

A woman with her hair in braids, wearing a bright pink sleeveless top and matching trousers, is seated in a modern, black and chrome chair. She is looking to the right. In her left hand, she holds a small, round, pink handbag. The background is a plain, light gray.

ADVERTISING

S E R V I C E S

eobuwie.pl MODIVO

# Advertising Formats Guidelines

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# On Site

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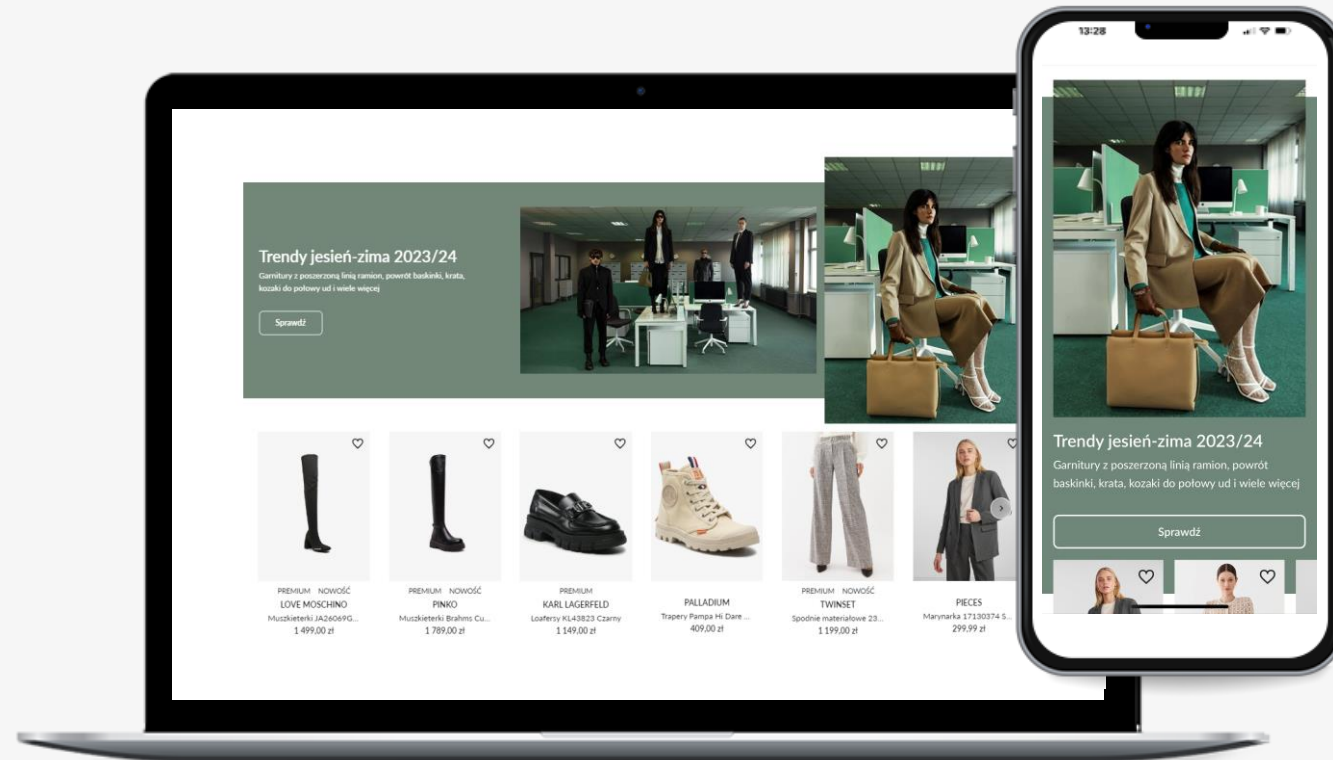
[Blog Post](#)

[Brandshop](#)

# Brand zone

| MODIVO

ADVERTISING  
SERVICES



Brand zone | MODIVO

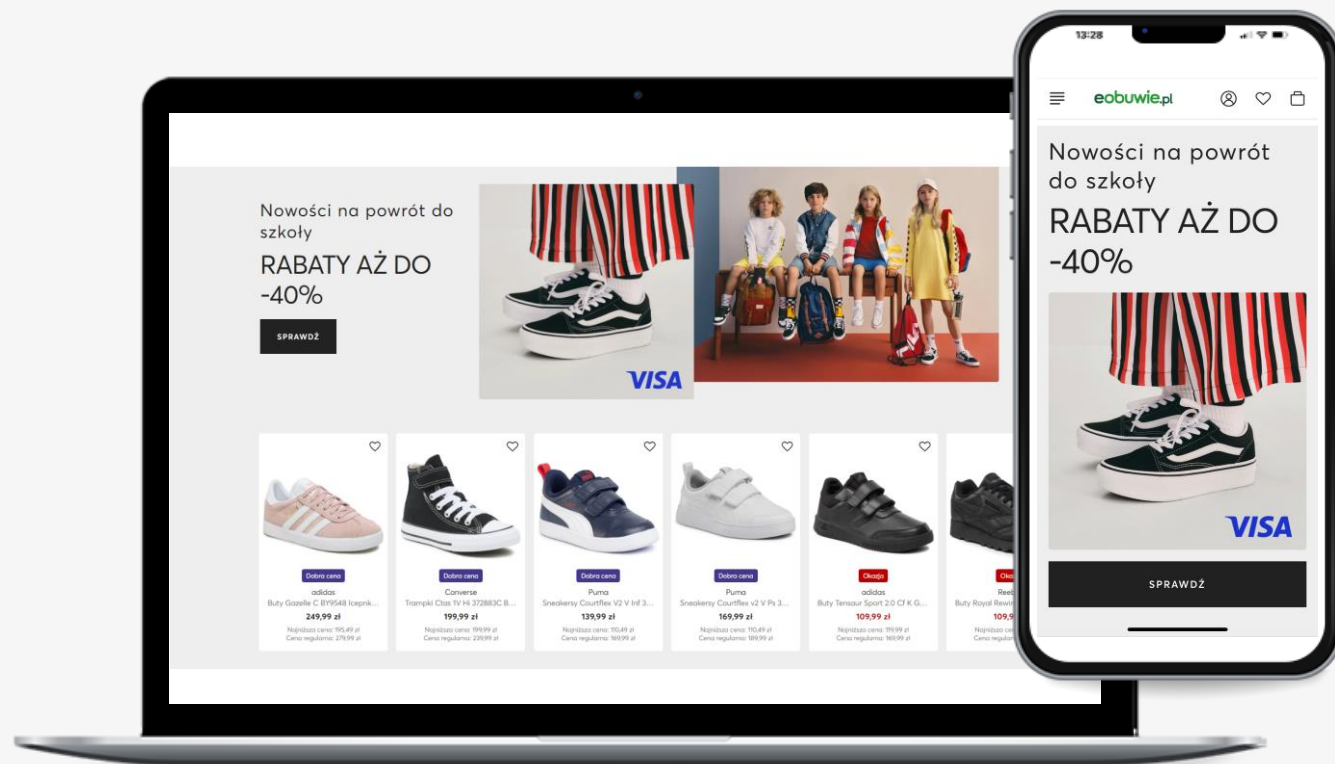
# Creative Guidelines

CREATIVES GUIDELINES			
Desktop	420 x 560 px and 592 x 333 px	.jpg	max 500 kB
Mobile	420 x 560 px	.jpg	max 500 kB
TEXT GUIDELINES			
Title	25 characters		
Subtitle	80 characters		
WORTH CONSIDERING			
<p><u>The creative should be focused on product. Creative cannot contain text – only logo is allowed.</u></p> <p><u>We can add max 20 SKUs on the carousel below creatives.</u></p> <p>Logo should not touch the edge of the creative.</p> <p>Call to action button is located next to the graphic</p>			

