**ELEMENTS**

All elements available are below. All except the background image should have a ‘none’ state where they can be turned off if not needed for a particular piece of creative

* **Background image:** jpeg. File and animation defined in feed
  + Currently uses same image across all banner sizes and image is repositioned to suit banner. Can we build the ability to use a different image per banner size, if we don’t have one that suits all? **(Yes, we can)**
  + Animation presets to be defined in feed: Pan right, pan left, pan up, pan down, no pan
  + Is it possible to build the shell so that we can use other file formats like gif for the background image? Would this even work? **(Yes, it is possible)**
* **Logo:** PNG layer. File defined in feed
  + PNG file will swap out depending on product featured in creative
* **Overlay element:** PNG layer. File defined in feed
  + File changes or layer switches off depending on the product featured in creative (e.g. Sydney AO, Sydney Campaign Message, TWPZ GA, TWPZ Accomm, Roar and Snore, Wildlife Retreat, Wild Ropes, Education, FIT etc. **(It can add this feature in the template so that if a frame need to be switched off - in the feed cell value keep blank.)**
  + Animation is not controlled in feed, only layer file
* **Text Frame 1:** Taronga Headline font. Copy defined in feed.
  + Max character limit and line breaks controlled manually with testing and using <br> in feed
  + Some ads seem to have a drop shadow at the moment and some don’t. Unsure why/how this is implemented and whether it’s needed. **(For better practice it should be consistency across all ads.)**
  + Can we/should we implement automatic wrapping and character limits?
  + Can we build the ability to switch between multiple preset fonts? Taronga can provide font files e.g. Taronga Headline, FS Albert, Retreat web font etc. **(Yes, it is possible to define variable in the feed.)**
* **Text Frame 2:** Taronga Headline font. Copy defined in feed
  + All as above for Text Frame 1
* **Text Frame 3:** Taronga Headline font. Copy defined in feed
  + All as above for Text Frame 1
* **End Frame Background:** Currently a jpeg (I think). File to be defined in feed
  + We can’t currently vary this end frame background via the feed, but would like to be able to load a feed-defined jpeg so that end frame colour/image can be customised? **(It can be added in the feed to be able to set end frame background image/color.)**
* **End Frame Logo:** PNG layer. File defined in feed
* **End Frame Overlay Element:** PNG layer. File defined in feed
  + File changes or layer switches off depending on the product featured in creative (e.g. Sydney AO, Sydney Campaign Message, TWPZ GA, TWPZ Accomm, Roar and Snore, Wildlife Retreat, Wild Ropes, Education, FIT etc. **(It can add this feature in the template so that if a frame need to be switched off - in the feed cell value keep blank.)**
  + Animation is not controlled in feed, only layer file **(The ad template can be built including preset animations and the options to be added in the feed.)**
* **Button:** Appears on end frame only. Colour to be defined in feed from presets
  + Current feed is static size and colour. At minimum we’d like to be able to define colour via the feed from a preset selection **(Yes, it can be defined all the CTA elements in the feed.)**
  + Can button length grow automatically with copy length? Nice to have but ok to drop if too complex. If static, button size should be big enough to accommodate a range of potential CTAs that Taronga can provide (e.g. Buy Now, Book Now, Join Now, Learn More, Sign Up, Donate etc) **(The CTA box can be defined flexible width so either longer or shorter text should automatically grow or shrink.)**
* **Button text:** Appears on end frame only. Copy defined in feed
  + Unsure of current font, currently no max character limit, managed manually **(I don’t think this need to set max character length for above options unless the copy to be unreasonably longer.)**
  + Will usually be chosen from a range of short options, as above
* **Condition text:** Appears on end frame only, currently unsure how this is defined
  + Can we have a field editable in feed for this small text that can be used when required? Few ads make use of this element now but it may become relevant to wider products **(This can be added in the feed.)**

**ANIMATION**

Keep animation as per sample HTML provided but with the below changes. No sample HTML is available for mobile size, as these ads were delivered as gifs before the shell was implemented. All mobile animation should be as per shell preview here - <https://www.google.com/doubleclick/preview/dynamic/previewsheet/CKGy8gQQzqPjBBj5naYSIKGMEA>

