Index of Display Creatives

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- Video Product Listing

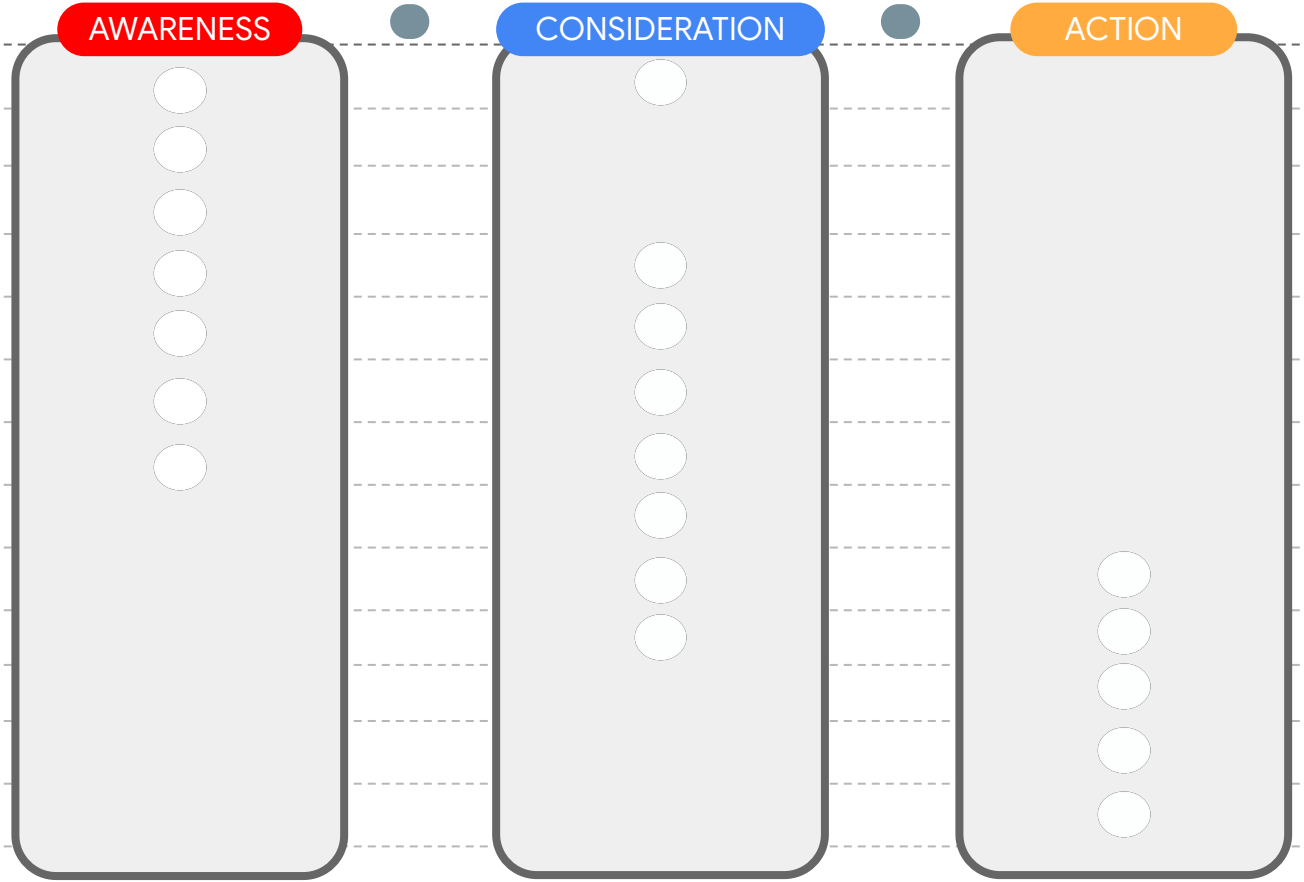
- CRC (Custom Responsive Creatives)

- Panorama, CueCard & Blankslate

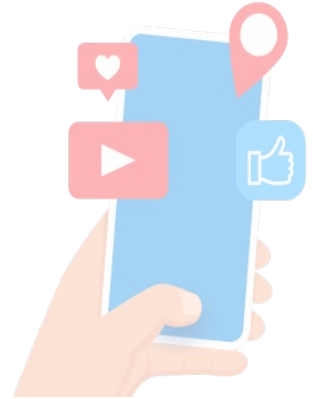
Ad formats to solve for objectives across the funnel

