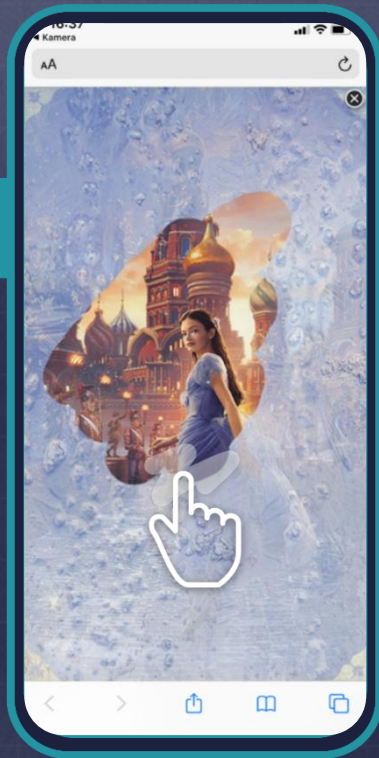| VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px - TEMPLATE: HERE! • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording • Voice Commands: As short and simple commands as possible	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

DEVICE
Phone

Advertising media with voice recognition*: Users can trigger events in the advertising material via voice command.

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

*For voice control, the user's opt-in regarding microphone access is mandatory and is requested in the ad. Only for android phones.

FORMATS & SPECIFICATIONS
YOC MYSTERY AD® - WIPE AWAY

VISUAL

- Photoshop .psd file layout in 640x960px - TEMPLATE: HERE!
- Smartobjects
- High resolution images
- Wipeable Layer
- Object for Wipe if necessary

TEXTS & WORDINGS

- Font Files (otf, ttf)
- Ad Texts (Headline, Subline)
- CTA Wording

CI & CD

- CI Specifications
- Styleguide
- Brand Logo
- Storyboard
- Sample banners for orientation

OPTIONAL VIDEO

- HD quality
- 16:9, 1:1, 4:5, 2:3, 9:16
- MP4, MOV
- Max. 30 Sec.

Interactive HTML5 ad where users can swipe away the top layer to reveal the bottom layer.

DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY SCROLLER®

FORMATS & SPECIFICATIONS
YOC MYSTERY SCROLLER® - INLINE

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 600x500px • Smartobjects • High resolution images • Triggered objects (graphic elements that can be animated via scroll). Either as image sequence (max. 40 frames) or as transparent PNG files.	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, MP4, MOV • Max. 30 Sec.

The ad reacts to the scrolling behavior of the user. Animations, effects and videos can be triggered based on the scrolling.
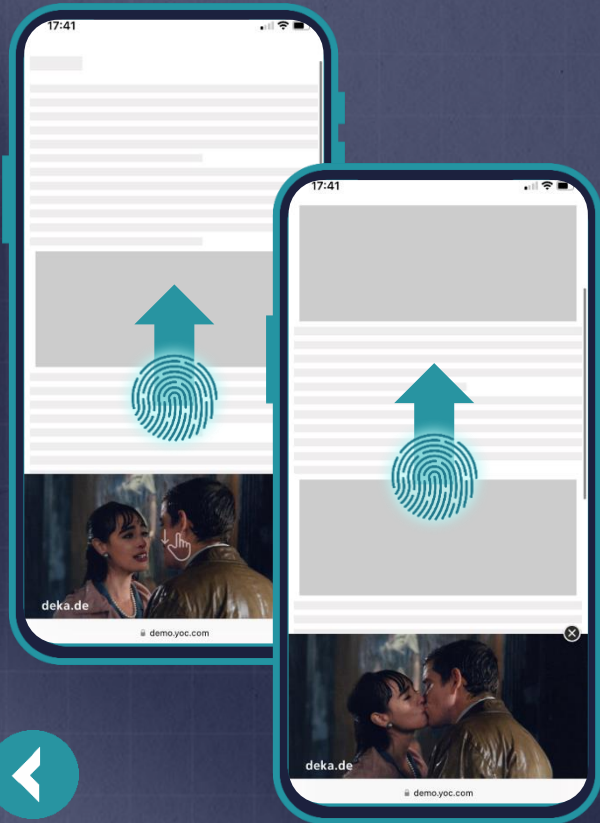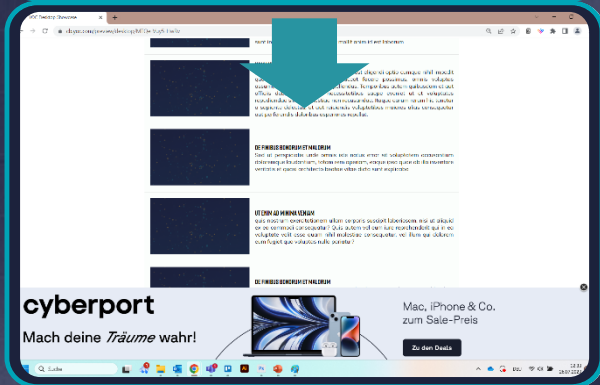
DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY SCROLLER® - STICKY

