

DYNAMIC BRANDING WALL MOBILE SPECIFICATIONS

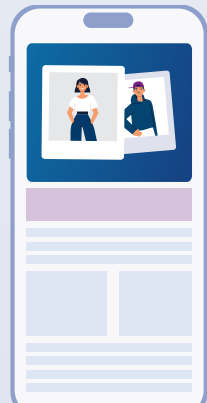


DESCRIPTION

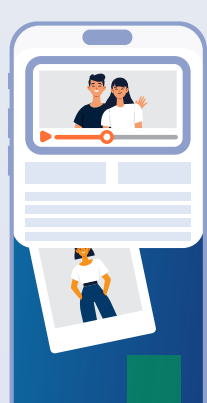
The Dynamic Branding Wall Mobile is an eye-catching mobile advertising format that enables large-scale brand presentation on smartphones. The format combines two proven Codevelop mobile formats – Dynamic Head Mobile and Midscroll Mobile – into a holistic branding solution in the mobile environment.

The Dynamic Branding Wall Mobile combines high visibility with clear, user-friendly integration into editorial content and is ideal for attention-grabbing branding campaigns on mobile devices.

POSITIONING AND BEHAVIOUR

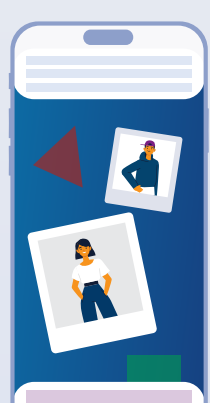


The advertising medium frames the mobile website content and fits seamlessly into the page layout.

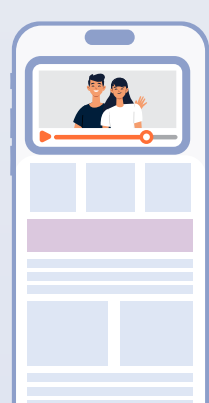


The brand message remains present during use and accompanies the user as they scroll.

The combination of upper branding element and Midscroll placement ensures high visibility without interrupting the user experience.



While scrolling, the Midscroll unit appears fully visible, the Dynamic Head pauses and temporarily disappears to prevent any overlap with the Midscroll element.



As the user continues to scroll, the ad gradually disappears behind the content, while the sticky element resumes playing until the sticky time ends.

Preview

SPECIFICATIONS FOR DATA DELIVERY

The Dynamic Branding Wall Mobile consists of the following components:

DYNAMIC HEAD MOBILE ELEMENTS

- Placement in the upper area of the website
- Consists of a start element and a sticky element
- Ideal for a prominent introduction to the campaign



Specifications

1 Start Element:

Component	File format	Info		Comment
ANIMATION	HTML5*	Dimensions	600x500px* Max. 150 KB	NO click tag included. NO logo on the top right corner.
IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator, Figma	Dimensions	600x500px Max. 150 KB	NO logo on the top right corner. Make sure you give us access to your designs by sharing them via Figma file.

2 Sticky Element:

Component	File format	Info		Comment
VIDEO	MP4, MOV, AVI, MKV	Ratio	HD/FullHD 16:9	NO logo on the top right corner.
		Duration	Max. 30 Sec.	Video aspect ratio manual
		Weight	Max. 50 MB	
ANIMATION	HTML5*	Dimensions	600x340px or 640x320px Max. 150 KB	NO click tag included. NO logo on the top right corner.
IMAGE	PNG, JPG, Photoshop, InDesign, Illustrator, Figma	Dimensions	600x340px or 640x320px Max. 150 KB	NO logo on the top right corner. Make sure you give us access to your designs by sharing them via Figma file.

MIDSCROLL MOBILE

- Placement within the editorial content
- Is integrated into the visible area when scrolling
- Enables in-depth brand interaction



Specifications

3 Midscroll Element:

Component	File Format	Info		Comment
VIDEO	MP4, MOV, AVI, MKV	Mass	HD/FullHD 9:16	Elements (logo, text, CTA) can also be delivered separately.
		Duration	Max. 30 Sec.	
		Weight	Max. 50 MB	
ANIMATION	HTML5*	Mass	1080x1920px	Finished programmed advertising material including the associated files.
		Duration	Max. 30 Sec.	
		Weight	Max. 5 MB	
IMAGE	BACKGROUND	PNG, JPG, Photoshop, InDesign, Illustrator, Figma	Mass	Elements (logo, text, CTA) can also be delivered separately.
	FOREGROUND (Logo, Text, CTA) Optional	PNG, JPG, Photoshop, InDesign, Illustrator, Figma	Weight	Check the safe areas guide for delivering the best composition. Make sure you give us access to your designs by sharing them via Figma file.

