

# weatherzone°eclipse

## Introduction

The Eclipse advertising unit in Weatherzone's iPhone, Android and iPad apps is an integrated unit that **allows advertisers to align their brand with the current weather conditions** and reach an engaged audience daily.

Typically the user is shown an Icon that relates to the most current conditions for their location. This is part of an immersive experience that has been integral to the apps success and replication of this with an advertisers message is critical to the success of the campaign.

When a user jumps out of the shower in the morning and needs to know what to wear that day this key overall experience is an important factor for them to kick the day off on the right foot.

- **A well thought out message** from an advertiser that is reinforced with confidence in the weather information will resonate with the user and enhance the brand.
- **A poorly constructed message** that confuses the user about the weather will frustrate them and have potential detrimental effects to the brand.

## What Weather Conditions do we need to cover?

From a total of 42 different weather conditions we have distilled them down to the following 6 groups.

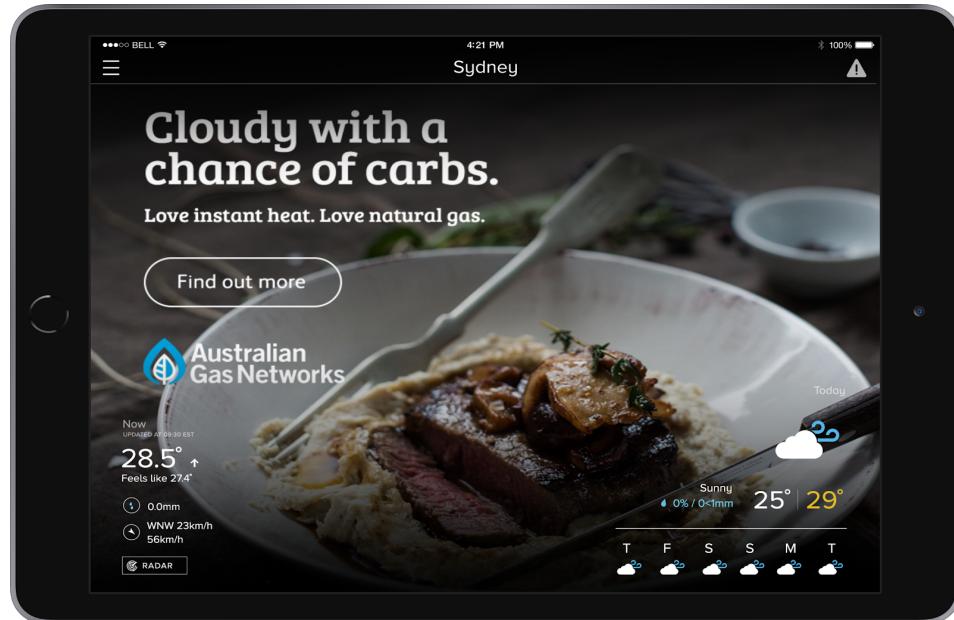
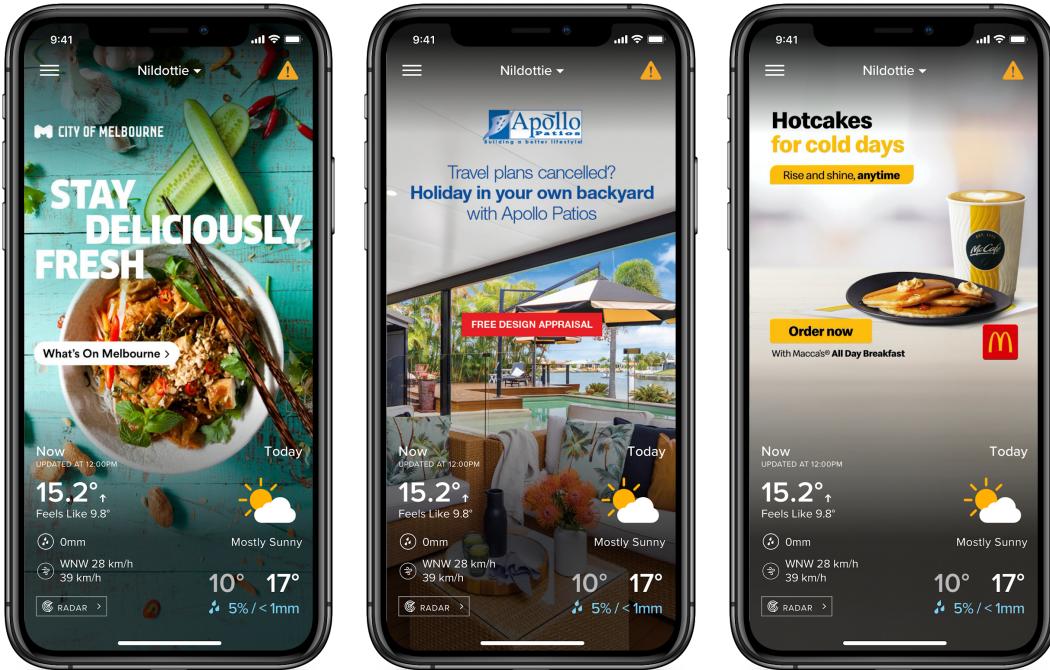
- **Sunny** – Sunny days or days with patchy cloud with a low chance of rain or shows clearing
- **Cloudy** – Overcast days but low chance of rain
- **Windy** – Windy days that may also have rain
- **Rain** – Rain varying from showers and drizzle through to heavy rain.
- **Storm** – Thunderstorms, often with lightning
- **Snow** – Not required for most parts of the country