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO	
• Photoshop .psd file layout in 640x360px-TEMPLATE: HERE! • Smartobjects • High resolution images • Triggered objects (graphic elements that can be animated via scroll). Either as image sequence (max. 40 frames) or as transparent PNG files.	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, MP4, MOV • Max. 30 Sec.	**DEVICE** Phone

The ad reacts to the scrolling behavior of the user. Animations, effects and videos can be triggered based on the scrolling.

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MYSTERY SCROLLER® - DESKTOP

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 1000x125px - Template: HERE! • Smartobjects • High resolution images • Triggered objects (graphic elements that can be animated via scroll). Either as image sequence (max. 40 frames) or as transparent PNG files.	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, MP4, MOV • Max. 30 Sec.

The ad reacts to the scrolling behavior of the user. Animations, effects and videos can be triggered based on the scrolling.
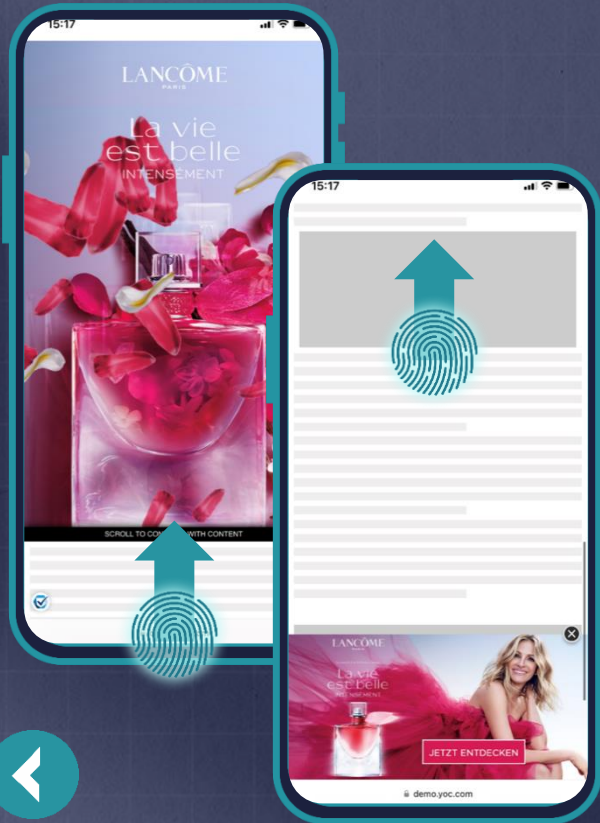
DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC BRANDED TAKEOVER

FORMATS & SPECIFICATIONS
YOC BRANDED TAKEOVER

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layouts in 640x960px & 640x360px • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 1:1, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

DEVICE
Phone

The YOC Branded Takeover consists of two highly effective yet user-friendly banners that together offer a unique advertising experience. After the first banner is scrolled over, the second banner appears sticky at the bottom of the page and can be used as a reminder or storyteller.
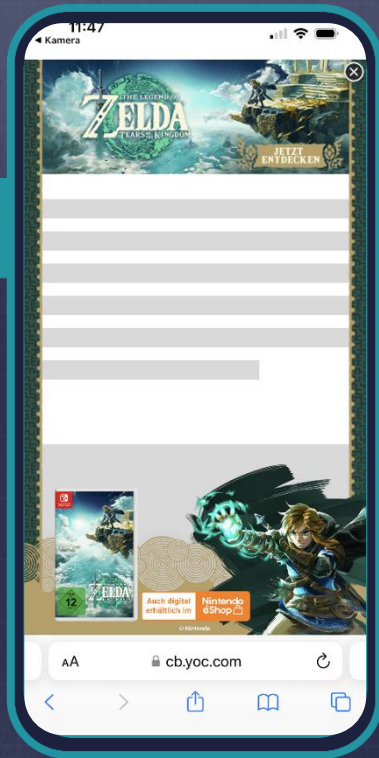
60