# Brand zone

| eobuwie.pl

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Brand zone | eobuwie.pl

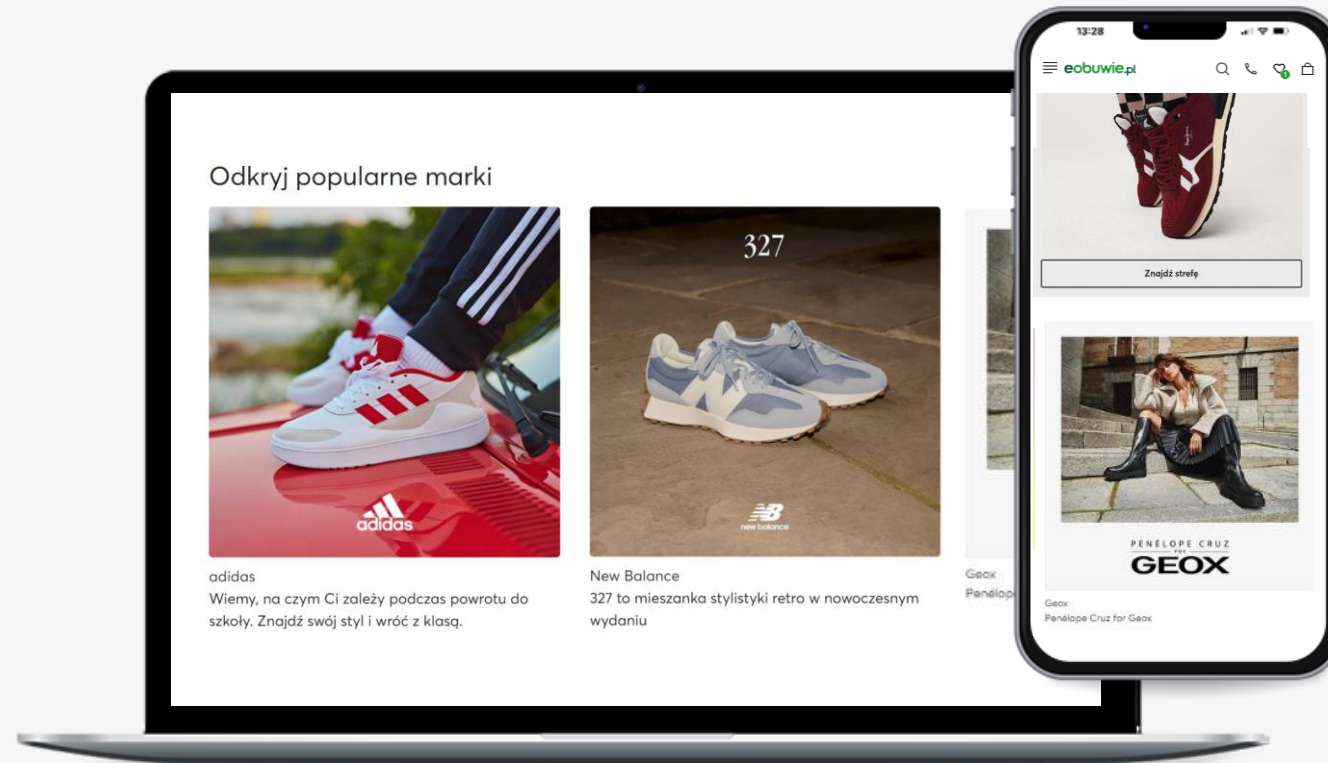
# Creative Guidelines

CREATIVES GUIDELINES			
Desktop	800 x 800 px and 1200 x 800 px	.jpg	max 500 kB
Mobile	800 x 800 px	.jpg	max 500 kB
TEXT GUIDELINES			
Title	40 characters		
Subtitle	20 characters		
WORTH CONSIDERING			
<p><u>The creative should be focused on product. Creative cannot contain text – only logo is allowed.</u></p> <p><u>We can add max 20 SKUs on the carousel below creatives.</u></p> <p>Logo should not touch the edge of the creative.</p> <p>Call to action button is located next to the graphic</p>			

# Brand Box

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Brand Box | eobuwie.pl

# Creative Guidelines

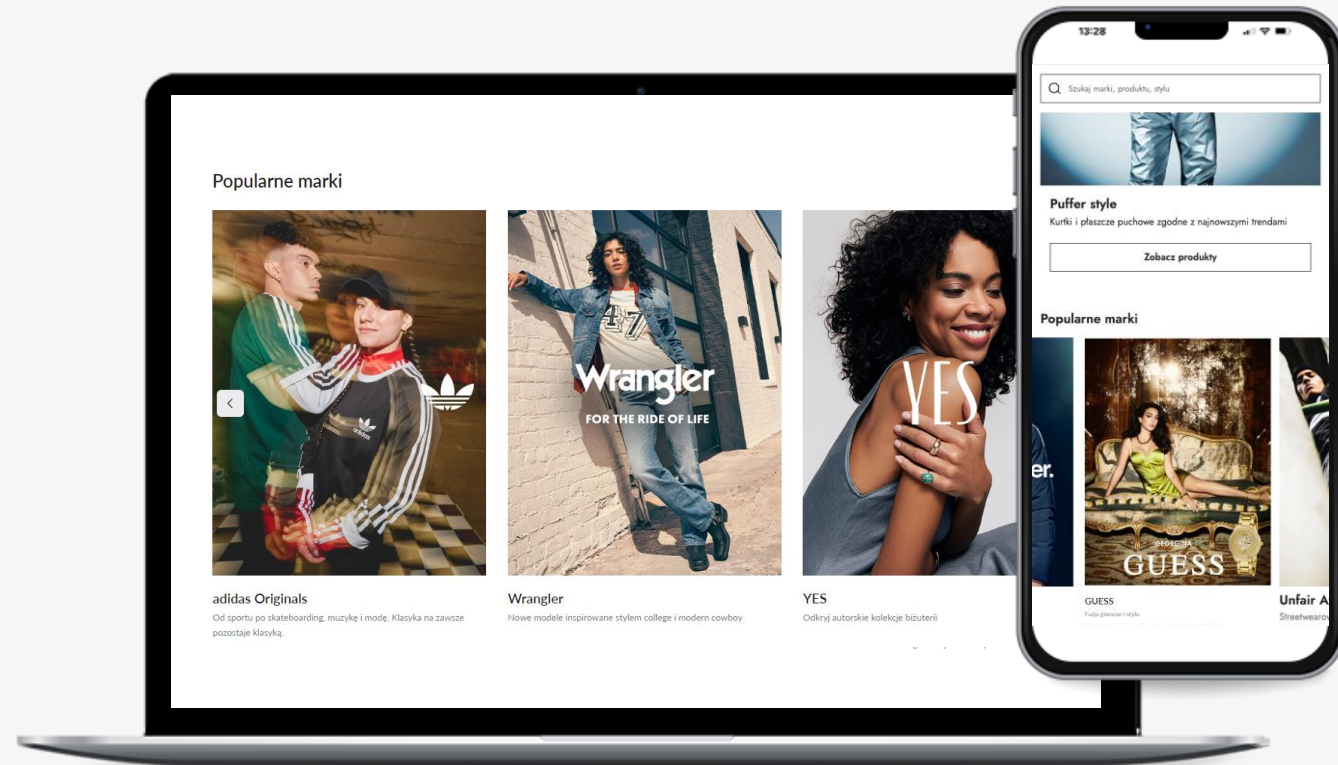
ADVERTISING  
SERVICES

CREATIVES GUIDELINES			
Desktop & Mobile	429 x 429 px	.jpg	max 500 kB
TEXT GUIDELINES			
Title	20 characters		
Subtitle	45 characters		
WORTH CONSIDERING			
<p><u>The creative should be focused on product. Creative cannot contain text – only logo is allowed.</u></p> <p>Logo need to be placed in the bottom part of the creative – <a href="https://advertising.modivo.com/ads-specifications">please use template available on advertising.modivo.com/ads-specifications</a></p> <p>The background of the creative cannot be white.</p>			

# Brand Box

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SERVICES



Brand Box | MODIVO

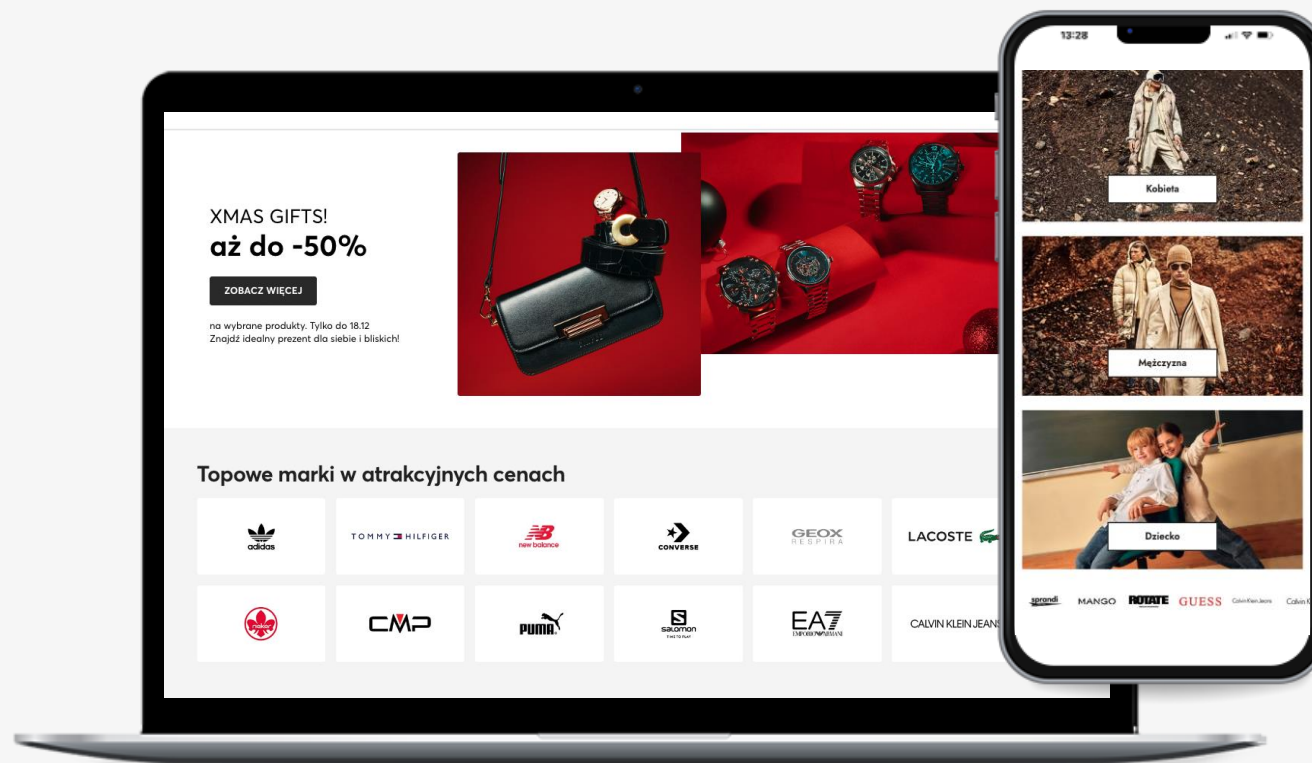
# Creative Guidelines

CREATIVES GUIDELINES			
Desktop & App	492 x 656 px	.jpg	max 500 kB
TEXT GUIDELINES			
Title	20 characters		
Subtitle	45 characters		
WORTH CONSIDERING			
<p>The creative should be focused on product. Creative cannot contain text – only logo is allowed.</p> <p>Logo need to be placed in the midle part of the creative – <a href="https://advertising.modivo.com/ads-specifications">please use template available on advertising.modivo.com/ads-specifications</a></p> <p>The background of the creative cannot be white.</p>			

