# Creative Features and Exceptions

## VDX Ad Features List

### Image Gallery (Standard, Dot, Thumbnail)

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:**
  + **Standard:** <https://creative.vdx.tv/#DJh0ggleXwSw0/3>
  + **Dot:** <https://creative.vdx.tv/#UJ.SEARl2euQ0/9>
  + **Thumbnail:** <https://creative.vdx.tv/#8OXOrw52AoEA1/2>
* **Notes:** Not Applicable
* **Descriptions:**
  + Standard Gallery: Interactive image gallery with side arrow navigation for seamless browsing.
  + Dot Gallery: Compact image gallery with dot-based navigation for quick selection.
  + Thumbnail Gallery: Visual image gallery with thumbnail previews for enhanced user control.
* **Keywords:** image gallery, navigation, interactive, standard, dot, thumbnail, visual
* **Use Case:** Ideal for e-commerce ads to display multiple product images efficiently.

### Color Selector

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#VeJENA/21>
* **AutoPlay Demo:** <https://creative.vdx.tv/#EuD-sgQYSRwA/0>
* **Notes:** Not Applicable
* **Descriptions:** Dynamic color selection tool allowing users to view products in various colors, optimized for customization.
* **Keywords:** color selector, product customization, interactive, automotive, fashion
* **Use Case:** Used in car ads to let users explore different paint options.

### Multiple Video Support

* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#GbIqxg5GanhA1/3>
* **Notes:** Not Applicable
* **Descriptions:** Feature enabling multiple videos in a single tab to showcase products or services comprehensively.
* **Keywords:** video, multiple, product showcase, multimedia, tabbed content
* **Use Case:** Perfect for tech ads displaying various product features via video clips.

### Trigger Tab

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#oWbL4QgyYRMA/8>
* **Notes:** Not Applicable
* **Descriptions:** Interactive tab trigger activated by button clicks or taps for engaging user navigation.
* **Keywords:** trigger tab, interactive, navigation, user engagement, button
* **Use Case:** Useful in educational ads to reveal additional content on demand.

### Location Map

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#butvjwQYSRwA0/9>
* **AutoPlay Demo:** <https://creative.vdx.tv/#HxowtQaWFcPg/10>
* **Notes:** <https://wiki.exponential.com/display/PRODBLOG/2019/08/19/VDX+Component+Framework+%28v2.1%29+Release>
* **Descriptions:** Dynamic map displaying locations by zip code with auto-transitioning pins and popups for localized marketing.
* **Keywords:** location map, dynamic, zip code, geolocation, pins, popups
* **Use Case:** Great for retail ads to show nearby store locations.

### Scroll

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#podj1w2c6.Aw1/4>
* **Notes:** <https://wiki.exponential.com/display/PRODBLOG/2019/08/19/VDX+Component+Framework+%28v2.1%29+Release>
* **Descriptions:** Scrollable content display for presenting extensive information in a compact ad space.
* **Keywords:** scroll, content display, compact, large content, user-friendly
* **Use Case:** Effective in travel ads to list itinerary details.

### Comparison Slider

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#.LC-zw/0>
* **AutoPlay Demo:** <https://creative.vdx.tv/#mia-IAaWFcPg/8>
* **Notes:** <https://wiki.exponential.com/display/PRODBLOG/2019/08/19/VDX+Component+Framework+%28v2.1%29+Release>
* **Descriptions:** Interactive slider comparing two images or videos with optional auto-transition for product comparisons.
* **Keywords:** comparison slider, interactive, image comparison, video comparison, auto-transition
* **Use Case:** Used in tech ads to compare product versions side-by-side.

### View 360

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#8ug49AaWFcPg/10>
* **Notes:** <https://wiki.exponential.com/display/productarchive/Component+v2.2+-+View+360%2C+Interactive+View+360+and+Hotspots>
* **Descriptions:** Rotatable 360-degree image viewer for immersive product exploration.
* **Keywords:** 360 view, rotatable, immersive, product exploration
* **Use Case:** Ideal for real estate ads to showcase property interiors.