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC MOBILE SKIN

FORMATS & SPECIFICATIONS
YOC MOBILE SKIN

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 640x960px – TEMPLATE: HERE! • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 4:5, 2:3, • MP4, MOV • Max. 30 Sec.

The YOC Mobile Skin gradually builds up when the mobile page is opened until the entire content is framed.
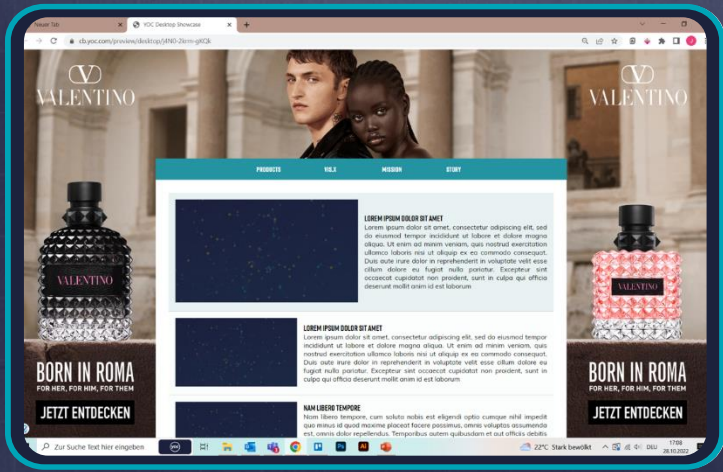
DEVICE
Phone

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC DESKTOP SKIN

FORMATS & SPECIFICATIONS
YOC DESKTOP SKIN

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout – TEMPLATE: HERE! • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

DEVICE
Desktop

The skin consists of 3 banner units that frame the publisher content. Scrolling makes the top banner disappear while the side banners remain visible. Integration of interactive, mouse-over and scroll-sensitive elements possible. Note: This Creative is Responsive and the side banners will therefore visually adapt to the screen size. The minimum spacing of the borders is 120px.

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC DESKTOP SITEBAR

FORMATS & SPECIFICATIONS
YOC DESKTOP SITEBAR

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL VIDEO
• Photoshop .psd file layout in 500x1000px – **TEMPLATE: HERE!** • Smartobjects • High resolution images	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• HD quality • 16:9, 4:5, 2:3, 9:16 • MP4, MOV • Max. 30 Sec.

The YOC Desktop Sitebar is displayed at the right side of the website content and thus attracts the user's attention. In addition to video, interactive content can also be integrated.

DEVICE
Desktop

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.

FORMATS & SPECIFICATIONS
YOC DOOH AD

FORMATS & SPECIFICATIONS
YOC DOOH AD

VISUAL	TEXTS & WORDINGS	CI & CD	OPTIONAL QR CODE*
• Photoshop .psd file layout in 2160x3840px – **TEMPLATE: HERE!** • Smartobjects • High resolution images • Animation lenght max. 10 Sec.	• Font Files (otf, ttf) • Ad Texts (Headline, Subline) • CTA Wording	• CI Specifications • Styleguide • Brand Logo • Storyboard • Sample banners for orientation	• QR code can be supplied as an image file or as a URL (YOC then creates the QR code).

The YOC Digital City Light is a prominent and attention-grabbing DOOH placement, directly near relevant POS (e.g.: Food Retail, Cash & Carry, Shopping Centers & Malls).