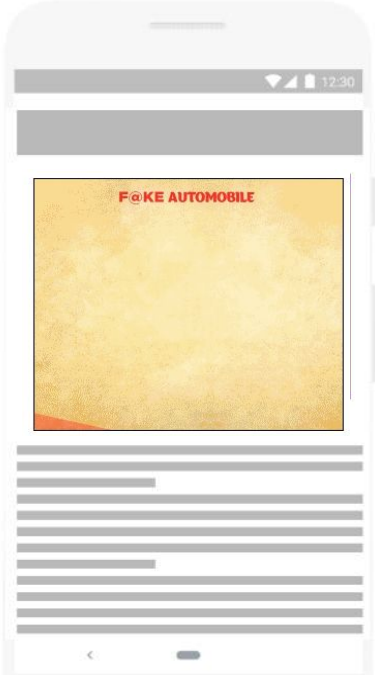
AD FORMATS

- Quiz/ Game Banner/ Chatbot
- Tap to call/ Fake call
- Add to calendar/ Countdown
- Video Autoplay ads
- API based ads
- 3D/ Slide Banner ads
- Flipbook/ Parallax
- Lead Gen Form ads
- Custom Responsive ads
- Discovery Ads
- HTML5 + Feedsheet
- Dynamic Remarketing via DCO
- Dynamic Remarketing with custom/ video banners



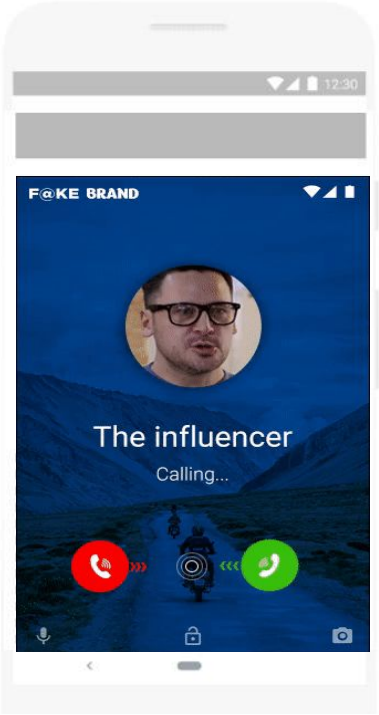
Let’s imagine all the possibilities your brand has to engage with consumers using these display innovations...





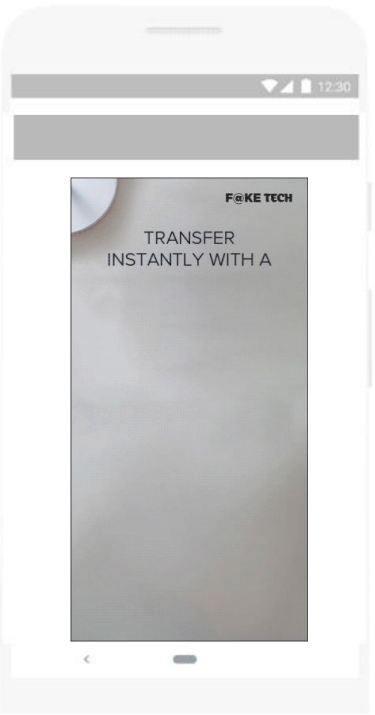
Tap to Call

View Demo



Fake Call (Swipe left/right)

View Demo



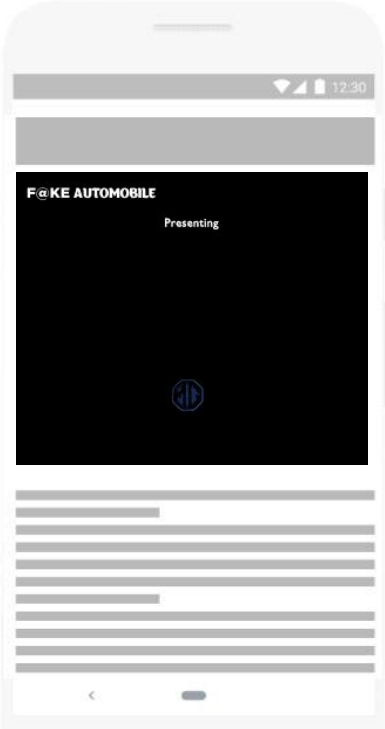
Drag and Drop

View Demo

Apt across all verticals; Used to convey a direct message & to drive action.

A

JPEG/ GIF



A

Interactive Banners: Pause & Play

> PLATFORM: DV360 or CM/DB

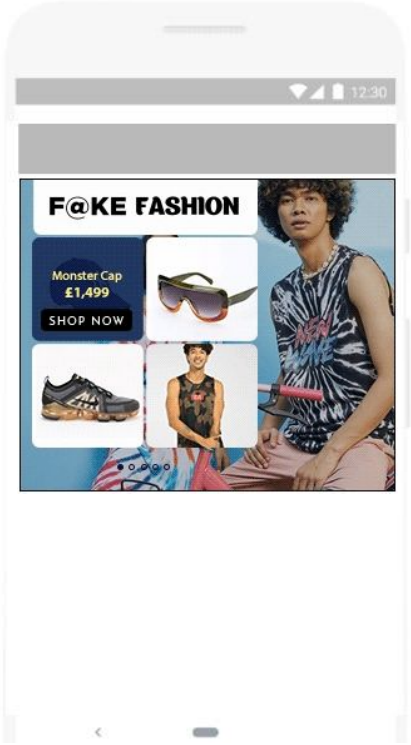
Idea: With the intent of being interactive and informative, this pause and play creative breaks down the basics of handwashing via a simple video.