### Interactive View 360

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#DpFrDgPCNbUQ0/3>
* **AutoPlay Demo:** <https://creative.vdx.tv/#jEcDYAaWFcPg/10>
* **Notes:** <https://wiki.exponential.com/display/productarchive/Component+v2.2+-+View+360%2C+Interactive+View+360+and+Hotspots>
* **Descriptions:** Enhanced 360-degree viewer with interactive feature callouts for detailed product insights.
* **Keywords:** interactive 360 view, callouts, immersive, product details
* **Use Case:** Useful in automotive ads to highlight car features interactively.

### Hotspots

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#sOQ-oA9izNPw0/2>
* **AutoPlay Demo:** <https://creative.vdx.tv/#PEHtlwaWFcPg/0>
* **Notes:** <https://wiki.exponential.com/display/productarchive/Component+v2.2+-+View+360%2C+Interactive+View+360+and+Hotspots>
* **Descriptions:** Interactive hotspots with detailed popups for engaging content exploration.
* **Keywords:** hotspots, interactive, popups, engagement, content
* **Use Case:** Perfect for lifestyle ads to highlight product benefits.

### Tab Component

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#1P8rAA5a2vOA1/1>
* **Notes:** <https://wiki.exponential.com/pages/viewpage.action?pageId=131341352>
* **Descriptions:** Tabbed interface focusing on different elements within an ad unit for organized content delivery.
* **Keywords:** tab component, navigation, organized, content delivery
* **Use Case:** Great for financial ads to separate service offerings.

### Hybrid Gallery

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#/J5frCgRTdKZA>
* **AutoPlay Demo:** <https://creative.vdx.tv/#bJfsWggyYRMA/0>
* **Notes:** <https://wiki.exponential.com/display/VP/Component+v2.4+-+Hybrid+Gallery>
* **Descriptions:** Video gallery in a secondary tab (max 10 videos, 5 min each, 100 MB total) with auto-transition option.
* **Keywords:** hybrid gallery, video, secondary tab, auto-transition, multimedia
* **Use Case:** Used in entertainment ads to showcase movie trailers.

### Sync Gallery

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:**
  + **Demo1 (with pins):** <https://creative.vdx.tv/#7Ab1Zw/2>
  + **Demo2 (without pins):** <https://creative.vdx.tv/#wJqgJA/4>
* **Notes:** Not Applicable
* **Descriptions:** Image gallery synchronized with video timeline for seamless multimedia integration.
* **Keywords:** sync gallery, video timeline, images, multimedia, synchronized
* **Use Case:** Ideal for fashion ads to sync runway footage with still images.

### Product Gallery

* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#sLHqsQ/2>
* **Notes:** Developer support needed
* **Descriptions:** Dynamic gallery powered by JSON/API with product details (title, description, pricing) for real-time updates.
* **Keywords:** product gallery, dynamic, JSON, API, real-time
* **Use Case:** Perfect for retail ads with frequently updated product catalogs.

### Bokeh Mode

* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#SZnlhg/10>
* **Notes:** Not Applicable
* **Descriptions:** Visual effect blurring the background with a video overlay for a cinematic focus.
* **Keywords:** bokeh mode, visual effect, video overlay, cinematic
* **Use Case:** Used in luxury ads to emphasize premium products.

### Long Form Video on Primary Tab

* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Demo:** <https://creative.vdx.tv/#xNrwXw/28>
* **Notes:** Not Applicable
* **Descriptions:** Extended video playback (>30 sec) with "Click to continue" prompt after 30 sec (max 5 min recommended).
* **Keywords:** long form video, extended playback, primary tab, interactive
* **Use Case:** Great for storytelling ads like brand documentaries.

## Custom Features - Basic Guidelines

### Pre-Sale (Mock) Campaign via Muse

* **US:** Design team + Oliver approval
* **Outside US:** Design team + Oliver approval
* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Discuss feasibility with CSM; use Muse if approved by Oliver.
* **Timeline:** Custom, based on requirement
* **Descriptions:** Pre-sale mock campaign creation using Muse for rapid prototyping.
* **Keywords:** pre-sale, mock campaign, Muse, prototyping, custom
* **Use Case:** Ideal for pitching creative concepts to clients.

