

# The Real Thing

Full-screen ad that goes from being flat to life. e elements break the limit of the cell phone and interact with users in a spectacular three-dimensional environment. Recommended for campaigns with high visual impact.

**Format dimensions**

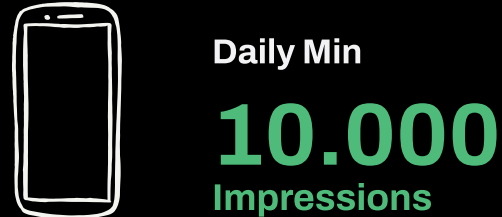
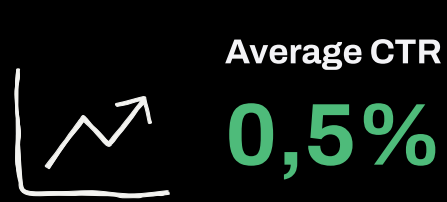
- 320x480px.

**Requirements**

- Send editable with each element separated into different layers to give it depth between the different layers.

**Specs for Logans development**

- KV editable in .PSD or .AI format with links or embedded images preferably vertically larger than 320x480 px.
- Fonts used.
- High quality images, videos and logos.
- Animation reference on links or HTMLS.



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