# Brand Logo

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SERVICES



Brand Logo | eobuwie.pl &amp; MODIVO

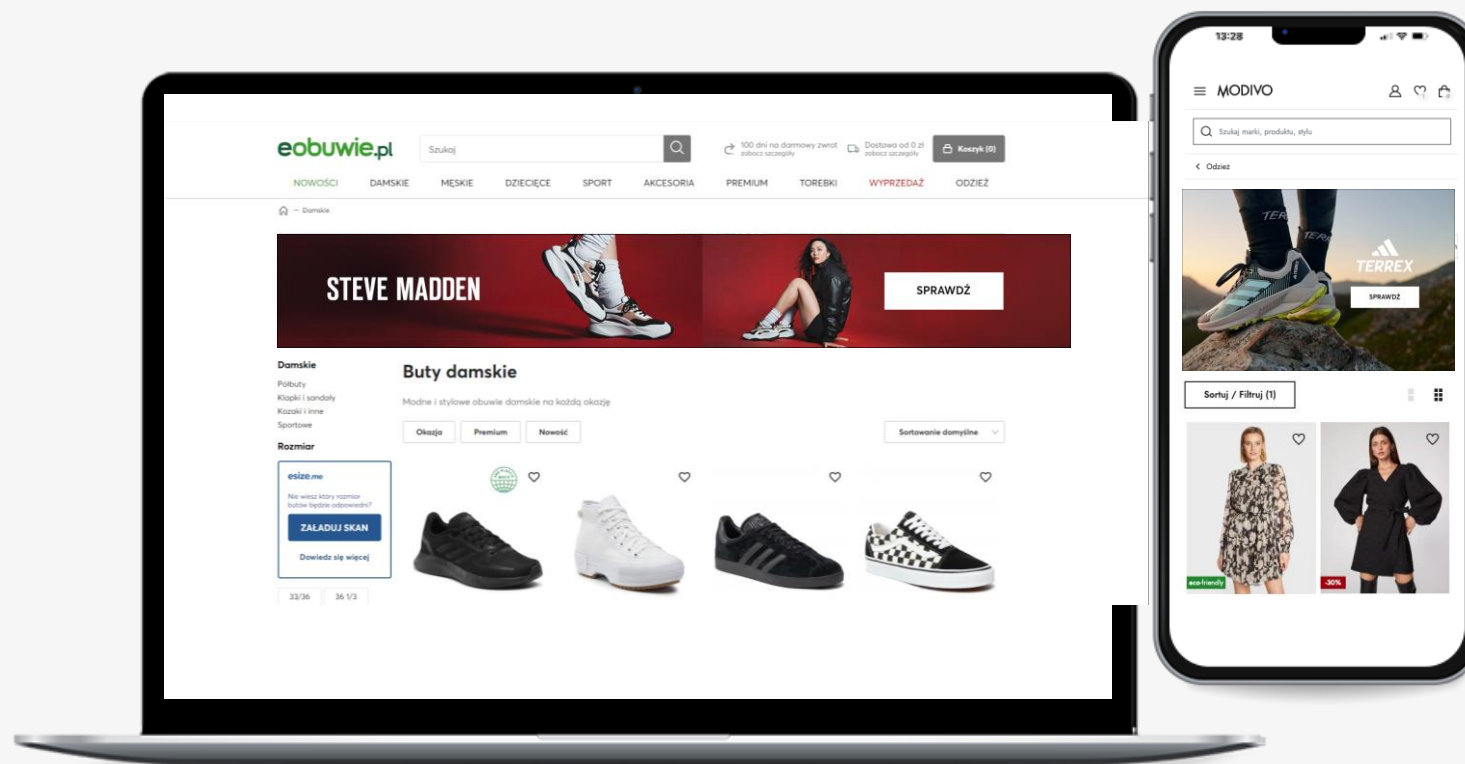
# Creative Guidelines

CREATIVES GUIDELINES			
Eobuwie Desktop & Mobile	256 x 94 px	.jpg	max 500 kB
Modivo Desktop & Mobile	115 x 55 px	.jpg	max 500 kB
TEXT GUIDELINES			
Subtitle	-		
WORTH CONSIDERING			
Logo must be centered on a white background.			

# Display Category Mix

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Display Category Mix | eobuwie.pl &amp; MODIVO

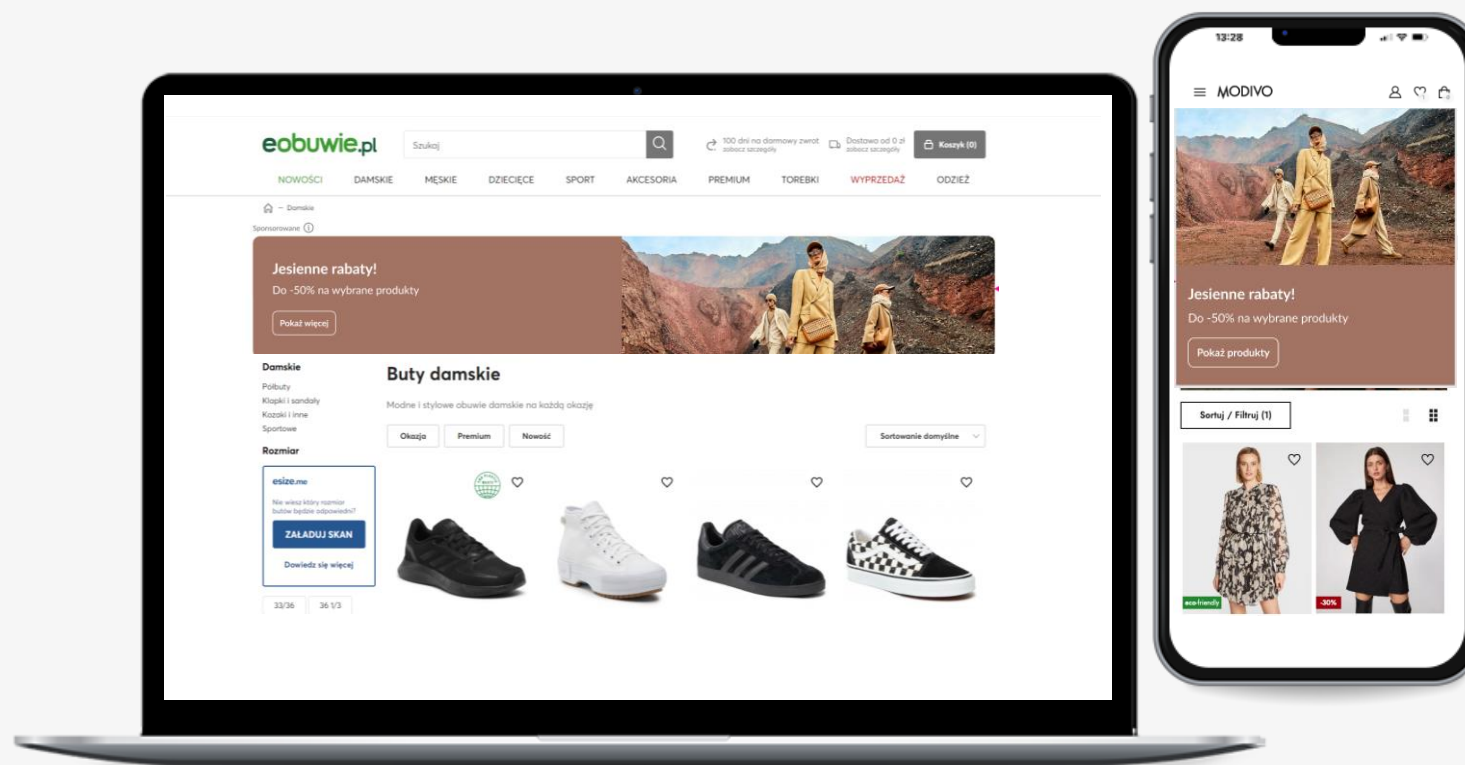
# Creative Guidelines

CREATIVES GUIDELINES			
Desktop	1400 x 200 px	.jpg	max 293 kB
Web Mobile	1350 x 900 px	.jpg	max 293 kB
TEXT GUIDELINES			
Subtitle	-		
WORTH CONSIDERING			
<p>Creative should be focused on product.            The background of the creative cannot be white.            Logo and call-to-action button are obligatory. Please follow <a href="https://advertising.modivo.com/ads-specifications">the template available on advertising.modivo.com/ads-specifications</a></p>			

# Display Category Mix – Template Banner

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Display Category Mix – Template Banner | eobuwie.pl & MODIVO

# Creative Guidelines – part I

CREATIVES GUIDELINES			
Desktop	768 x 200 px	.jpg	max 500 kB
Web Mobile	768 x 432 px	.jpg	max 500 kB
TEXT GUIDELINES			
Headline	40 characters – brand name		
Description	80 characters		
WORTH CONSIDERING			
<p>Creative should be focused on product. The background of the creative cannot be white. Logo can be placed only at the middle of creative.  <b>Background of the left part of the template need to be chosen from the HEX palette – presented on the next slide.</b></p>			