### Nested Gallery/Features

* **US:** CSM
* **Outside US:** SF Approval Request
* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Combines multiple ad features (e.g., hotspots on gallery).
* **Timeline:** 5–10 business days (tentative)
* **Descriptions:** Nested gallery integrating multiple features for complex ad experiences.
* **Keywords:** nested gallery, combined features, hotspots, complex
* **Use Case:** Used in luxury ads to layer interactive elements.

### GIF Animation & Other Animations

* **US:** SF Approval Request
* **Outside US:** SF Approval Request
* **VDX Standard:** No
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Feasibility test required; not available on VDX Standard ET. <https://wiki.exponential.com/display/PRDTMGT/Animation+requests>
* **Timeline:** Based on feasibility
* **Descriptions:** Custom GIF and animation support for visually engaging ads.
* **Keywords:** GIF, animation, custom, visual, engagement
* **Use Case:** Perfect for social media ads requiring eye-catching motion.

### "Video" Creation (Video Solution)

* **US:** Ask CSM
* **Outside US:** CSM
* **VDX Standard:** Yes (Regional)
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Custom SLA; SF approval for mock video solutions.
* **Timeline:** +5 days per video
* **Descriptions:** Custom video creation service for tailored ad content.
* **Keywords:** video creation, custom, mock, SLA
* **Use Case:** Useful for campaigns needing bespoke video assets.

### Query String Search

* **US:** Ask CSM
* **Outside US:** SF Approval Request
* **VDX Standard:** No
* **VDX Advanced:** No
* **VDX Custom:** Yes
* **Notes:** Feasibility test required.
* **Timeline:** Custom, AdEx support may be needed
* **Descriptions:** Search functionality using query strings for dynamic ad content.
* **Keywords:** query string, search, dynamic, custom
* **Use Case:** Ideal for searchable product listings in ads.

### Dynamic Location/CityName on Video Tab

* **US:** No Approval
* **Outside US:** No Approval
* **VDX Standard:** No
* **VDX Advanced:** No
* **VDX Custom:** Yes
* **Notes:** Supported only with Muse flow.
* **Timeline:** AdEx support for integration
* **Descriptions:** Dynamic location or city name display on video tab for personalized ads.
* **Keywords:** dynamic location, city name, video tab, personalization
* **Use Case:** Great for local service ads targeting specific regions.

### Dynamic Functionality (including API)

* **US:** CSM
* **Outside US:** CSM ($100K USD+)
* **VDX Standard:** No
* **VDX Advanced:** No
* **VDX Custom:** Yes
* **Notes:** Feasibility check via AdEx JIRA ticket; dual timelines for creative and AdEx setup.
* **Timeline:** Custom, AdEx support required
* **Descriptions:** API-driven dynamic functionality for real-time ad customization.
* **Keywords:** dynamic, API, real-time, custom, functionality
* **Use Case:** Used in e-commerce for live inventory updates.

### Dynamic Listing

* **US:** CSM
* **Outside US:** CSM ($100K USD+)
* **VDX Standard:** No
* **VDX Advanced:** No
* **VDX Custom:** Yes
* **Notes:** Dynamic content display; feasibility check required.
* **Timeline:** Custom, AdEx support required
* **Descriptions:** Dynamic listing feature for displaying real-time content in ads.
* **Keywords:** dynamic listing, real-time, content display, custom
* **Use Case:** Perfect for real estate ads with live property listings.

### Dynamic Hotspot

* **US:** CSM
* **Outside US:** CSM ($100K USD+)
* **VDX Standard:** No
* **VDX Advanced:** No
* **VDX Custom:** Yes
* **Notes:** Interactive hotspot with dynamic content; feasibility check required.
* **Timeline:** Custom, AdEx support required
* **Descriptions:** Dynamic hotspots delivering interactive, real-time content in ads.
* **Keywords:** dynamic hotspot, interactive, real-time, content
* **Use Case:** Useful in travel ads for live tour information.

### Click to Call

* **US:** SF Approval Request
* **Outside US:** SF Approval Request
* **VDX Standard:** No
* **VDX Advanced:** No
* **VDX Custom:** Yes
* **Notes:** Muse flow feasibility test required; not supported in Canvas flow. <https://jira.exponential.com/browse/CREQ-352>
* **Timeline:** Custom, AdEx support if needed
* **Descriptions:** Click-to-call feature for direct user contact within ads.
* **Keywords:** click to call, direct contact, interactive, Muse
* **Use Case:** Ideal for service-based ads like plumbing or insurance.

