# Creative Features and Exceptions

VDX Ad Features List

In the table below, you can see the component's availability within VDX ad units under the columns named VDX Standard, VDX Advance, and VDX Custom.

Also you can see demo links , extra notes and components **Descriptions I columns named Demo, Notes and Descriptions. Here No means component is not available and Yes means component is available.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Components** | **VDX Standard** | **VDX Advanced** | **VDX Custom** | **Demo** | **Notes** | **Descriptions** |
| Image Gallery (Standard, Dot, Thumbnail) | No | Yes | Yes | [Standard](https://creative.vdx.tv/Education/The_Univer/#DJh0ggleXwSw0/3) | [Dot](https://creative.vdx.tv/Consumer_G/Sonos/#UJ.SEARl2euQ0/9) | [Thumbnail](https://creative.vdx.tv/#8OXOrw52AoEA1/2) | Not Applicable | **Standard Gallery:** Image Gallery which users can operate through side arrows. **Dot Gallery:** Image Gallery which users can operate through dots navigation. **Thumbnail Gallery:** Image Gallery which users can operate through thumbnail navigation. |
| Color Selector | No | Yes | Yes | [Demo](https://creative.vdx.tv/Frank_Green/#VeJENA/21) | [AutoPlay Demo](https://creative.vdx.tv/test/#EuD-sgQYSRwA/0) | Users can select different colors and see products. This feature is more suitable for Auto verticals |
| Multiple Video Support | Yes | Yes | Yes | [Demo](https://creative.vdx.tv/#GbIqxg5GanhA1/3) | Not Applicable | Using multiple videos about client products/services in the video tab |
| Trigger Tab | No | Yes | Yes | [Demo](https://creative.vdx.tv/#oWbL4QgyYRMA/8) | Not Applicable | Trigger any tabs by click/tap of a button |
| Location Map | No | Yes | Yes | [Demo](https://creative.vdx.tv/#butvjwQYSRwA0/9) | [AutoPlay Demo](https://creative.vdx.tv/#HxowtQaWFcPg/10) | Showcase different locations dynamically based on zip-code after AdUnits gets Live. [Learn More](https://wiki.exponential.com/display/PRODBLOG/2019/08/19/VDX+Component+Framework+%28v2.1%29+release)  Auto-Transition = Map pins will drop with sound and popup will appear automatically, this will encourage user to interact with the component. |
| Scroll | No | Yes | Yes | [Demo](https://creative.vdx.tv/#podj1w2c6.Aw1/4) | Not Applicable | This component is used to show large content in limited space - [Learn More](https://wiki.exponential.com/display/PRODBLOG/2019/08/19/VDX+Component+Framework+%28v2.1%29+release) |
| Comparison Slider | No | Yes | Yes | [Demo](https://creative.vdx.tv/Chery_Motor_Australia_Pty/#.LC-zw/0) | [AutoPlay Demo](https://creative.vdx.tv/#mia-IAaWFcPg/8) | This component helps in comparison of two images or two videos. [Learn More](https://wiki.exponential.com/display/PRODBLOG/2019/08/19/VDX+Component+Framework+%28v2.1%29+release)  Auto-Transition = Slider will be initiated automatically without user interaction, this will encourage user to interact with the component. |
| View 360 | No | Yes | Yes | [Demo](https://creative.vdx.tv/#8ug49AaWFcPg/10) | Not Applicable | The view 360 component enhances the overall experience of the user by providing the consumer the ability to rotate the image around to view it from every angle. - [Learn More](https://wiki.exponential.com/display/productarchive/Component+v2.2+-+View+360%2C+Interactive+View+360+and+Hotspots) |
| Interactive View 360 | No | Yes | Yes | [Demo](https://creative.vdx.tv/#DpFrDgPCNbUQ0/3) | [AutoPlay Demo](https://creative.vdx.tv/#jEcDYAaWFcPg/10) | Very similar to the 360 View, the Interactive version allows the ability to call out certain features within the image, allowing for deeper engagement and discovery by the consumer. [Learn More](https://wiki.exponential.com/display/productarchive/Component+v2.2+-+View+360%2C+Interactive+View+360+and+Hotspots) |
| Hotspots | No | Yes | Yes | [Demo](https://creative.vdx.tv/Consumer_G/test/#sOQ-oA9izNPw0/2) | [AutoPlay Demo](https://creative.vdx.tv/#PEHtlwaWFcPg/0) | Hotspots allows the consumer to deeply engage and interact with the content on the secondary tabs, provided detailed information to help them with their messaging or purchase decision  - [Learn More](https://wiki.exponential.com/display/productarchive/Component+v2.2+-+View+360%2C+Interactive+View+360+and+Hotspots) |
| Tab Component | No | Yes | Yes | [Demo](https://creative.vdx.tv/#1P8rAA5a2vOA1/1) | Not Applicable | Tab component allows the advertiser to focus on different elements within the unit  [Learn More](https://wiki.exponential.com/pages/viewpage.action?pageId=131341352) |
| Hybrid Gallery | No | Yes | Yes | [Demo](https://studio.exponential.com/#/J5frCgRTdKZA) | [AutoPlay Demo](https://creative.vdx.tv/#bJfsWggyYRMA/0) | We can add single or multiple videos in secondary tab through hybrid gallery with the flexibility to hide controls and progress bar.  Maximum videos (entire package): 10 videos Maximum video length: 5 minute per video Maximum file size (entire package): 100mb   Auto-Transition with Circular theme = The hybrid gallery will auto transition with a Circular progress bar.  [Learn More](https://wiki.exponential.com/display/VP/Component+v2.4+-+Hybrid+Gallery) |
| Sync Gallery | No | Yes | Yes | [Demo1 (with pins)](https://creative.vdx.tv/internal/notSharable/Consumer_G/Testing_JS/#7Ab1Zw/2) | [Demo2 (without pins)](https://creative.vdx.tv/internal/notSharable/Consumer_G/Pandora_Je/#wJqgJA/4) | Not Applicable | Component allows to showcase the images as gallery on video tab which are synced with video timeline. |
| Product Gallery | No | Yes | Yes | [Demo](https://creative.vdx.tv/internal/notSharable/Consumer_G/Testing_JS/#sLHqsQ/2) | Not Applicable | It is a dynamic gallery which is set up via local JSON/Client API to showcase products along with title, description and pricing as a product gallery on secondary tab only.  Note: We need developer support and additional time is required. |
| Bokeh Mode | Yes | Yes | Yes | [Demo](https://creative.vdx.tv/Chevrolet_Motors/#SZnlhg/10) | Not Applicable | Bokeh mode is an effect added to the teaser video which adds a blur to the background with the actual video on top of it. |
| Long Form Video on Primary Tab | Yes | Yes | Yes | [Demo](https://creative.vdx.tv/Wounded_Warrior_Project_I/#xNrwXw/28) | Not Applicable | Video length is >30 sec if the user has not interacted via click on teaser, then the user has to click on "Click to continue" button after 30 seconds. ---Maximum video length recommended: 5 minute |