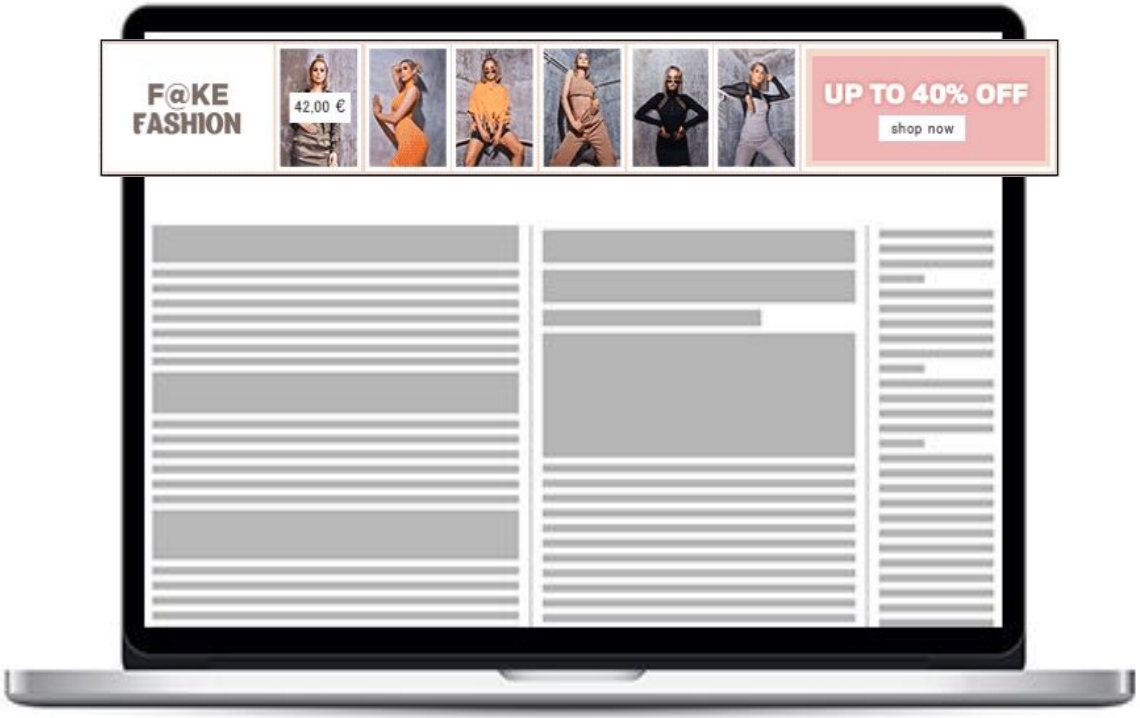
Demonstrating the steps with text prompts informing the users of how they should wash their hands along with brand integration and a PSA at the end.

Apt for Ecommerce brands to generate sales by targeting previous visitors.

A

Dynamic Remarketing Banners





Perfect across verticals for new launches & events.

A

Add to Calendar/ Countdown

> PLATFORM: ADWORDS OR CM/DBM OR DV360

View Demo

View Demo

View Demo

To leverage tactical data and target diverse customers across locations.

A C

API Based

> PLATFORM: CM/DBM

AQI (Air Quality Index) + Geo

View Demo

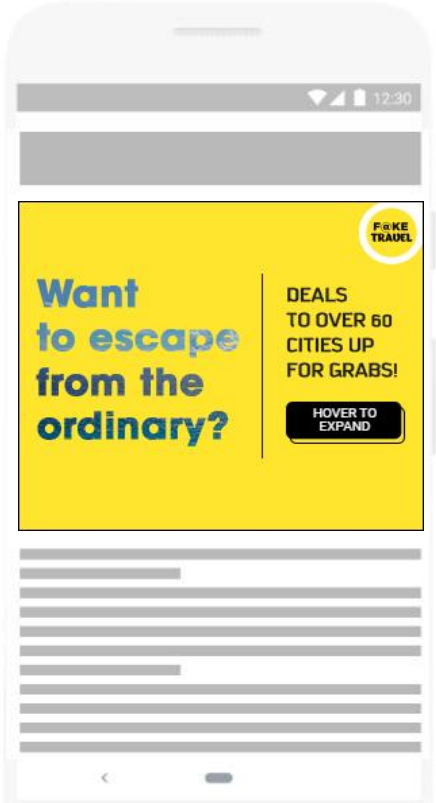
AQI (Air Quality Index) + Geo

View Demo

Apt across verticals to offer an immersive experience to the users based on locations.