## Pharma Guidelines

### Pre-Qualifier (Teaser)

* **US:** Pharma Clients Only
* **Outside US:** Pharma Clients Only
* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Sales support material required. <https://creative.vdx.tv/#LxyrOAaWFcPg> (Demo)
* **Timeline:** As per SLA
* **Descriptions:** Teaser pre-qualifier for pharma ads to engage users before main content.
* **Keywords:** pre-qualifier, teaser, pharma, engagement
* **Use Case:** Used in drug ads to introduce benefits before details.

### ISI (Teaser)

* **US:** Pharma Clients Only
* **Outside US:** Pharma Clients Only
* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Sales support material required. <https://creative.vdx.tv/#.NH3ewaWFcPg> (Demo)
* **Timeline:** As per SLA
* **Descriptions:** Important Safety Information teaser for pharma ads to inform users briefly.
* **Keywords:** ISI, teaser, pharma, safety information
* **Use Case:** Great for quick safety disclaimers in pharma campaigns.

### ISI (Main Unit)

* **US:** Pharma Clients Only
* **Outside US:** Pharma Clients Only
* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Sales support material required. <https://creative.vdx.tv/#4X3OaAaWFcPg> (Demo)
* **Timeline:** As per SLA
* **Descriptions:** Full Important Safety Information display in the main ad unit for compliance.
* **Keywords:** ISI, main unit, pharma, safety, compliance
* **Use Case:** Essential for detailed drug safety info in ads.

### ISI (Teaser + Main Unit)

* **US:** Pharma Clients Only
* **Outside US:** Pharma Clients Only
* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Sales support material required. <https://creative.vdx.tv/#MaX2CQaWFcPg/0> (Demo)
* **Timeline:** As per SLA
* **Descriptions:** Combined teaser and main unit ISI for comprehensive pharma safety info.
* **Keywords:** ISI, teaser, main unit, pharma, comprehensive
* **Use Case:** Used in pharma ads for a two-stage safety approach.

### Pre-Qualifier (Teaser) + ISI (Main Unit)

* **US:** Pharma Clients Only
* **Outside US:** SF Approval Request
* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Sales support material required. <https://creative.vdx.tv/#ZKTviAaWFcPg> (Demo)
* **Timeline:** As per SLA
* **Descriptions:** Pre-qualifier teaser paired with full ISI in main unit for pharma ads.
* **Keywords:** pre-qualifier, ISI, teaser, main unit, pharma
* **Use Case:** Ideal for engaging pharma users with safety details.

### Pre-Qualifiers & ISI (Teaser) + ISI (Main Unit)

* **US:** Pharma Clients Only
* **Outside US:** Pharma Clients Only
* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Sales support material required. <https://creative.vdx.tv/#11K6bQaWFcPg/0> (Demo)
* **Timeline:** As per SLA
* **Descriptions:** Comprehensive pre-qualifiers with teaser and main unit ISI for pharma compliance.
* **Keywords:** pre-qualifiers, ISI, teaser, main unit, pharma, compliance
* **Use Case:** Perfect for complex pharma ads requiring full disclosure.

## VDX Products – Exceptions

### Animation in Header (Inframe 300x250)

* **US:** Not Supported
* **Outside US:** Not Supported
* **VDX Standard:** No
* **VDX Advanced:** No
* **VDX Custom:** Yes
* **Notes:** Not recommended.
* **Timeline:** Custom timeline
* **Descriptions:** Animation in header for 300x250 inframe units, available only in custom setups.
* **Keywords:** animation, header, inframe, custom, exception
* **Use Case:** Used in niche campaigns needing header animations.

### Remove Logo in Header from Specific Tab

* **US:** CSM
* **Outside US:** CSM
* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:**
* **Timeline:** No additional timeline
* **Descriptions:** Option to remove logo from specific tabs for branding flexibility.
* **Keywords:** remove logo, header, tab, branding, flexibility
* **Use Case:** Useful for co-branded ads requiring selective logo display.