## Custom Features - Basic Guidelines

In below table you can see the available custom features inside column names **Feature Types. And you can see the availability of custom features in column named US and Outside US. Also you can see the availability of the custom features availability under column named VDX Standard, VDX Advanced and VDX Custom. Custom feature related notes can be seen in Notes column.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Feature Types** | **US** | **Outside US** | **VDX Standard** | **VDX Advanced** | **VDX Custom** | **Notes** | **Timeline** |
| Pre-Sale (Mock) campaign which are build through Muse. | Design team will take approval from Oliver | Design team will take approval from Oliver | No | Yes | Yes | For Mock requests, if the requirement is not feasible in VDX-Studio in that case try to have discussion with CSM and convince them changing the requirement which are feasible in Studio. However, if we choose to proceed with Muse, please ensure Oliver is kept in the loop for visibility. | Custom timeline requires depend upon the requirement. |
| Nested Gallery/Features | CSM | Submit SF Approval Request | No | Yes | Yes | A combination of multiple ad features. Example hot spots on an image gallery. | Custom timeline requires depend upon number of features (Tentatively 5 to 10 business days) |
| GIF Animation & other animations (Interactive or CTV/OTT) | Submit SF Approval Request | Submit SF Approval Request | No | Yes | Yes | You can find [more info and examples here](https://wiki.exponential.com/display/PRDTMGT/Animation+requests) Feasibility test is required   For VDX Standard execution - The **animation feature** is not available on ET. | Timeline will be set based on feasibility. |
| "Video" Creation (Video Solution) | Ask CSM | CSM | Yes (Regional advanced minimum) | Yes | Yes | Custom (longer) SLA for the Creative team.  **For mock creative, we recommend using storyboards. SF approval will be required If video solution is needed for mock creative.** | Depend upon the requirement and duration of the video. It may take additional 5 days for 1 video |
| Query String Search | Ask CSM | Submit SF Approval Request | No | No | Yes | Feasibility test is required | Custom timelines depend upon requirements. AdEx support may be required |
| Dynamic Location/CityName on video tab | No Approval required | No Approval required | No | No | Yes | It will be counted as VDX Custom and supported only with muse flow. | Adex Support required only for integration with additional timeline.  CTV - AdEx dependency for building the unit, and it will count as custom. |
| Dynamic Functionality (including API) | CSM | CSM ($100K USD+) | No | No | Yes | CSM or Design AM will consult with the Adex Team and submit a feasibility ticket in JIRA to confirm if the dynamic/API request is feasible to proceed with development. Note that there will be 2 timelines: 1. VDX Custom Creative Build 2. Adex dynamic/API/web service setup | Custom timelines depend upon requirements. AdEx support will be required. |
| Dynamic Listing | CSM | CSM  ($100K USD+) | No | No | Yes | Based on dynamic data, images/content will get displayed in creative. Feasibility check is required | Custom timelines depend upon requirements. AdEx support will be required |
| Dynamic Hotspot | CSM | CSM  ($100K USD+) | No | No | Yes | It works as an interactive hotspot, but content populates dynamically. Feasibility check is required | Custom timelines depend upon requirements. AdEx support will be required |
| Click to Call | Submit SF Approval Request | Submit SF Approval Request | No | No | Yes | Canvas Flow: It is not supported due to URL validation. Muse flow: We need a feasibility test each time we receive this request. The feasibility parameters are that it should work in the latest framework, the latest OS (iOS & Android), Expo9 and the live environment( test page). | Custom timelines depend upon feasibility. AdEx support will be required if any of the feasibility parameters are not met.  Example: [CREQ-352](https://jira.exponential.com/browse/CREQ-352) - Primewell VDX Standard || Issue in Call to Action Code on Expo9 Done |