DEVICE
DOOH

Please note: All impression pixels, click commands und redirects must be „secure", meaning that they have to be delivered via https to ensure proper functionality.
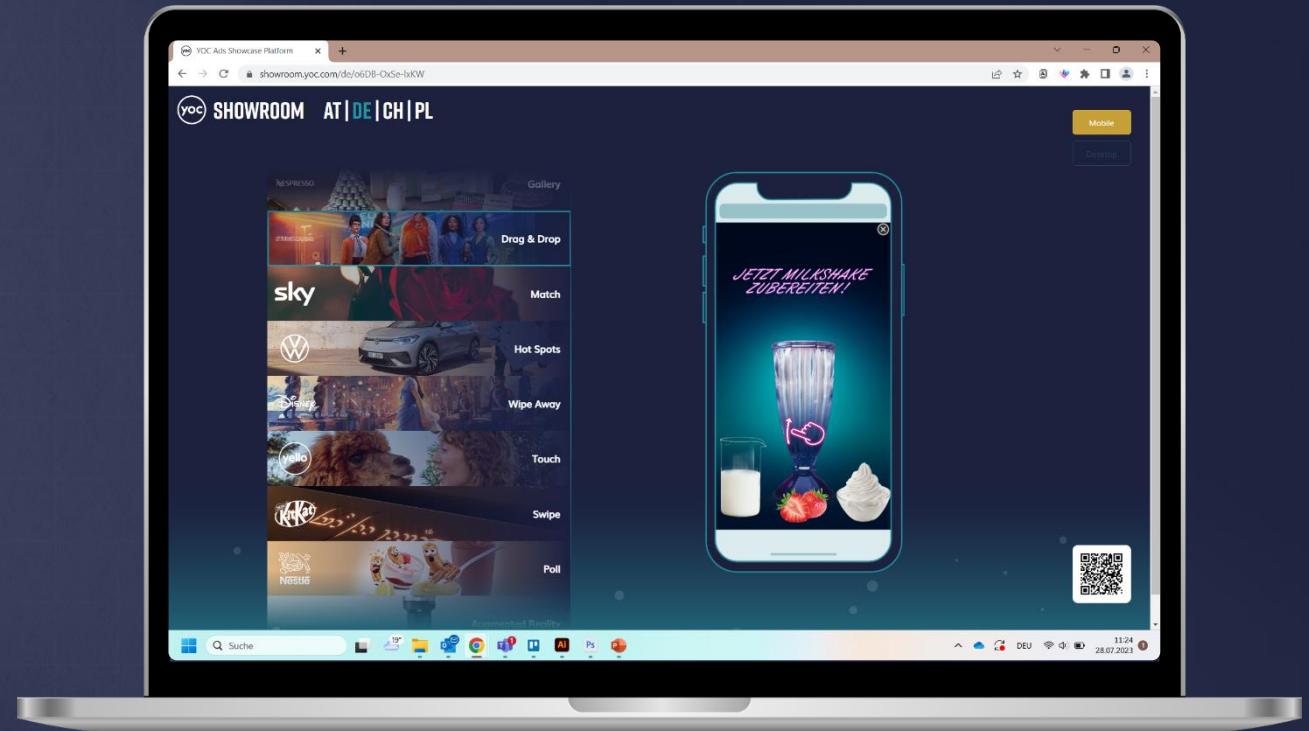
*If you want users to be able to scan a QR code, that links to a specific website

SHOWCASES & SHOWROOM

YOC HIGHLIGHTS ENTDECKEN

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Supervisory Board
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Sacha Berlik

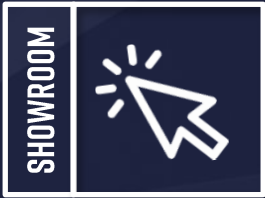## KONTAKT SALES

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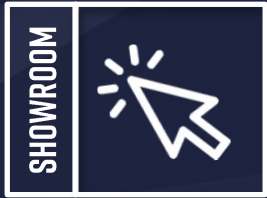## KONTAKT SALES

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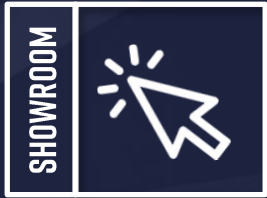
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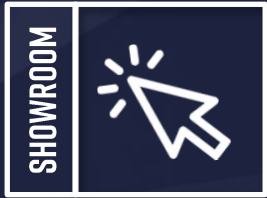
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