

Static

The InApp ad is designed like a classical print ad following the CI. Pursuant to online CI rules, a hyperlink in the form of a red button is added at the bottom. The button includes the call to action and a link to the ANTO website.



Video

Like a classic print ad, the InApp video ad also follows the CI. The ad includes an ANTO image video. In spite of the video screen being displayed on it, the image as such should still generate an impact.

If technically feasible, the video screen features a play button in its centre to start the film. Ideally, the video is played in full-screen mode.

If full-screen mode is technically not feasible or if the user exits the mode, the video display remains limited to the pre-defined screen. With video ads, too, a hyperlink in the form of a red button is placed on the bottom left. The button includes the call to action and a link to the ANTO website.

Note!

Always consult with Brand Management to clarify video rights when using videos.