## Pharma Guidelines

In below table you can see all Pharma Ad Units related Requests in **Request Types column. Also you can see the pharma availability in column named US and Outside US. Also you can see pharma availability under column named VDX Standard, VDX Advanced and VDX Custom. The pharma request related Notes is in column named Notes. Here No means Request Type is not available and Yes means Request Type is available.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Request Types** | **US** | **Outside US** | **VDX Standard** | **VDX Advanced** | **VDX Custom** | **Notes** | **Timeline** |
| Pre-Qualifier (Teaser) | Only available for Pharma Clients | Only available for Pharma Clients | Yes | Yes | Yes | Sales support material is required. [Demo](https://creative.vdx.tv/#LxyrOAaWFcPg) | As per SLA |
| ISI (Teaser) | Only available for Pharma Clients | Only available for Pharma Clients | Yes | Yes | Yes | Sales support material is required.  [Demo](https://creative.vdx.tv/#.NH3ewaWFcPg) | As per SLA |
| ISI (Main unit) | Only available for Pharma Clients | Only available for Pharma Clients | Yes | Yes | Yes | Sales support material is required. [Demo](https://creative.vdx.tv/#4X3OaAaWFcPg) | As per SLA |
| ISI (Teaser + Main unit) | Only available for Pharma Clients | Only available for Pharma Clients | Yes | Yes | Yes | Sales support material is required. [Demo](https://creative.vdx.tv/#MaX2CQaWFcPg/0) | As per SLA |
| Pre-qualifier (Teaser) + ISI (Main unit) | Only available for Pharma Clients | Submit SF Approval Request | Yes | Yes | Yes | Sales support material is required.  [Demo](https://creative.vdx.tv/#ZKTviAaWFcPg) | As per SLA |
| Pre-qualifiers & ISI (Teaser) + ISI (Main unit) | Only available for Pharma Clients | Only available for Pharma Clients | Yes | Yes | Yes | Sales support material is required.  [Demo](https://creative.vdx.tv/#11K6bQaWFcPg/0) | As per SLA |