* + **Logo** position and animation as per sample, but size as per current shell
  + **Overlay element** should slide into frame from set side per banner size, rather than on the circular trajectory used in sample. Should we still code it as two separate L/R pieces though, or is this not necessary if they’re following the same animation? Positioning by banner size is:
    - **MREC, 160x600, 300x600** – bottom up
    - **Leaderboard, mobile 320x50** – from left side
  + **Text Frames 1 & 2** in the new shell this copy is defined in the feed rather than loaded as a PNG layer. All animation remains the same across banner sizes
  + **Text Frame 3** each line of text is separated so that the animation occurs in a waterfall like the multi-line text on frames 1 & 2. Would be great to retain this waterfall but it’s a nice to have if it limits future flexibility
  + **End Frame Background** is only a plain jpeg in the new shell, the leaves are separated out into another element (end frame overlay element) so that they can adopt their own animation
  + **End Frame Overlay Element** is animated in the shell - slides into frame between End Frame Background and all other end frame elements as per below for each banner size:
    - **MREC, 160x600, 300x600** – bottom up
    - **Leaderboard** – from left side
    - **Mobile** – does not display (too small and busy)
  + **End Frame Logo** position and animation as per sample, size as per current shell
  + **Button text** now defined as copy in feed as opposed to PNG layer. Animation remains the same
  + **Condition text** should be defined as copy in feed as opposed to PNG layer. Animation remains the same

**Current Shell preview links (Always On content)**

**Prospecting**

300x250 - <https://www.google.com/doubleclick/preview/dynamic/previewsheet/COTH7gQQzqPjBBj5naYSILCyCw>

160x600 - <https://www.google.com/doubleclick/preview/dynamic/previewsheet/CPCv8gQQzqPjBBj5naYSII-yCw>

728x90 - <https://www.google.com/doubleclick/preview/dynamic/previewsheet/CNuw8gQQzqPjBBj5naYSIIyyCw>

320x50 - <https://www.google.com/doubleclick/preview/dynamic/previewsheet/CKGy8gQQzqPjBBj5naYSIKq2Cw>

300x600 - <https://www.google.com/doubleclick/preview/dynamic/previewsheet/CP-v8gQQzqPjBBj5naYSIKe2Cw>

**Retargeting**

300x250 - <https://www.google.com/doubleclick/preview/dynamic/previewsheet/CN30-QQQzqPjBBj5naYSIKG2Cw>

160x600 - <https://www.google.com/doubleclick/preview/dynamic/previewsheet/CJP9-QQQzqPjBBj5naYSIKS2Cw>

728x90 - <https://www.google.com/doubleclick/preview/dynamic/previewsheet/CJb9-QQQzqPjBBj5naYSIN3ACw>

320x50 - <https://www.google.com/doubleclick/preview/dynamic/previewsheet/COP0-QQQzqPjBBj5naYSIO_ACw>

300x600 - <https://www.google.com/doubleclick/preview/dynamic/previewsheet/COD0-QQQzqPjBBj5naYSIK22Cw>

**Capybaras (Campaign Message content)**

This wasn’t implemented as it was first pitched so we’re not looking to follow this animation, but the design should give you an idea of the way we would like to be able to swap out elements for special message or for different products

**TAR0236\_capybaras\_Prospecting**

300x250 -[https://www.google.com/doubleclick/preview/dynamic/previewsheet/COTH7gQQzqPjBBj5naYSIICTEA](https://us-east-2.protection.sophos.com?d=google.com&u=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS9kb3VibGVjbGljay9wcmV2aWV3L2R5bmFtaWMvcHJldmlld3NoZWV0L0NPVEg3Z1FRenFQakJCajVuYVlTSUlDVEVB&e=Y3doZWVsZXJAem9vLm5zdy5nb3YuYXU=&t=bEJMMW9ZS1o4cVdSZ21oMkZZWWtSQ2dYTFpvM2xWMzRHUW1CWDhGdXZNZz0=)

300x600 - [https://www.google.com/doubleclick/preview/dynamic/previewsheet/CP-v8gQQzqPjBBj5naYSIJuMEA](https://us-east-2.protection.sophos.com?d=google.com&u=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS9kb3VibGVjbGljay9wcmV2aWV3L2R5bmFtaWMvcHJldmlld3NoZWV0L0NQLXY4Z1FRenFQakJCajVuYVlTSUp1TUVB&e=Y3doZWVsZXJAem9vLm5zdy5nb3YuYXU=&t=dnJJbGxDL0ZSNEtoRGJKem9kdHVHYytZOHgyVllpS1crMWtva21zWE1SUT0=)

160x600 -[https://www.google.com/doubleclick/preview/dynamic/previewsheet/CPCv8gQQzqPjBBj5naYSIJiMEA](https://us-east-2.protection.sophos.com?d=google.com&u=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS9kb3VibGVjbGljay9wcmV2aWV3L2R5bmFtaWMvcHJldmlld3NoZWV0L0NQQ3Y4Z1FRenFQakJCajVuYVlTSUppTUVB&e=Y3doZWVsZXJAem9vLm5zdy5nb3YuYXU=&t=VTZDVWhGdlkvUmltMW15VUNvTEpBeHFSN3JnT3JWNGZMT1pkN3ZhbVNoYz0=)