Street view API Banner

> PLATFORM: CM/DBM



> PLATFORM: DV360 OR CM/DBM

View Demo

View Demo

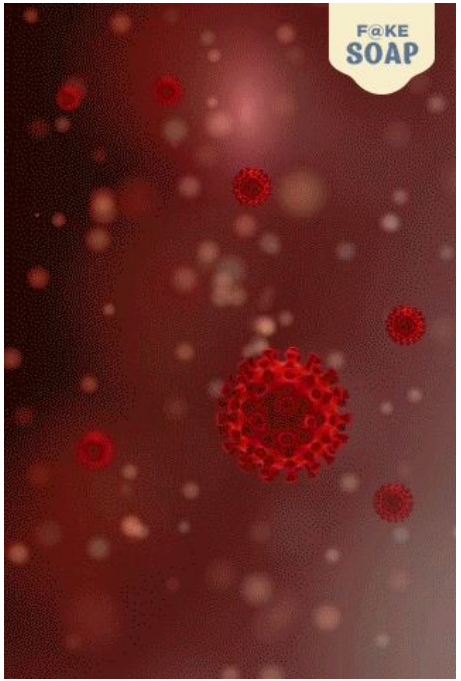
Apt for technology, travel & auto where previous data can be used for retargeting.

A

DCO
(Dynamic Creative Optimization)

> PLATFORM: CM/DBM

> PLATFORM: DV360 or CM/DB



Idea: Rub a dub dub is an engaging game wherein the user is asked to rub on their screens to get rid of the germs. A clever rhyme follows along with each frame highlighting the importance of handwashing and detailing out the steps.

We end it with a simple message while placing your brand as an essential to the TA.

A new way to inspire customers as they browse across Google feeds

Discovery Ads

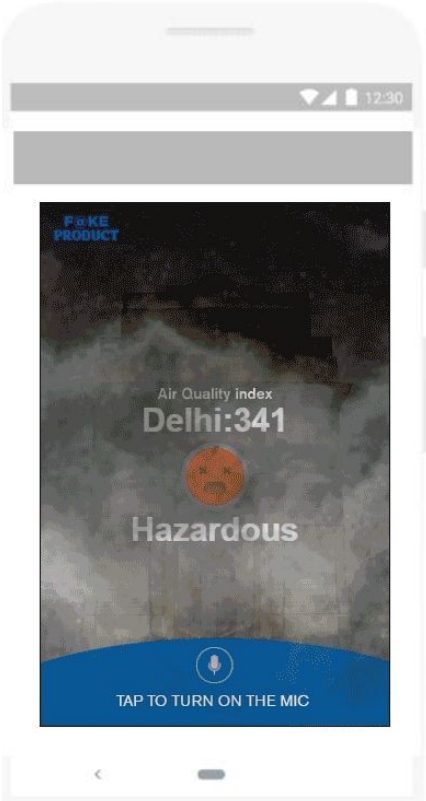
> PLATFORM: ADWORDS

To engage the user and deliver the message effectively.

A C

Voice Recognition + Multiple API

> PLATFORM: CM/DBM



To promote the brand campaigns on the display network.

A C

Auto Play Video Creative

> PLATFORM: CM/DBM

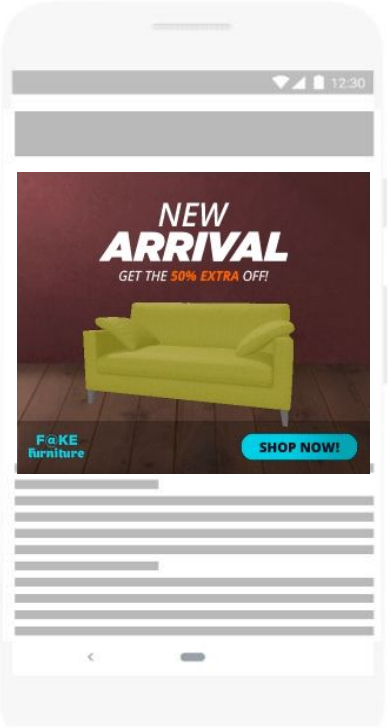
View Demo

To showcase a product during launch and to drive consideration/ encourage action.

A C

3D Creatives

> PLATFORM: DV360 OR CM/DBM

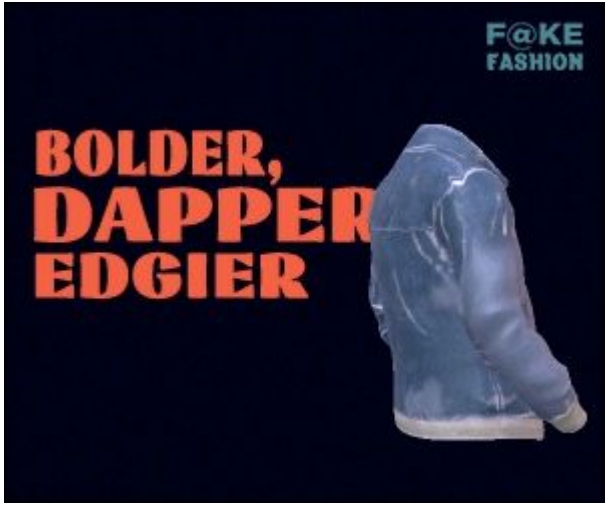


To showcase a product during launch and to drive consideration/ encourage action.