Display Category Mix – Template Banner | eobuwie.pl & MODIVO

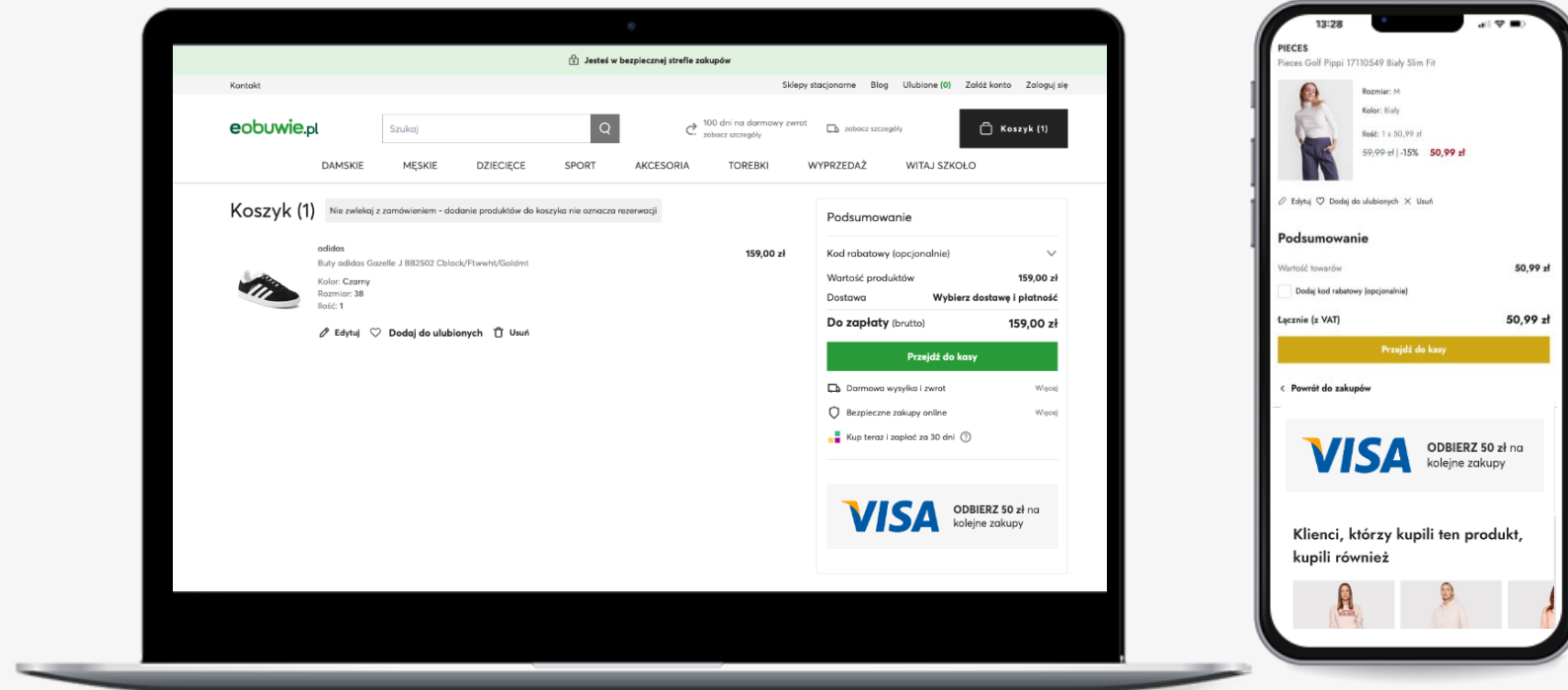
# Creative Guidelines – part II



# Cart Banner

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SERVICES



Cart Banner | eobuwie.pl &amp; MODIVO

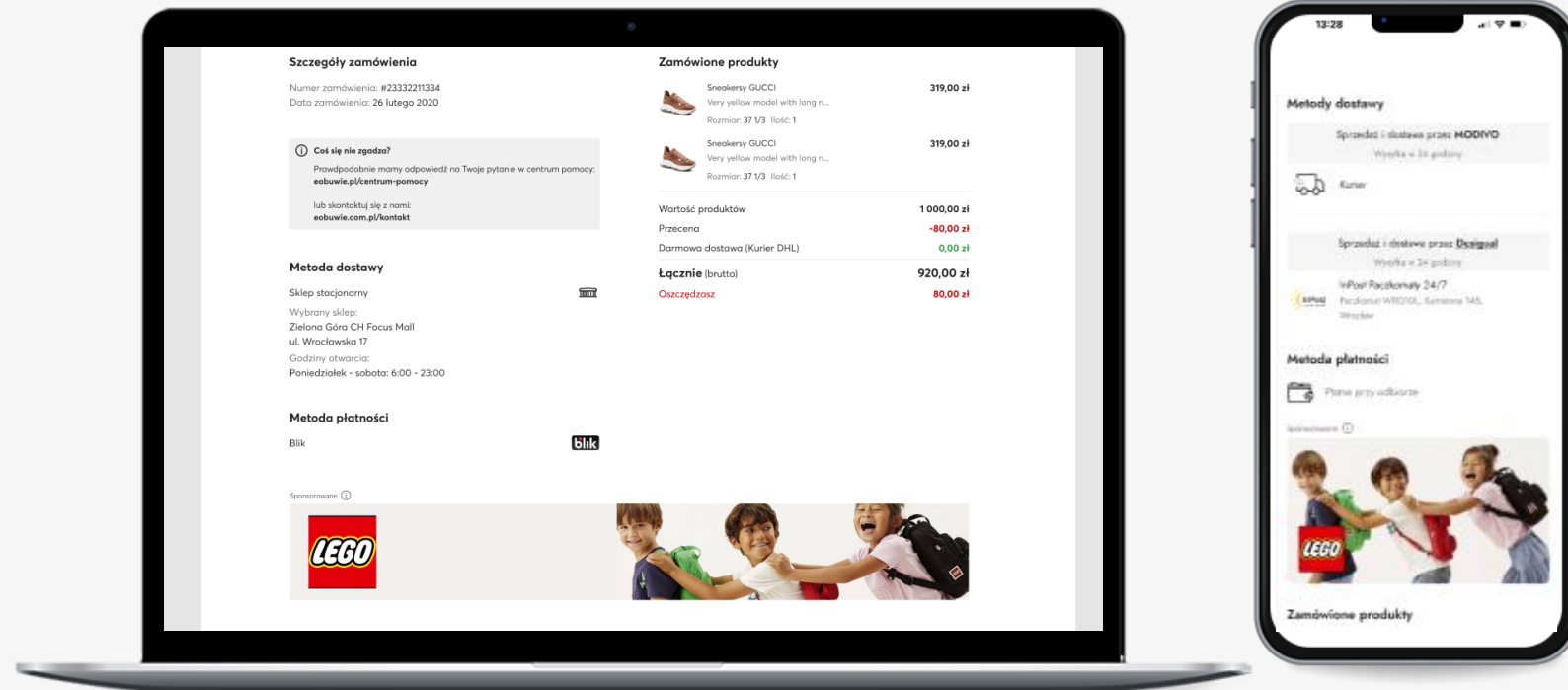
# Creative Guidelines

CREATIVES GUIDELINES			
Desktop	188 x 58 px	.svg	max 293 kB
Web Mobile		.svg	max 293 kB
TEXT GUIDELINES			
Copy – banner	50 characters		
Copy – modal header	57 characters		
Copy – modal	200 characters including links		
WORTH TO CONSIDER			
Logo must be saved as .svg			

# Thank You Page Banner

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Thank You Page Banner | eobuwie.pl &amp; MODIVO

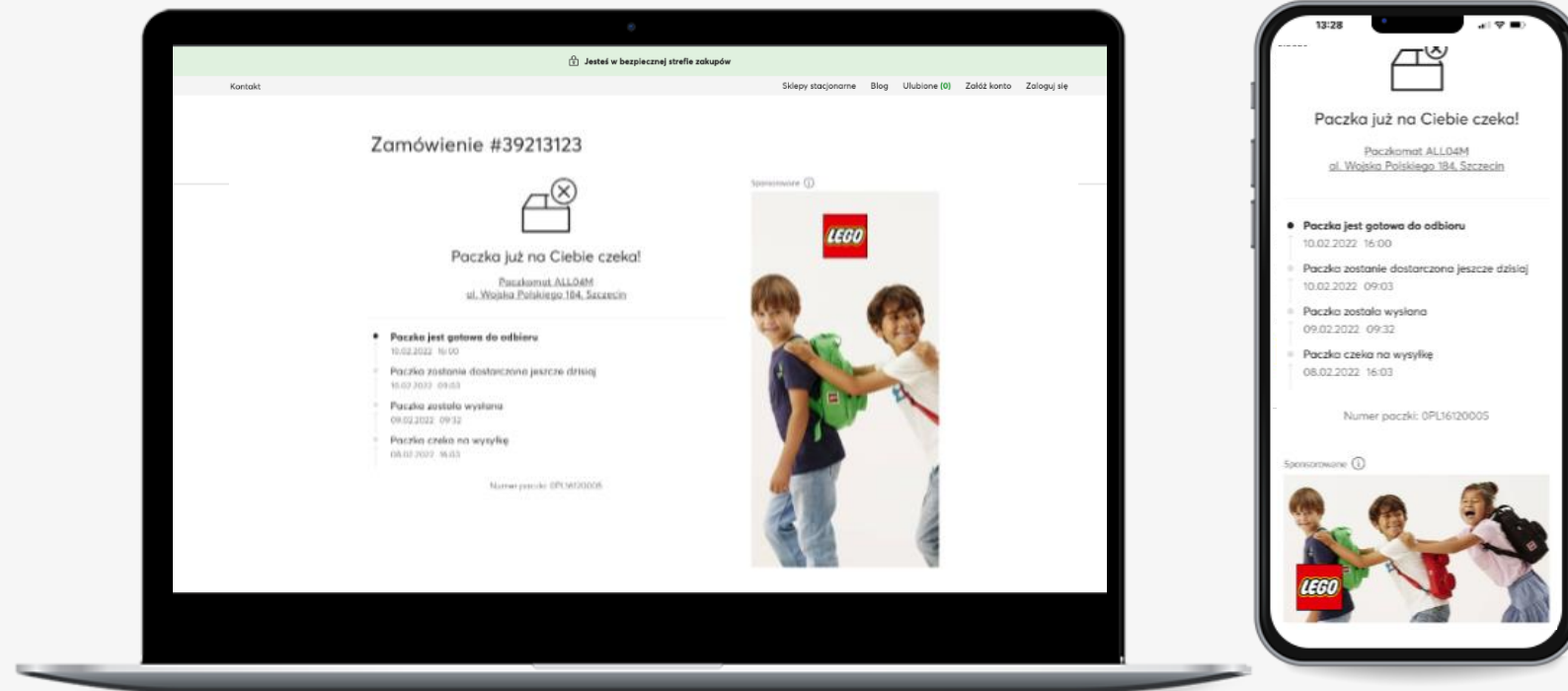
# Creative Guidelines

CREATIVES GUIDELINES			
Desktop	1400 x 200 px	.jpg	max 500 kB
Web Mobile	430 x 240 px	.jpg	max 500 kB
TEXT GUIDELINES			
Subtitle	-		
WORTH CONSIDERING			
<p>Creative should be focused on product.            The background of the creative cannot be white.            Logo can be placed only at the middle of creative.</p>			