728x90 -[https://www.google.com/doubleclick/preview/dynamic/previewsheet/CNuw8gQQzqPjBBj5naYSIIaMEA](https://us-east-2.protection.sophos.com?d=google.com&u=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS9kb3VibGVjbGljay9wcmV2aWV3L2R5bmFtaWMvcHJldmlld3NoZWV0L0NOdXc4Z1FRenFQakJCajVuYVlTSUlhTUVB&e=Y3doZWVsZXJAem9vLm5zdy5nb3YuYXU=&t=Q2ZpcnJIb29BR3gzWmEvM28zaXNsTXcxUm9FSmdnREhyaWpmOUlJcERVRT0=)

320x50 -[https://www.google.com/doubleclick/preview/dynamic/previewsheet/CKGy8gQQzqPjBBj5naYSIKGMEA](https://us-east-2.protection.sophos.com?d=google.com&u=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS9kb3VibGVjbGljay9wcmV2aWV3L2R5bmFtaWMvcHJldmlld3NoZWV0L0NLR3k4Z1FRenFQakJCajVuYVlTSUtHTUVB&e=Y3doZWVsZXJAem9vLm5zdy5nb3YuYXU=&t=ZFBHNDNhcjRxNnROZFJjdm1ObVhuekltSmNIVXNMT0l0NlQ4bjVHbmZ4ND0=)

**TAR0236\_capybaras\_Retargeting**

300x250 - [https://www.google.com/doubleclick/preview/dynamic/previewsheet/CN30-QQQzqPjBBj5naYSIPGSEA](https://us-east-2.protection.sophos.com?d=google.com&u=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS9kb3VibGVjbGljay9wcmV2aWV3L2R5bmFtaWMvcHJldmlld3NoZWV0L0NOMzAtUVFRenFQakJCajVuYVlTSVBHU0VB&e=Y3doZWVsZXJAem9vLm5zdy5nb3YuYXU=&t=WnVHTE13aHBVcjJJY3pZMEVLYmJkSHdQVFBGalhzL0JyL21aallVNXFVVT0=)

300x600 - [https://www.google.com/doubleclick/preview/dynamic/previewsheet/COD0-QQQzqPjBBj5naYSIPuXEA](https://us-east-2.protection.sophos.com?d=google.com&u=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS9kb3VibGVjbGljay9wcmV2aWV3L2R5bmFtaWMvcHJldmlld3NoZWV0L0NPRDAtUVFRenFQakJCajVuYVlTSVB1WEVB&e=Y3doZWVsZXJAem9vLm5zdy5nb3YuYXU=&t=UzM4YVRHNnQxS0tWd1ZaMDlaRWhoalZEejh6R2prT0d2d0hDRFlpN0ozcz0=)

160x600 - [https://www.google.com/doubleclick/preview/dynamic/previewsheet/CJP9-QQQzqPjBBj5naYSIP6XEA](https://us-east-2.protection.sophos.com?d=google.com&u=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS9kb3VibGVjbGljay9wcmV2aWV3L2R5bmFtaWMvcHJldmlld3NoZWV0L0NKUDktUVFRenFQakJCajVuYVlTSVA2WEVB&e=Y3doZWVsZXJAem9vLm5zdy5nb3YuYXU=&t=UnNydXhYb1VMZTRXcmorUGlEKzFZVmhqZmhEZlRyNCtPLzhTK0VmVXVkYz0=)

728x90 - [https://www.google.com/doubleclick/preview/dynamic/previewsheet/CJb9-QQQzqPjBBj5naYSILCMEA](https://us-east-2.protection.sophos.com?d=google.com&u=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS9kb3VibGVjbGljay9wcmV2aWV3L2R5bmFtaWMvcHJldmlld3NoZWV0L0NKYjktUVFRenFQakJCajVuYVlTSUxDTUVB&e=Y3doZWVsZXJAem9vLm5zdy5nb3YuYXU=&t=RExYb1VmRVlwS2ZRUlhCNjR5WDU2VzVwYlB3RVZEM0hxT3YvbWxqVUVYST0=)

320x50 - [https://www.google.com/doubleclick/preview/dynamic/previewsheet/COP0-QQQzqPjBBj5naYSII2YEA](https://us-east-2.protection.sophos.com?d=google.com&u=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS9kb3VibGVjbGljay9wcmV2aWV3L2R5bmFtaWMvcHJldmlld3NoZWV0L0NPUDAtUVFRenFQakJCajVuYVlTSUkyWUVB&e=Y3doZWVsZXJAem9vLm5zdy5nb3YuYXU=&t=S0hXdFhjZFpXMlBqRmNDQ0tudzdoZE5TdmhOZ2FWYlRzQ1hja2w3bWRuRT0=)