*When delivering finished HTML5 banners, please ensure that NO click tags are included. In the Google Web Designer, please set the AD Environment to Non-Google Ad. Otherwise, unnecessary libraries will be loaded that slow down the loading time.

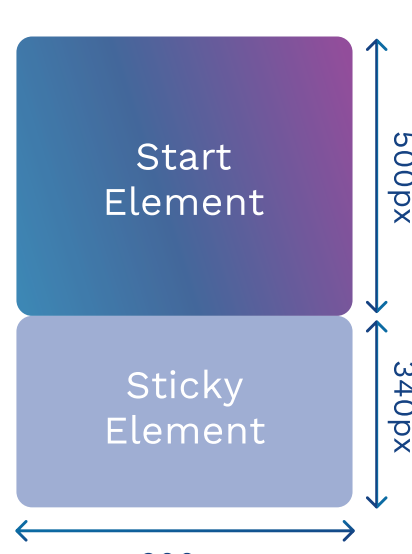


Or contact us directly and we will help you create images and animations.

DIMENSIONS

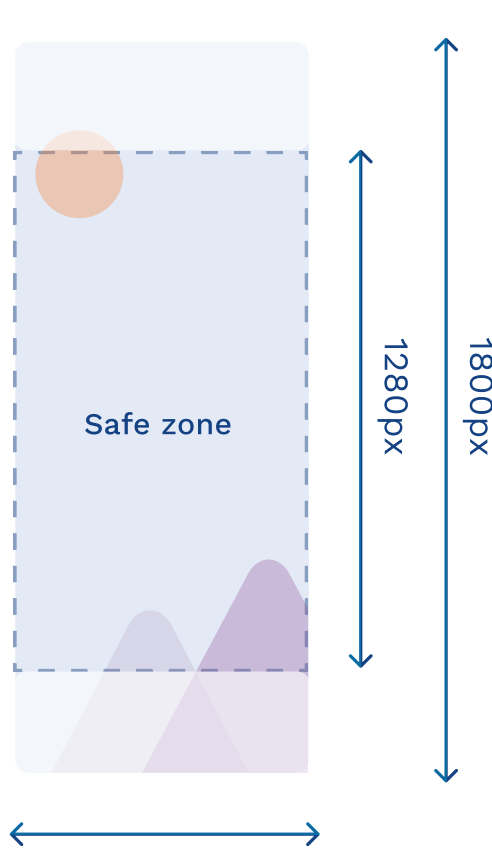
Guidelines for Safe Zone:

1 DYNAMIC HEAD ELEMENTS

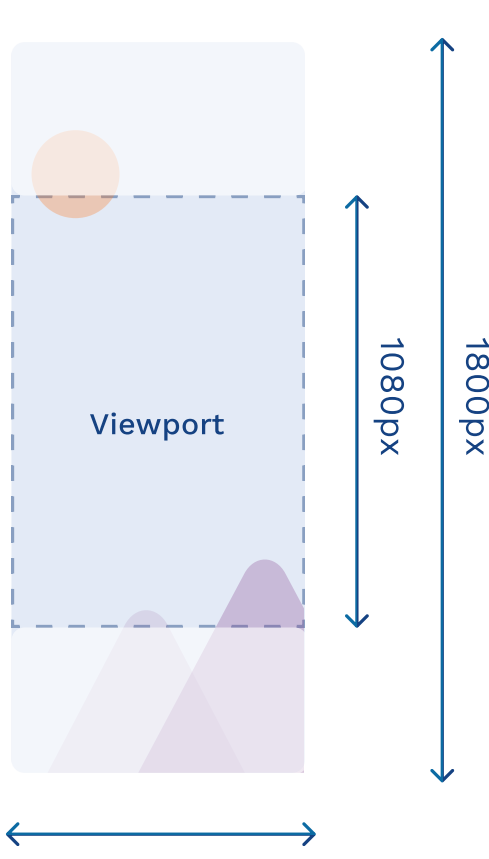


When scrolling down, the start element is pushed up by the sticky element. The two elements enable an optimal combination of image, animation and video on a mobile device.

2 MIDSCROLL ELEMENT



On smaller devices, parts of the background may not always be fully visible. To ensure key content remains in view, place important elements within the safe zone.



The viewport is the scrolling frame that glides from bottom to top, progressively revealing the background element.



.PsD Layout Template

Delivery of the data via the conventional download services.



Delivery: admanagement@codevelop.io

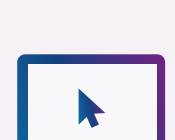
5 days lead time

Ad is available for desktop and mobile.



Available for direct bookings and programmatic campaigns.

Check specifications for the desktop version



Specifications

CONTACT

If you have any questions, please do not hesitate to contact us by phone or e-mail.

For questions:

+41 44 585 16 00

admanagement@codevelop.io

Other Formats