# Track & Trace Banner

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Track &amp; Trace Banner | eobuwie.pl &amp; MODIVO

# Creative Guidelines

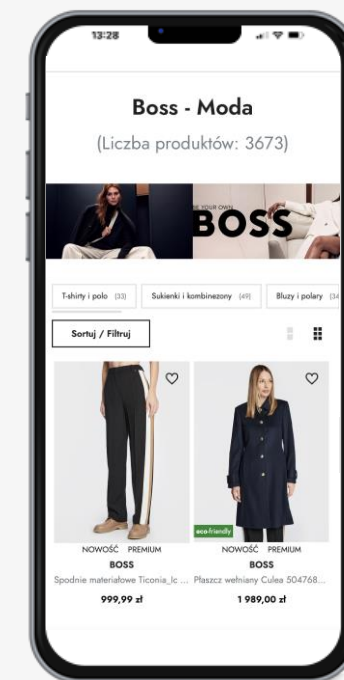
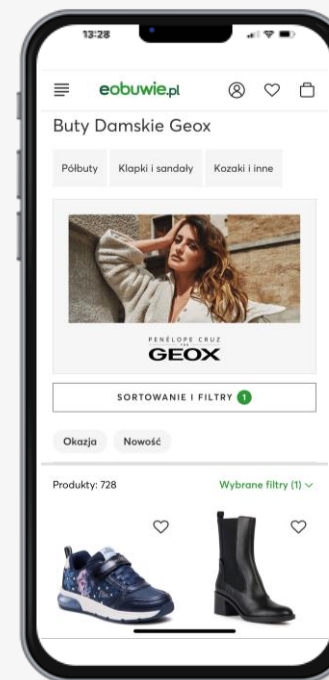
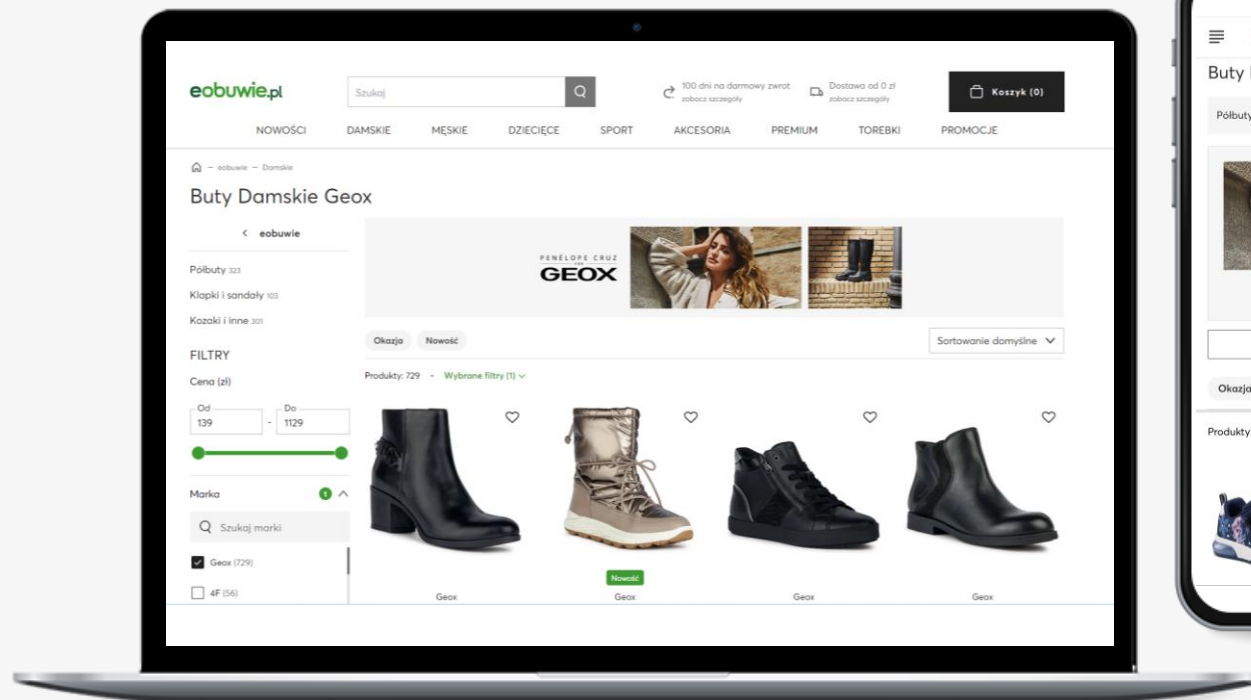
CREATIVES GUIDELINES			
Desktop	430 x 240 px	.png	500 kB
Mobile	300 x 600 px	.png	500 kB
TEXT GUIDELINES			
	-		
WORTH CONSIDERING			
<p>Creative should be focused on product. <u>Creative cannot contain text – only logo is allowed.</u> The background of the creative cannot be white.</p>			



# Brand Listing Banner

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ADVERTISING  
SERVICES



Brand Listing Banner | eobuwie.pl &amp; MODIVO

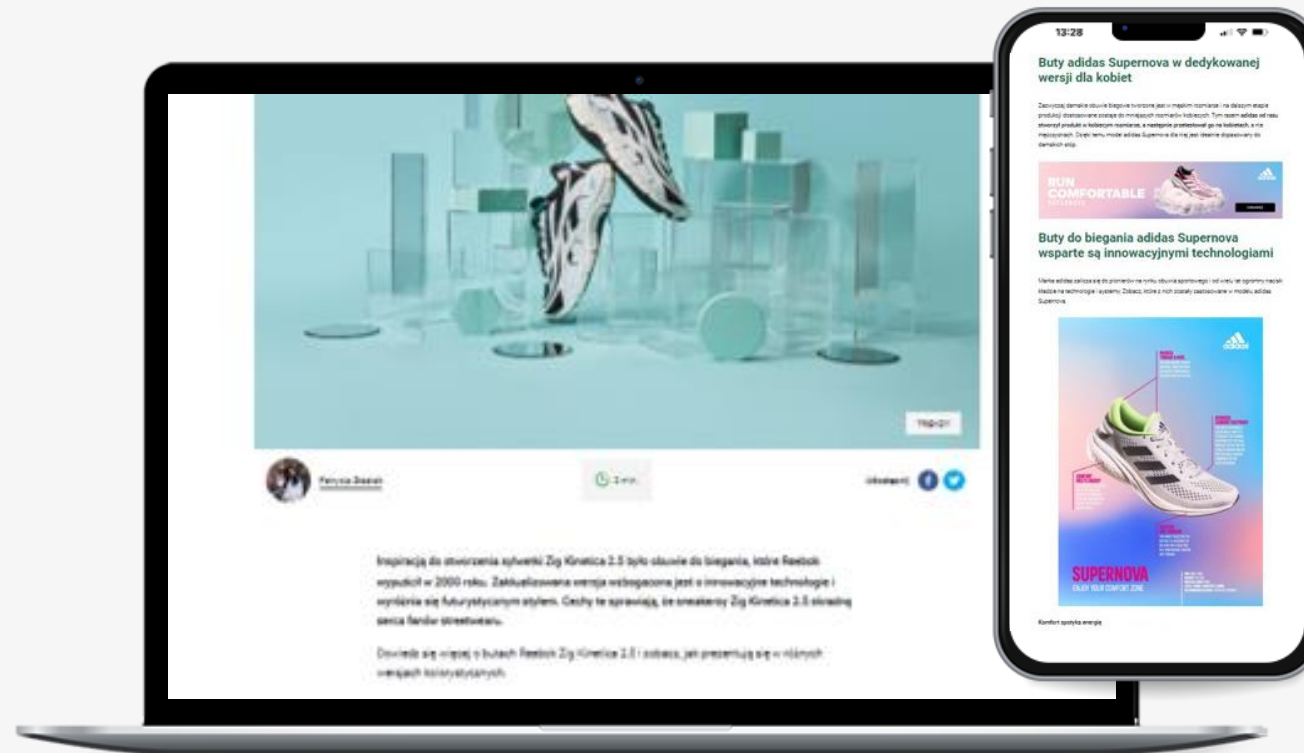
# Creative Guidelines

CREATIVES GUIDELINES			
Desktop	1400 x 200 px	.jpg	max 293 kB
Web Mobile	1350 x 900 px	.jpg	max 293 kB
TEXT GUIDELINES			
Subtitle	-		
WORTH CONSIDERING			
<p>Safe zone for desktop creatives 750 x 200 px should contain logo and the key elements of the communication. Creative should be focused on product.</p>			

