

*This tech test is designed to as closely as possible recreate the working process of an intermediate interactive banner build. Please submit your completed build files as well as a word document containing your responses to the questions at the end of this document.*

**Brief: Please use the assets provided to create an HTML5 banner that matches the description outlined below. Once done, please also answer questions at the bottom of this document.**

Please see the video example included with this test. It shows the banner we would like you to try and replicate.

The banner includes an autoplay animation and then becomes interactive, allowing the user to drag the slider around to show different cars.

Please study this animation carefully and try to replicate each element as closely as possible.

You can also find all the images required in the images folder.

The font used in the banner is "Helvetica Neue". Please try and closely replicate the font styling used in the video example.

You have total freedom to use resources from the internet to create this example. The mark of a good coder is how well you can use Google! Feel free to life code from code pen or use JS libs as needed. Please see guidelines below:

* JQuery: **This may not be used.** In banners filesize and performance is very important and Jquery is large and processor intensive.
* TweenMax: This Greenock animation Library should be used in the build for some elements.
* Please keep your JS as clean as possible so it is easy for another developer to understand.

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**Questions**

We regularly work with new online platforms and it is a requirement for a Bannermen developer to be able to quickly familiarize themselves with any platform. The questions below are designed to see how quickly you can familiarize yourself with previously unknown platforms.

Please answer the questions below to the best of your ability, leveraging documentation that can be found online.

Most of The Bannermen banner campaigns run through an Ad Serving system called Google Studio (previously DoubleClick Studio). Please answer the questions below in relation to a dynamic banner campaigned severed through this (Google Studio) system.

1. Please outline the difference between a normal/standard HTML5 banner and a rich, dynamic HTML5 Banner?
2. What elements can be updated dynamically within a banner?
3. What possible issues would you try and plan for when making a dynamic creative?
4. How is a Dynamic Exit different from a normal Studio Exit?
5. Please show example of dynamic exit code.