A C

3D Creatives

> PLATFORM: CM/DBM



View Demo

View Demo

View Demo

Immersive ad formato to drive higher consideration.

A C

Parallax
(Drive consideration/clicks)

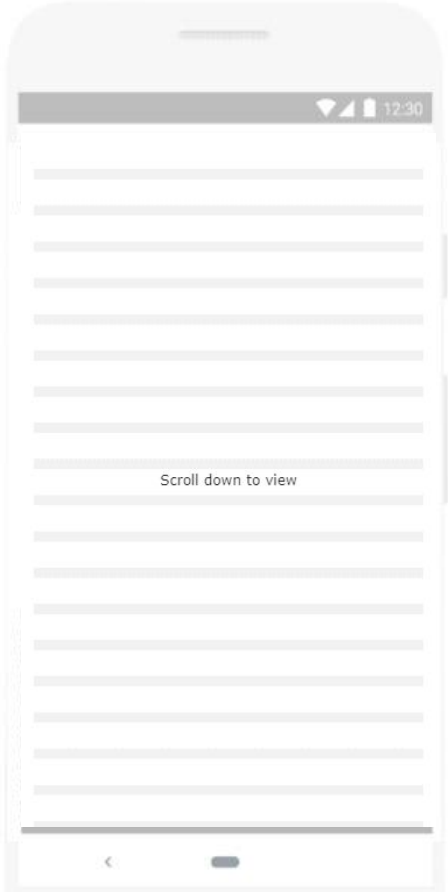
> PLATFORM: DV360

Immersive & Interactive banners to promote & amplify brand campaigns and TVCs.

A C

Flipbook

> PLATFORM: DV360

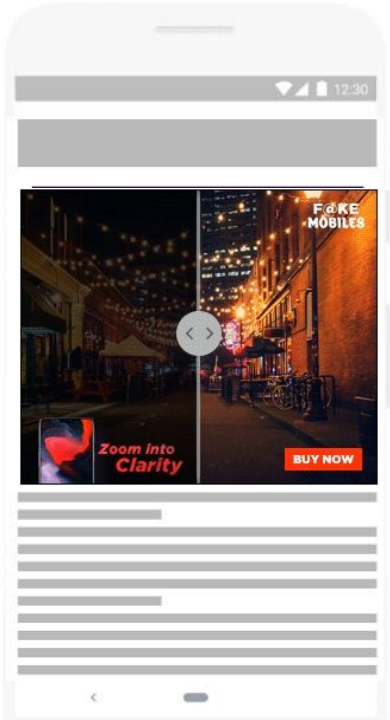


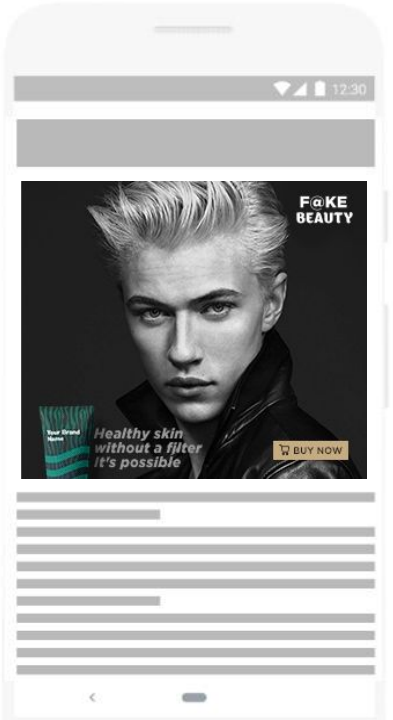
Apt for tech, skincare & beauty; To showcase before/ after scenarios and drive consideration/ action.