# Blog Post

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SERVICES



Blog Post | eobuwie.pl & MODIVO

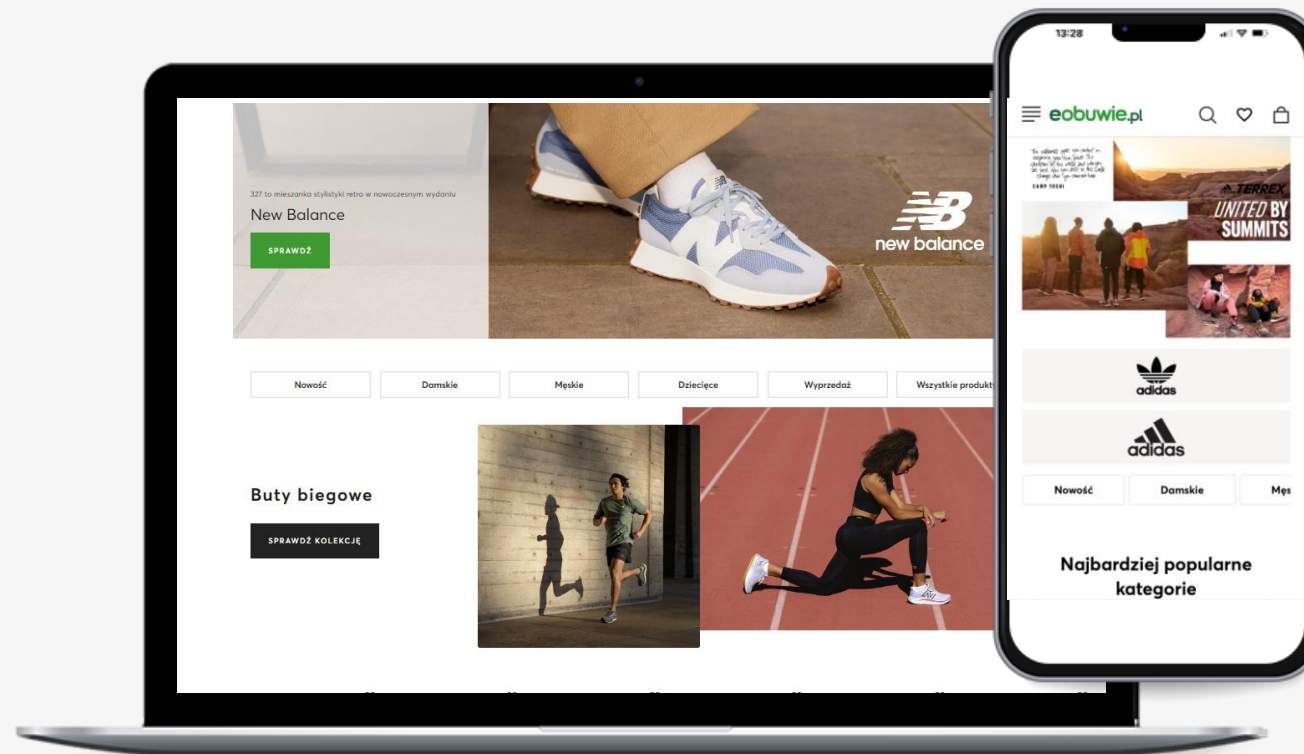
# Creative Guidelines

CREATIVES GUIDELINES			
Desktop & Mobile	1100 x 510 px	.jpg	max 293 kB
TEXT GUIDELINES			
Subtitle	-		
WORTH CONSIDERING			
<p>Creative cannot contain neither text nor logo.            Creative should be focused on product / collection mentioned in the article.            Article is based on brief provided by the Client. Current brief is shared with Client individually taking into consideration the goal of the communication and specific arrangements.</p>			

# Brandshop

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Brandshop | eobuwie.pl

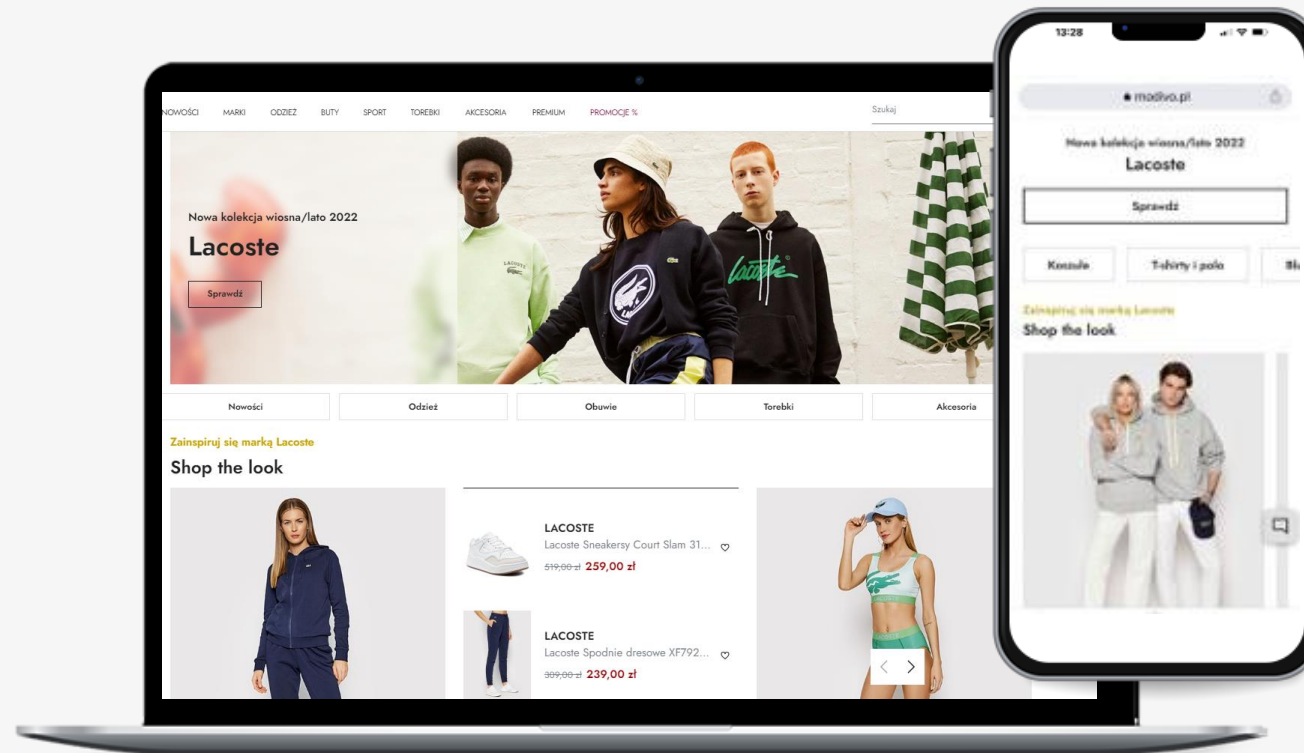
# Creative Guidelines

CREATIVES GUIDELINES			
Desktop	Header: 1532 x 450 px, Showcase: 800 x 800 px, 1200 x 800 px 3 Categories: 874 x 874 px Mozaic: 512 x 512 px, 512 x 1024 px	.jpg	max 293 kB
Web Mobile	Header: 767 x 450 px, 450 x 450 px Showcase: 800 x 800 3 Categories: 874 x 874 px Mozaic: 512 x 512 px, 512 x 1024 px	.jpg	max 293 kB
TEXT GUIDELINES			
Header copy	25 characters		
WORTH CONSIDERING			
<p>The creative should be focused on product. Header is covered in 30% from the left side with transparent apla and text. Creative cannot contain neither logo nor text. Categories are named according to the product groups presented by the Brand.</p>			

# Brandshop

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Brandshop | MODIVO

# Creative Guidelines

CREATIVES GUIDELINES			
Desktop	Header: 1532 x 450 px 3 x Categories: 1080 x 1080 px	.jpg	max 500 kB
Web Mobile	Header: 767 x 450 px 450 x 450 px 3 x Categories: 1080 x 1080 px	.jpg	max 500 kB
TEXT GUIDELINES			
Subtitle	-		
WORTH CONSIDERING			
<p>The creative should be focused on product. Creative cannot contain neither logo nor text. Name of the brand and collection is presented at the apla located at the left side of the header. The safe zone of the header is 1020 x 450. Categories are named according to the product groups presented by the Brand.</p>			

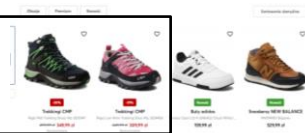


# Sponsored Offers

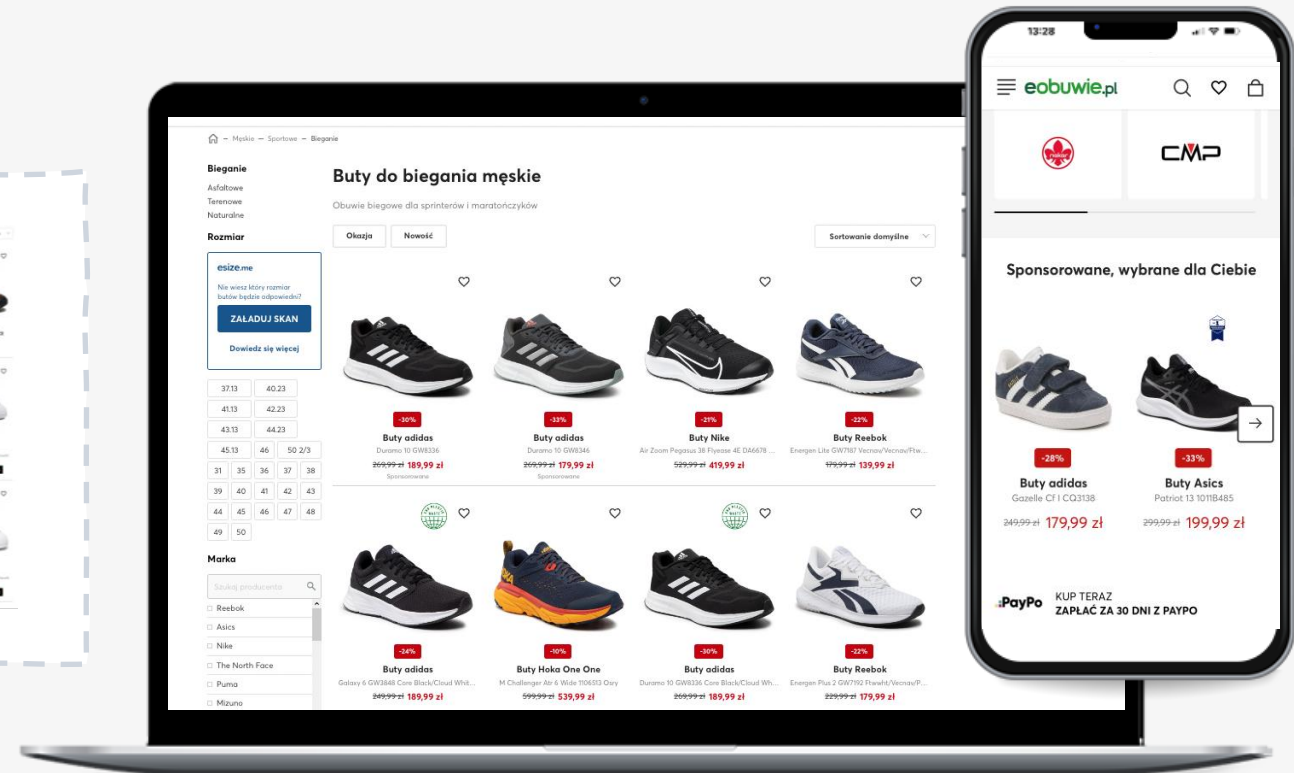
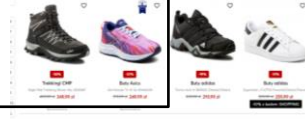
# Sponsored offers