### Clicktag on Background/Whole Unit (Video Tab)

* **US:** SF Approval Request
* **Outside US:** SF Approval Request
* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Not recommended due to false clicks.
* **Timeline:** No additional timeline
* **Descriptions:** Clickable background or whole unit on video tab for broader interactivity.
* **Keywords:** clicktag, background, video tab, interactivity, exception
* **Use Case:** Used in high-engagement campaigns despite click risks.

### Separate Teaser Video

* **US:** SF Approval Request
* **Outside US:** SF Approval Request
* **VDX Standard:** No
* **VDX Advanced:** No
* **VDX Custom:** Yes
* **Notes:** Muse flow only.
* **Timeline:** +1 day + AdEx support
* **Descriptions:** Standalone teaser video separate from main content for custom campaigns.
* **Keywords:** teaser video, separate, Muse, custom, exception
* **Use Case:** Ideal for phased campaign rollouts.

### Remove Sizes from Showcase

* **US:** CSM
* **Outside US:** CSM
* **VDX Standard:** Yes
* **VDX Advanced:** Yes
* **VDX Custom:** Yes
* **Notes:** Sizes hidden in showcase but delivered live.
* **Timeline:** No additional timeline
* **Descriptions:** Option to hide size options in showcase while maintaining delivery.
* **Keywords:** remove sizes, showcase, hidden, delivery, exception
* **Use Case:** Used in simplified ad previews for clients.

## VDX Studio - Available Components/Features

### Standard Image Gallery

* **Limitation:** No separate CTA per frame.
* **Descriptions:** Basic image gallery for simple visual displays in studio projects.
* **Keywords:** standard image gallery, visual, simple, studio
* **Use Case:** Suitable for quick studio mockups.

### Location Map

* **Limitation:** None
* **Descriptions:** Fully functional location map for studio-based ad designs.
* **Keywords:** location map, studio, geolocation, functional
* **Use Case:** Used in studio prototypes for local ads.

### Hybrid Gallery

* **Limitation:**
  + No nested content.
  + No separate CTA per frame (feasible via RM Gallery).
* **Descriptions:** Video-inclusive gallery for studio projects with limited nesting.
* **Keywords:** hybrid gallery, video, studio, limited nesting
* **Use Case:** Ideal for studio video showcases.

### Comparison Slider

* **Limitation:**
  + No image-to-video comparison.
  + No nested content.
  + No separate CTA per frame.
* **Descriptions:** Basic comparison slider for studio designs with static content.
* **Keywords:** comparison slider, studio, static, basic
* **Use Case:** Used in studio A/B testing visuals.

### Long-Form

* **Limitation:** None
* **Descriptions:** Extended content support for long-form studio ad units.
* **Keywords:** long-form, studio, extended, content
* **Use Case:** Perfect for detailed studio narratives.

### Bokeh

* **Limitation:** None
* **Descriptions:** Bokeh effect for studio ads to enhance visual appeal.
* **Keywords:** bokeh, studio, visual effect, appeal
* **Use Case:** Used in studio luxury ad prototypes.

### Pharma

* **Limitation:**
  + ISI (Main Unit) + Pre-Qualifiers (Teaser)
  + ISI + Pre-Qualifiers (Teaser)
  + ISI (Main Unit only)
* **Descriptions:** Pharma-compliant features for studio ads with safety info options.
* **Keywords:** pharma, studio, ISI, pre-qualifiers, compliance
* **Use Case:** Ideal for studio pharma campaign drafts.

### Rich Media Gallery

* **Limitation:** No nested content.
* **Descriptions:** Rich media gallery for studio projects with multimedia support.
* **Keywords:** rich media, gallery, studio, multimedia
* **Use Case:** Used in studio interactive ad designs.

### Color Picker

* **Limitation:**
  + No nested content.
  + No arrows.
  + No transition controls.
* **Descriptions:** Simple color picker for studio ads with basic customization.
* **Keywords:** color picker, studio, customization, simple
* **Use Case:** Suitable for studio product color previews.

### Hotspot

* **Limitation:**
  + No nested content.
  + Single fade effect only.
  + No video in popup.
* **Descriptions:** Basic hotspot feature for studio ads with simple interactivity.
* **Keywords:** hotspot, studio, interactivity, basic, fade
* **Use Case:** Used in studio prototypes for feature highlights.