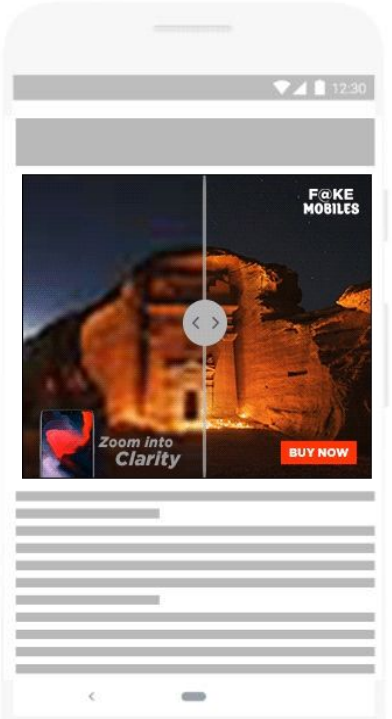
A

Slider Banner

> PLATFORM: CM AND DV360







AQI (Air Quality Index) + Geo

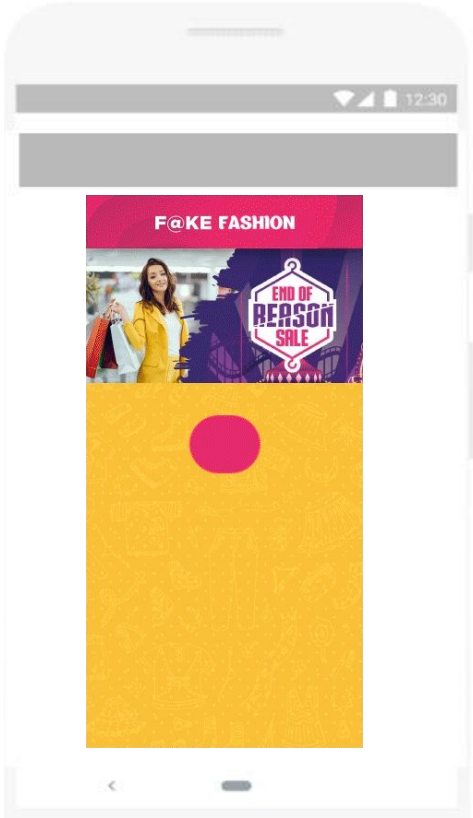
[View Demo]

To disseminate information, drive traffic to the website and also interact with the users.

A C

Chatbot

> PLATFORM: DV360 or CM/DB



This banner drives higher consideration/clicks to the website.

A

Video Product Listing

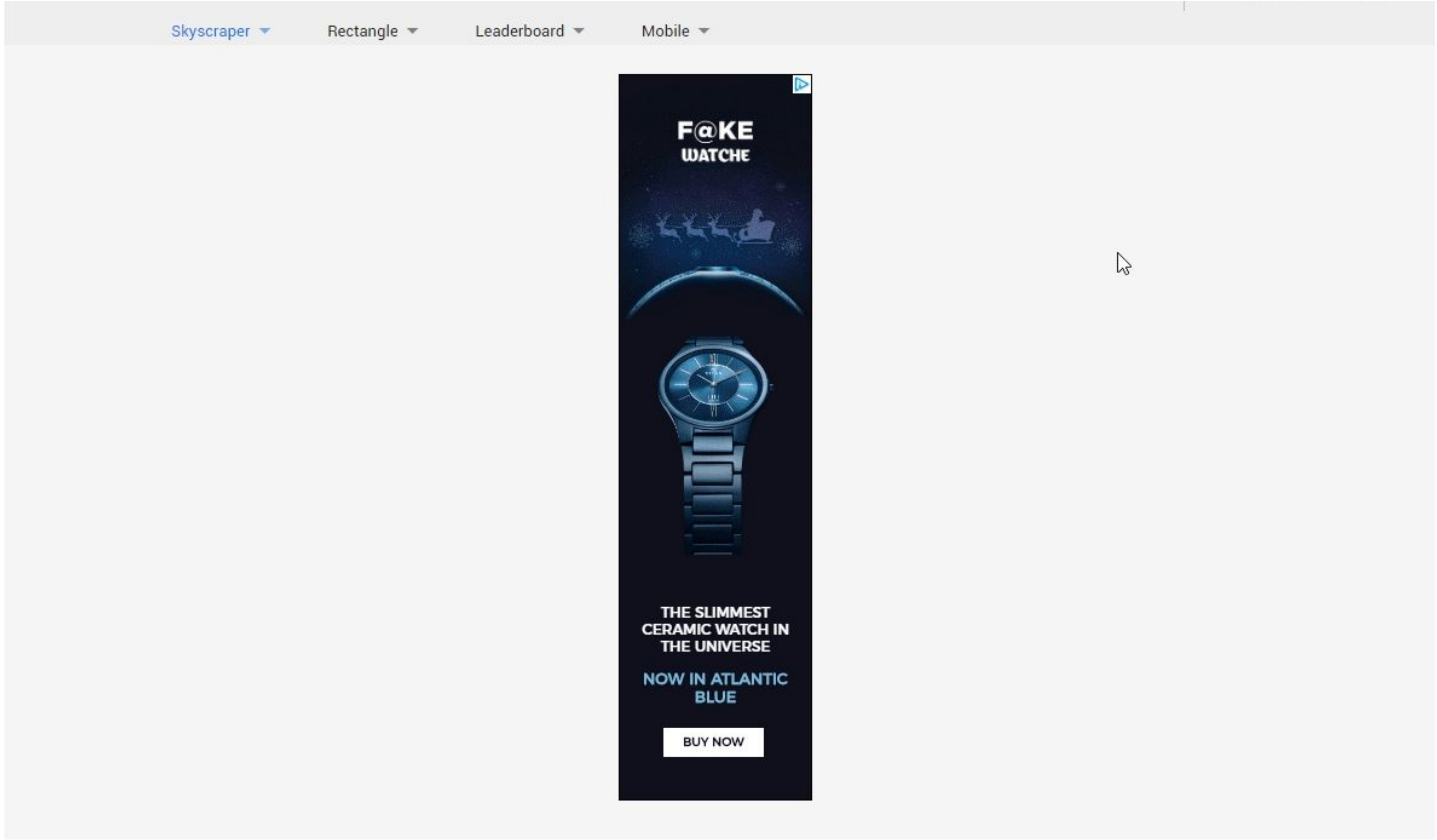
> PLATFORM: CM AND DV360

View Demo

View Demo

View Demo

> PLATFORM: ADWORDS



> PLATFORM: DV360

Panorama

CueCard

Blankslate

Rich media banners to engage the user and drive direct call to action.