| eobuwie.pl & MODIVO

Sponsored offers



Sponsored offers



## Sponsored offers

## Creative Guidelines

CREATIVES GUIDELINES				
Desktop	n/a	n/a	n/a	n/a
Web Mobile	n/a	n/a	n/a	n/a
TEXT GUIDELINES				
Subtitle	n/a			
WORTH CONSIDERING				
Sponsored offers are based on list of SKUs.				

# Direct marketing

[Newsletter Banner](#)

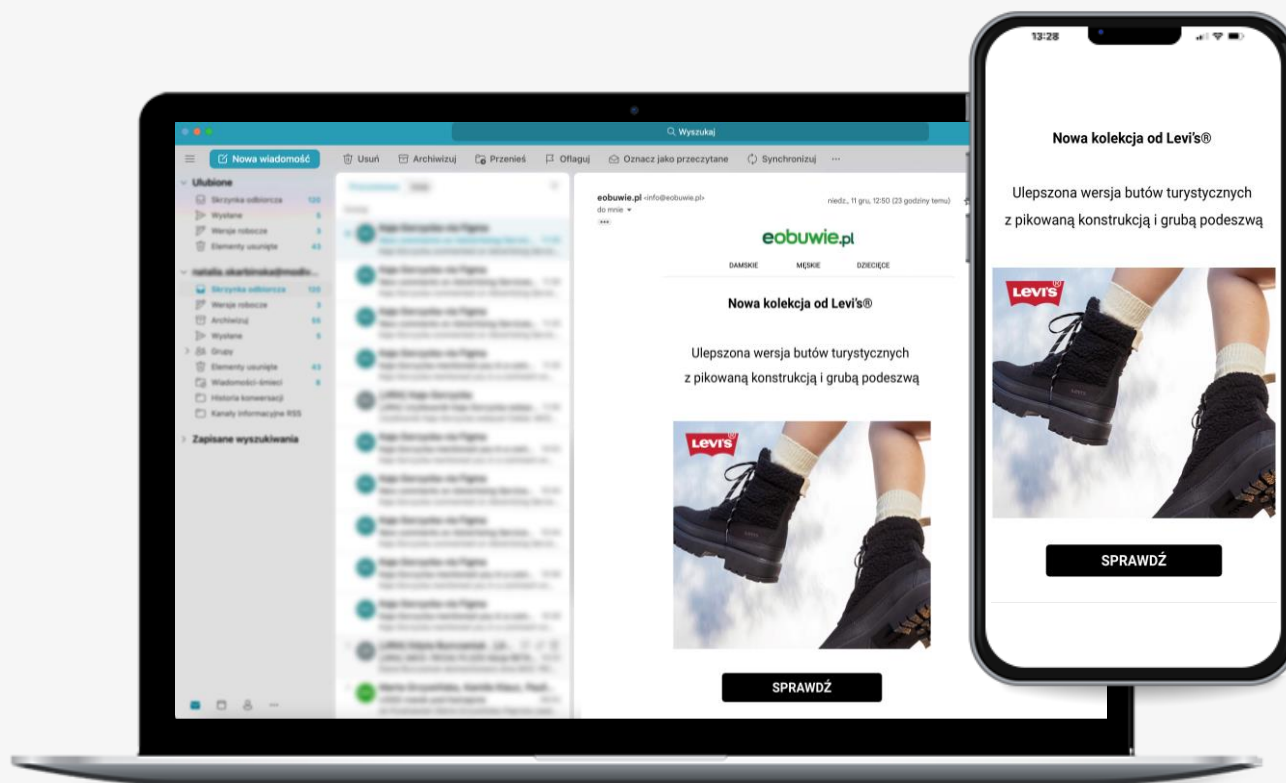
[Dedicated Mailing](#)

[App Push](#)

# Newsletter Banner

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SERVICES



Newsletter Banner | eobuwie.pl &amp; MODIVO

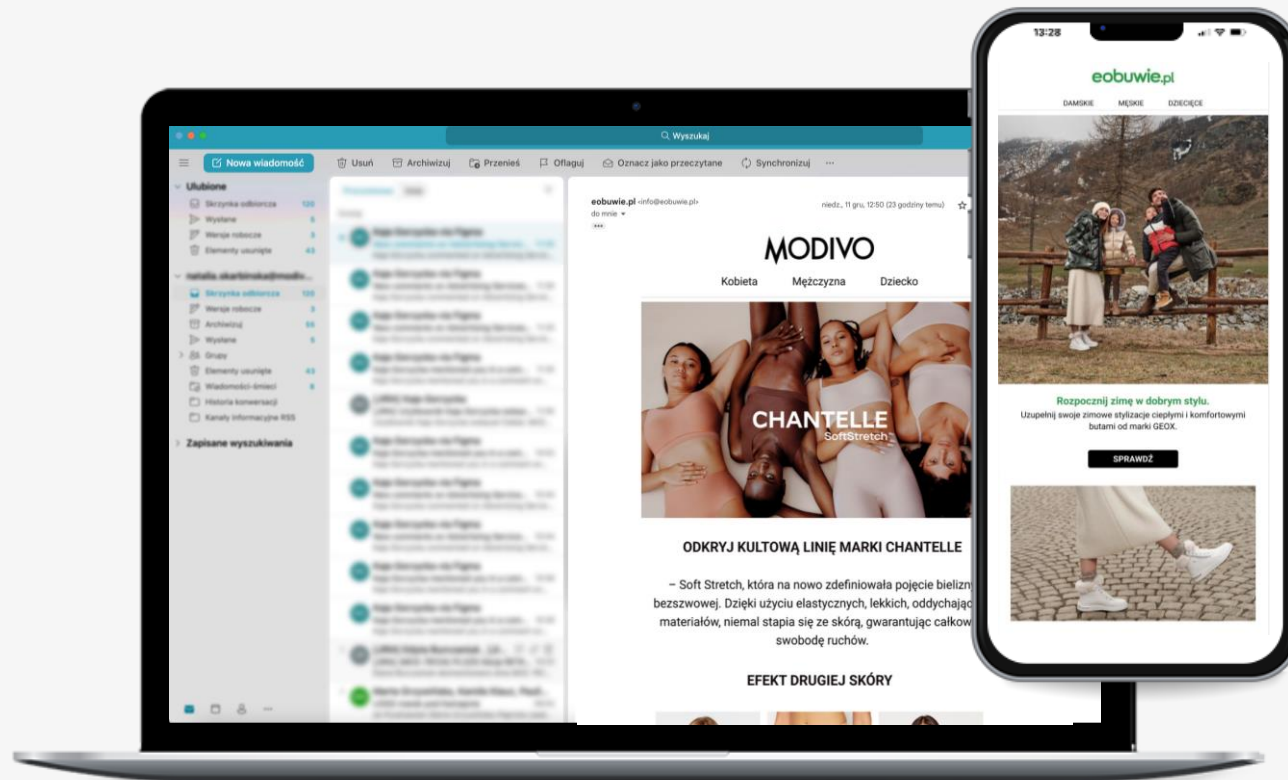
# Creative Guidelines

CREATIVES GUIDELINES			
Desktop & Mobile	600 x 500 px	.jpg	max 100 kB
TEXT GUIDELINES			
Subtitle	90 characters		
WORTH CONSIDERING			
<p>The creative should be focused on product.            Logo should not touch the edge of the creative. Text is presented above the banner.            Call to action button is located below the banner.</p>			

# Dedicated Mailing

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Dedicated Mailing | eobuwie.pl & MODIVO

# Creative Guidelines

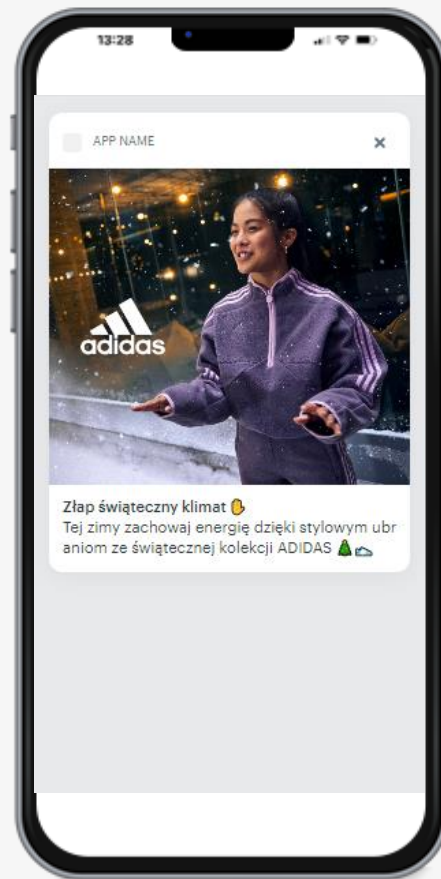
CREATIVES GUIDELINES			
Desktop & Mobile	600 x 500 px	.jpg	max 100 kB
TEXT GUIDELINES			
Subtitle	500 characters		
WORTH CONSIDERING			
<p><b>Dedicated newsletter can present more than one creative – each 600 x 500 px and up to 9 SKUs.</b>            All creatives should be focused on product.            Logo should not touch the edge of the creative.</p>			