## VDX Products – Exceptions

In below table’s column named **Exception Type, you can see the exceptional features inside VDX Ad units. And in other columns named US and Outside US you can see the availability of the Exceptional requirement or features.   
Also you can see the availability of** Exceptions **under column named VDX Standard, VDX Advanced and VDX Custom.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Exception Type** | **US** | **Outside US** | **VDX Standard** | **VDX Advanced** | **VDX Custom** | **Notes** | **Timeline** |
| Animation in the header of inframe 300x250 | Not supported | Not supported | No | No | Yes | Not recommended | Custom timeline |
| Remove logo in the header from a specific tab | CSM | CSM | Yes | Yes | Yes |  |  |
| Clicktag on the background/whole unit in the video tab | Submit SF Approval Request | Submit SF Approval Request | Yes | Yes | Yes | It gives false click hence it is not recommended. | No additional timeline |
| Separate Teaser Video | Submit SF Approval Request | Submit SF Approval Request | No | No | Yes | It will be counted as VDX Custom and supported only with muse flow. | Additional 1 day for Creative team+ AdEx Support and their time will be required |
| Removing sizes 728x90, 160x600 teaser (Desktop Expandable) of VDX large formats from Showcase | CSM | CSM | Yes | Yes | Yes | We can remove/hide specific sizes from the showcase only. At the time of live, we will deliver all ad-sizes as per the package. | No additional timeline. |
| Remove any size/ad format from VDX bundle | Submit SF Approval Request | Submit SF Approval Request | Yes | Yes | Yes | We have to deliver all the sizes for live. However as a solution we can only hide the sizes from showcase page. | No additional timeline. |
| Primary video length is <15 sec | Submit SF Approval Request | Submit SF Approval Request | No | No | Yes | Supported only with muse flow. Creative cannot be published through Package builder. Required Vlad / AdEx team support. | No additional time from Creative team. AdEx Support will be required |
| Background image changes with video change. | Submit SF Approval Request | Submit SF Approval Request | No | Yes | Yes | Supported only with muse flow | Additional 1 day required |
| VDX Teaser Peel Color change or Custom message - **"Roll Over to Explore"** on the peel | Submit SF Approval Request | Submit SF Approval Request | No | No | Yes | AdEx Support will be required and supported only with muse flow | Custom timeline |
| CTV (Client logo & Pattern in QR, Background change) | Submit SF Approval Request | Submit SF Approval Request | No | No | Yes | We only have the flexibility to change color of dots/patterns and the image appearing in the centre of QR.   For customization like changing the translucent bg in QR Code, no phone theme, customised patterns etc., we would need AdEx support. | Custom timeline if Adex support is required. |
| Different Logo in teaser peel back and main unit | CSM | CSM | Yes | Yes | Yes |  | No additional timeline. |
| Custom branding in peel or No Branding | CSM | CSM | Yes | Yes | Yes |  | No additional timeline. |
| Video length <15 sec and >30 sec in hybrid gallery | CSM | CSM | No | Yes | Yes | Video pixel tracking is available by default. |  |
| Usage of images instead of font | CSM | CSM | Yes | Yes | Yes | The default is to use the font. CSM and AM can decide mutually on a case-to-case basis | No additional timeline |
| Letterbox/Pillar box  Teaser to show full video | Submit SF Approval Request | Submit SF Approval Request | No | No | Yes | Instead of removing the letterbox, we can recommend bokeh mode If there is letterboxing and pillar boxing in the client video then we can use it without SF approval (The video should be as per specs). | No additional timeline |
| iFrame | Not supported | Not supported | No | No | No |  |  |
| Vertical Video on the primary tab | Not supported | Not supported | No | No | No | We can do it ~~with a Hybrid gallery~~ on the secondary tab | No additional timeline |
| TV Magnify without QR code | Submit SF Approval Request | Submit SF Approval Request | No | Yes | Yes |  |  |
| Use different primary videos in specific sizes. | Submit SF Approval Request | Submit SF Approval Request | Yes | Yes | Yes | We can achieve this through custom showcase -  1. CSM needs to create a new bundle with the specific sizes in which the variation is required.  2. Once creative is uploaded on the new bundle, we can combine the two bundles using custom showcase - [steps available here.](https://wiki.exponential.com/display/creative/Dynamic+Campaigns#expand-Customshowcasepage) | No additional timeline |
| Different Video in CTV/OTT and Interactive units. | Submit SF Approval Request | Submit SF Approval Request | Yes | Yes | Yes | For minor differences, such as varying video duration or adding subtitles, SF approval is not required. | No additional timeline |
| Add/remove bokeh in specific sizes. | Submit SF Approval Request | Submit SF Approval Request | Yes | Yes | Yes | Steps are defined on [Case+Studies#tab-Showcase](https://wiki.exponential.com/display/creative/Case+Studies#tab-Showcase)  refer - How to Enable/Disable Bokeh on specific size? | No additional timeline |
