

Fake Out Of Home

An ad that combines audiovisual production and post-production to simulate an intervention in iconic or high-impact public spaces, creating a realistic illusion that surprises the viewer. Ideal for viral campaigns, this format allows integrating a product or brand message into a real environment without the need for a physical installation.



Buying method:
CPM

Format dimensions:

- 1080x1920 px

Video duration:

- 10 - 15 seconds.

Requirements:

- Complete form
- Development time: 1 to 4 weeks (depending on complexity)

Specs for development at Logan:

- Google Maps street view of the locations to create the base video. If available, provide 9:16 video footage of the location where the creative will be integrated.
- Send the product or photos from all angles and proportions of the product/object to be integrated. If the product is modeled, provide it in OBJ or FBX format.
- Editable KV files in .PSD or .AI format with embedded links or images, preferably vertical to adapt an end card if needed.
- Fonts, color palette, logos.
- Visual references.