A

HTML5 + Feedsheet

> PLATFORM: ADWORDS OR DV360 OR CM/DBM

View Demo

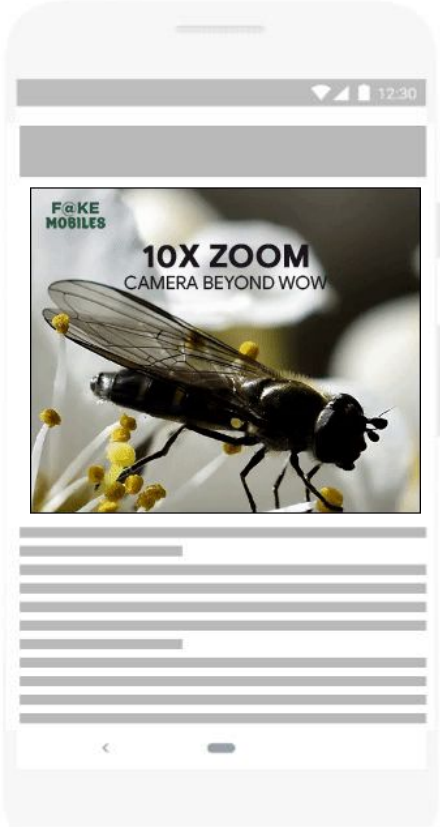
View Demo

Rich media banners to engage the user and drive direct call to action.

A

HTML5 + Feedsheet

> PLATFORM: ADWORDS OR DV360 OR CM/DBM



View Demo

Apt for technology, travel & auto where previous data can be used for retargeting.

A

DCO
(Dynamic Creative Optimization)

> PLATFORM: CM/DBM

View Demo

Apt for technology, travel & auto where previous data can be used for retargeting.

A

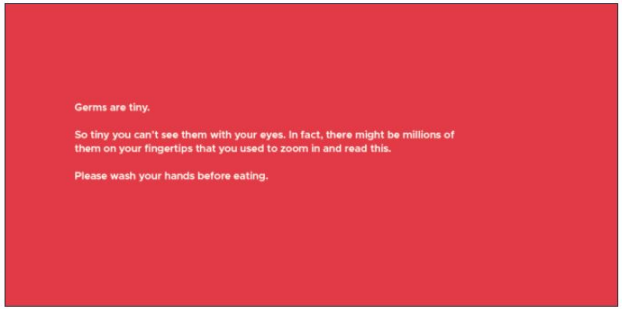
DCO
(Dynamic Creative Optimization)