Depending on the campaign targeting you will need one, two or possible all of these to be produced.

## How can we achieve this?

Here are some examples of how a message can be communicated in line with the weather conditions:

- Creative must match the weather conditions somehow
- For best sell through the message should also be tied to the weather conditions

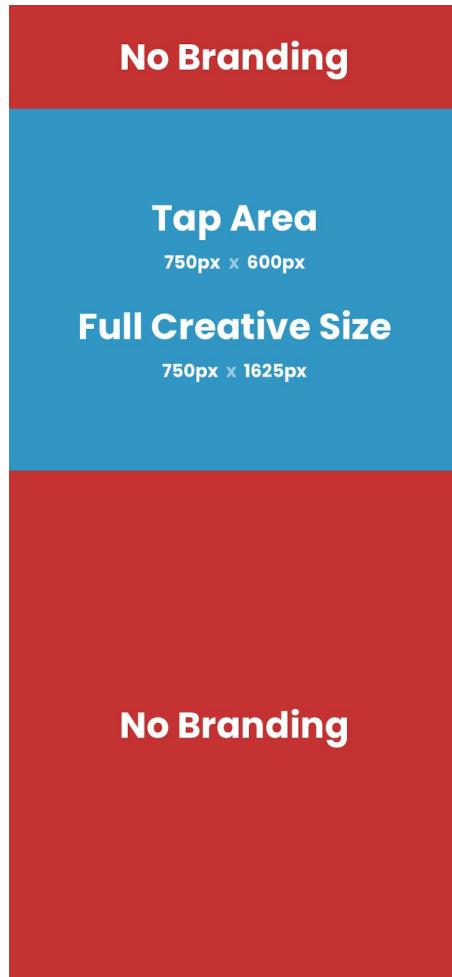


## Other Requirements and Specifications

- No Animations
- Flat JPEG – 200kb
- Click tracking – **OK**
- Impression tracking – **OK**
- Artwork size as follows
  - iPhone & Android – 750px Wide x 1625px Tall
  - iPad – 2052px Wide x 2048px Tall

Please see provided PSD templates.

### iPhone & Android (Mobile)



## iPad (Tablet)

The same image will be used for **portrait** and **landscape**.

Content inside the **Tap Area** will be visible in both orientations.