| Different messaging/layout in mobile inframe. | Submit SF Approval Request | Submit SF Approval Request | No | Yes | Yes | In MUSE flow, we need development support. | Additional timeline required. |
| Change the arrows of the primary video playlist. | Submit SF Approval Request | Submit SF Approval Request | No | Yes | Yes | Supported only with muse flow. Steps for implementing the functionality are available [here](https://wiki.exponential.com/display/creative/Case+Studies#expand-HowtoChangeCustomiseArrowsofPrimaryVideoPlaylistinSE).  For non-muse flow, AdEx support is required. | For muse flow no additional timeline.  ~~For non-muse, there will be a custom timeline.~~ |
| Can we show the Image gallery on the video tab | No Approval required | No Approval required | No | Yes | Yes | - | - |
| Improve video quality via HandBrake tool | Submit SF Approval Request | Submit SF Approval Request | Yes | Yes | Yes | The video size should not exceed 2.5 MB. We have tested only on **160 audio bitrates.** | No additional timeline |
| Without a tab ad unit in TV Magnify | Submit SF Approval Request | Submit SF Approval Request | No | Yes | Yes | VDX Studio/Non-Muse: Possible **with a header** as VDX Advanced execution in 300x250, 300x600, 160x600 and Mobile Expandable ad sizes.  Muse Flow: Possible **without a header** as VDX Advanced execution in 300x250, 300x600, 160x600 and Mobile Expandable ad sizes. | No additional timeline |
| Can we use web-WhatsApp URL as the landing page? | Submit SF Approval Request | Submit SF Approval Request | Yes | Yes | Yes |  | No additional timeline |
| Trigger target on the video tab | Submit SF Approval Request | Submit SF Approval Request | Yes | Yes | Yes | Feasible only in Muse Flow.  We recommend the trigger target only for secondary tabs as we don't want the user to lose focus from the video. | No additional timeline |
| Use of different components/features used as per ad size or ad-format | Submit SF Approval Request | Submit SF Approval Request | No | Yes | Yes | Our vision is to work on VDX Studio and such flexibility is not supported so we don't recommend this approach. | No additional timeline |
| Can we embed LP URL in CTV QR Code that lands on the client website? | CSM | CSM | Yes | Yes | Yes | We can't track the scan using flight, the way we do for most of the campaign but if the internal tracker is there, we can get the scans. |  |
| Can we add ClickThrough on CTV/OTT | CSM | CSM | Yes | Yes | Yes | It can be done with the help of AdOps. | No additional timeline |
| Can we add the "Add to calendar" feature to VDX Products? | Submit SF Approval Request | Submit SF Approval Request | No | Yes | Yes | Feasible only in Muse Flow. Steps for implementation are documented here ([wiki page link](https://wiki.exponential.com/display/creative/Case+Studies#expand-AddtocalendardownloadicsfileMuseFlow)) | No additional timeline |
| Can we hide the circular/progress bar as per client / CSM requirements? | Submit SF Approval Request | Submit SF Approval Request | No | Yes | Yes | [Animated Support Guidelines](https://wiki.exponential.com/display/creative/Animated+Support+in+Components) | No additional timeline |
| CTV Pre-Roll | Submit SF Approval Request | Submit SF Approval Request | Yes | Yes | Yes | AdEx support will be required | Custom timeline |
| The client wants to include an RSS feed in the creative. | CSM | CSM | No | Yes | Yes | A feasibility test is required for which we need AdEx support. | Custom timeline |
| Can we build a custom creative for the Mock campaign? | Submit SF Approval Request | Submit SF Approval Request | No | Yes | Yes | Feasible only in Muse Flow and this requires AdEx support. | Custom timeline |

## VDX Studio - Available Components/Features

In below table under column named **Available Component / Features** you can see the available components information inside VDX Studio. Also in column named **Limitation you can see the limitation of features and components in VDX Studio.**

|  |  |
| --- | --- |
| **Available Component / Features** | **Limitation (if any)** |
| Standard Image Gallery | Separate CTA for each frame is not supported for now. |
| Location Map | - |
| Hybrid Gallery | * Nested content is not supported for now. * Separate CTA for each frame is not supported for now. (Feasible through RM Gallery) |
| Comparison Slider | * Image-to-video comparison is not supported for now. * Nested content is not supported for now. * Separate CTA for each frame is not supported for now. |
| Long-Form | - |
| Bokeh | - |
| Pharma | * ISI (Main unit) + Pre-qualifiers (Teaser) * ISI + Pre-qualifiers (Teaser) * ISI (Main unit only) |
| Rich Media Gallery | * Nested content is not supported. |
| Color Picker | * Nested content is not supported. * Arrows cannot be enabled. * Transition controls are not available. |
| Hotspot | * Nested content is not supported. * Only a single transition-fade effect is supported. * Video is not supported inside the popup. |