> PLATFORM: CM/DBM

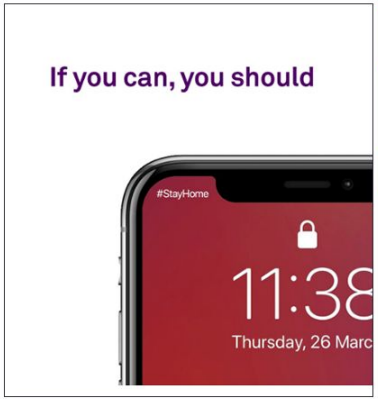
View Demo

Be Virtual, Be Sensitive

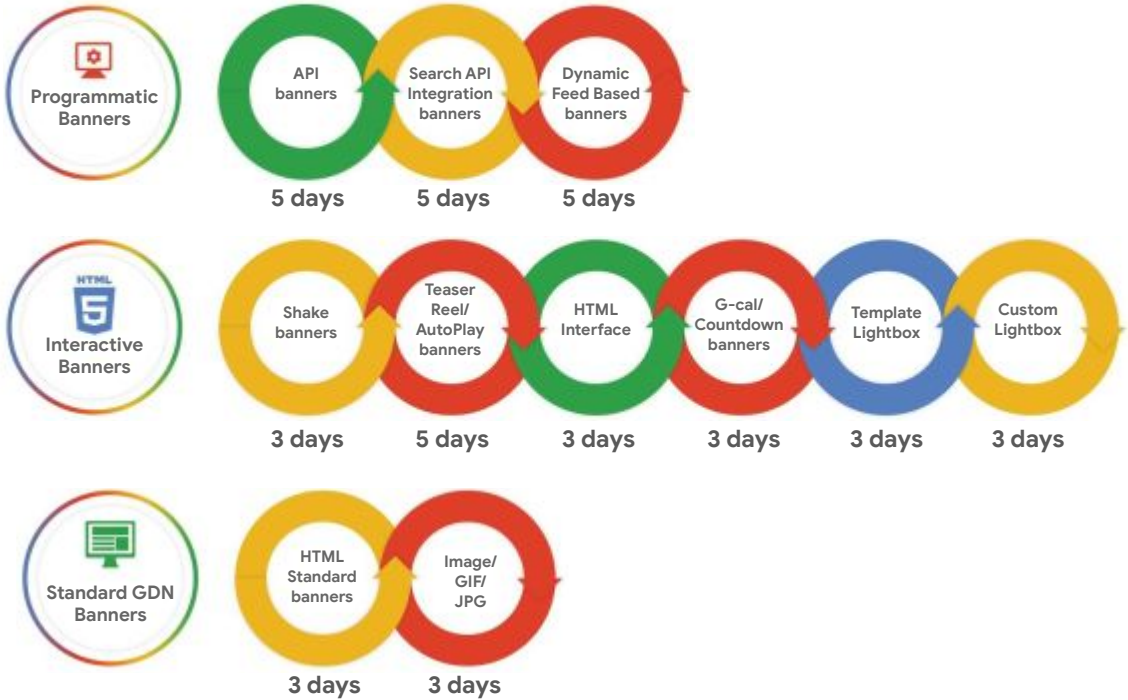
Times are uncertain and we'd love to help. Keeping the situation in mind, we're trying to be empathetic in our communication and creatives. Leveraging the right formats, we can still engage with our users virtually and share information.
Although the times are very uncertain, this is the time for brands to invest for the future. We as brands have a responsibility towards the digital audience to give them the right content and support them through these tumultuous times.

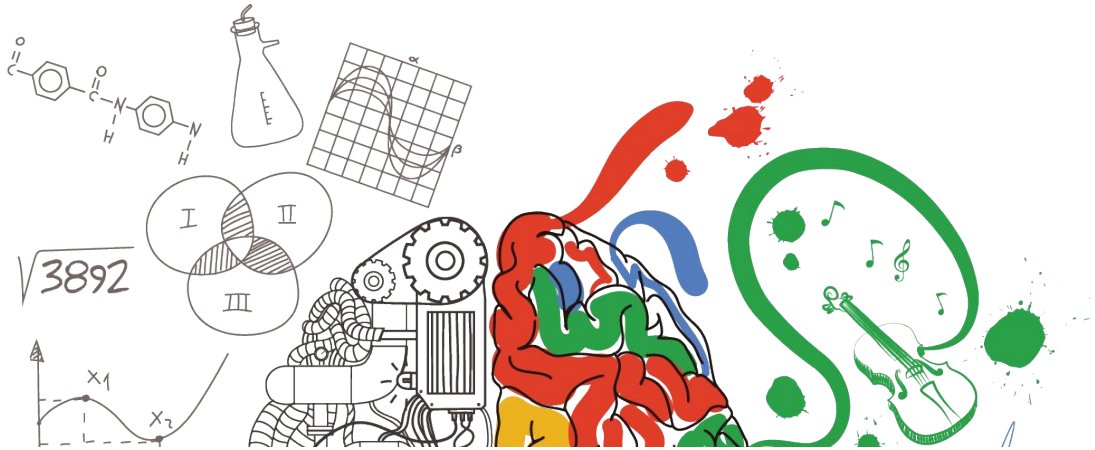
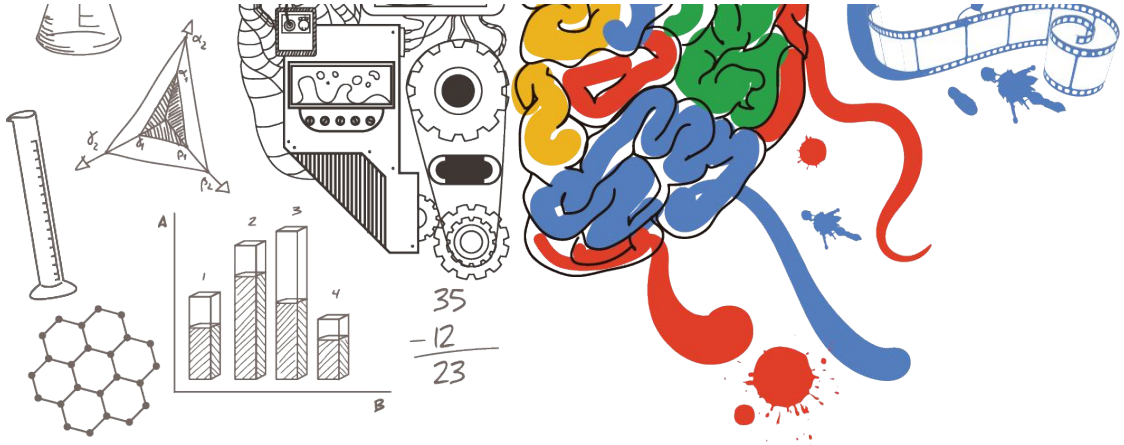


How Brands are Communicating during COVID-19



What's our TAT like?





thank you