

Digital Out Of Home (DOOH)

Video format in which the advertisement is displayed dynamically in public spaces through digital screens. Recommended to significantly enhance the presence of the brand, generating a great visual impact.



Format dimensions

- Vertical: 1080x1920 px
- Horizontal: 1920x1080 px

Ask for specific sizes according to the geolocation of the campaign.

Video duration

- Maximum: 15 seconds

Requirements

- Send animation reference if you have it.
- Send adaptations of the KV in vertical (1080x1920 px) and horizontal (1920x1080 px).

Specs for Logans development

- Editable KV in .AEP format preferably or .PSD/AI with links or embedded images in verticals larger than 1080x1920 px and in horizontals larger than 1920x1080 px
- Fonts used.
- High quality images, videos and logos.
- Animation reference on links or HTMLS.