# App Push

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App Push | eobuwie.pl &amp; MODIVO

# Creative Guidelines

CREATIVES GUIDELINES			
App	1024x900	N/A	N/A
TEXT GUIDELINES			
Title	45 characters		
Subtitle	120 characters		
WORTH CONSIDERING			
N/A			

# Retail

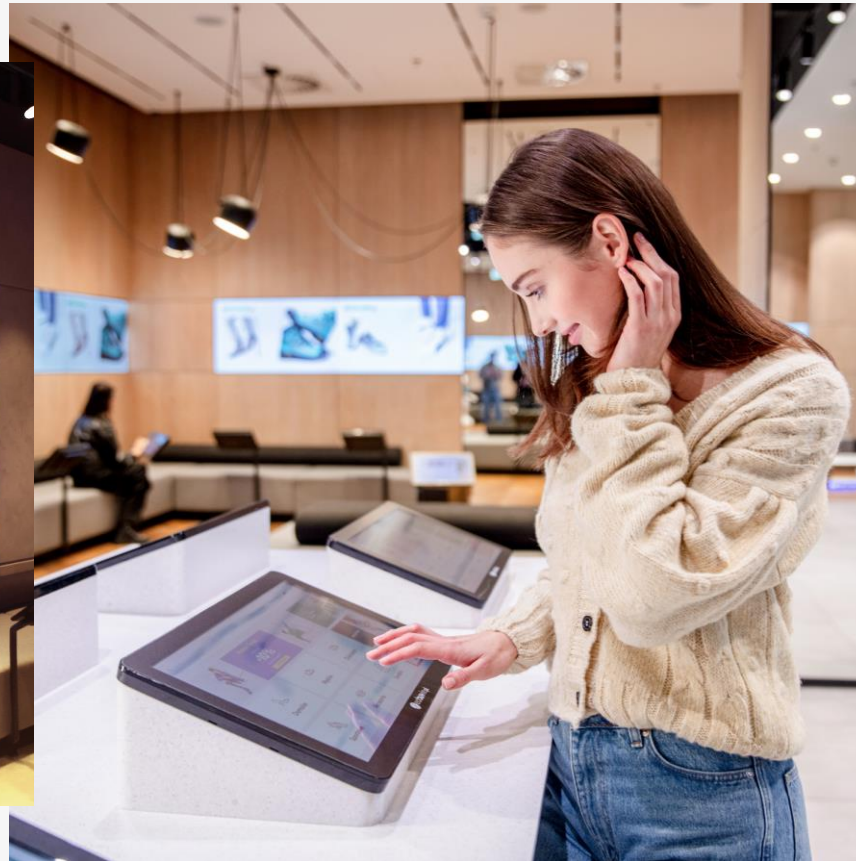
[In Store Video - Screens](#)

[In Store Tablets](#)

# In Store Video - Screens & Pylons

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## In Store Video Screens &amp; Pylons

# Creative Guidelines

CREATIVES GUIDELINES			
Digital Signage	3840 x 2160 px 2160 x 3840 px 3840 x 3840 px	video	4K
TEXT GUIDELINES			
Subtitle	-		
WORTH CONSIDERING			
<p>The creative should be focused on product. In order to resize the creation to all necessary formats we need to receive the video in two versions: with logo and text and plain one as a base for resizing and adding logo and text on final formats.</p>			

# In Store Tablets

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## In Store Tablets

# Creative Guidelines

CREATIVES GUIDELINES			
Web Mobile	Screensaver 1920 x 1080 Banner 1361 x 268 Box 438 x 268	.jpg	max 500 kB
TEXT GUIDELINES			
Subtitle	-		
WORTH CONSIDERING			
<p>The creative should be focused on product. Logo should not touch the edge of the creative.</p>			

# Social media organic & paid

[Instagram Organic Post & Stories](#)

[Instagram Paid Post & Stories](#)

[Facebook Organic Post & Stories](#)

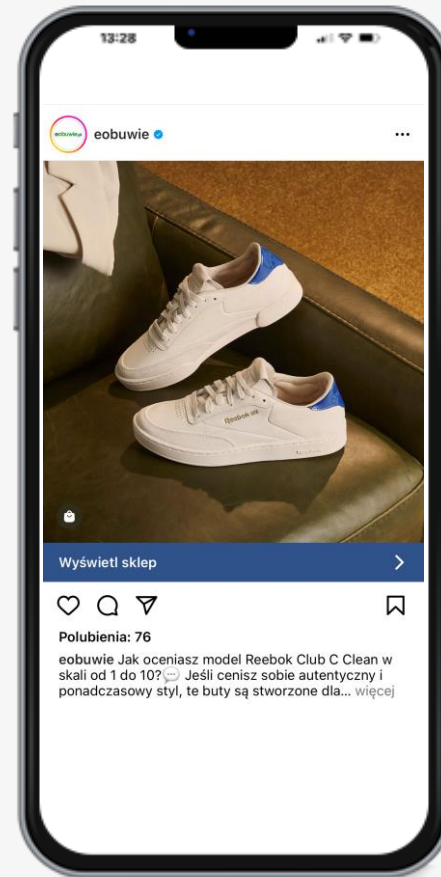
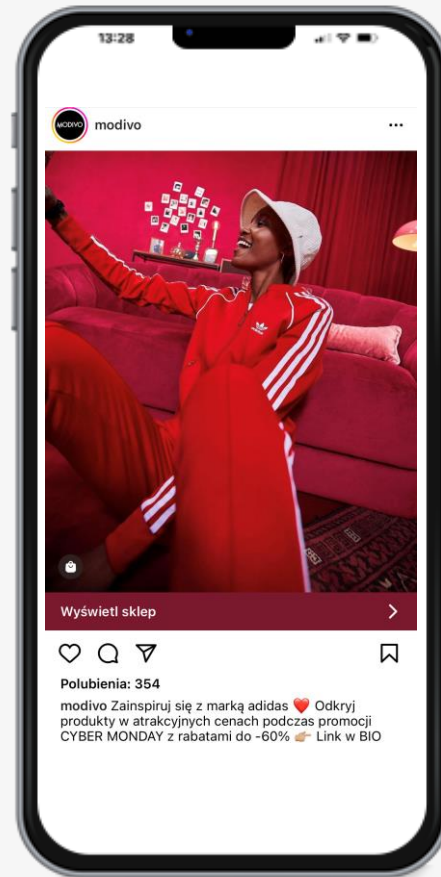
[Facebook Paid Post & Stories](#)



# Instagram Organic Post & Stories

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Instagram Organic Post & Stories

# Creative Guidelines

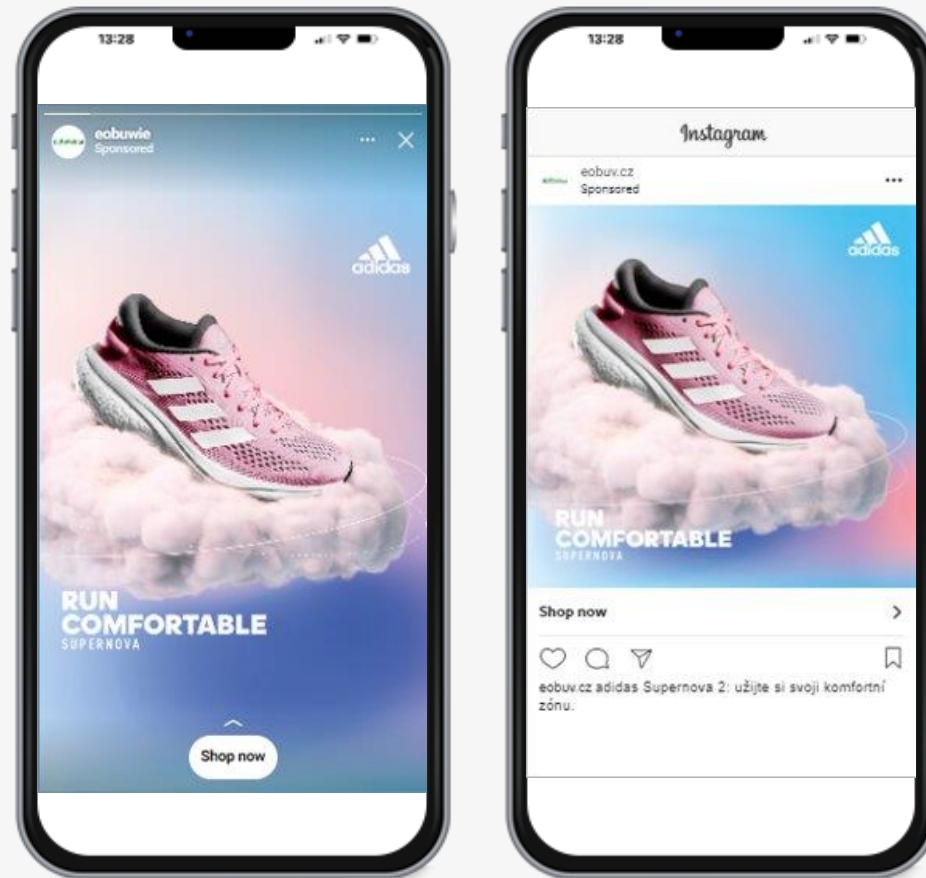
ADVERTISING  
SERVICES

CREATIVES GUIDELINES			
Post	1080 x 1080 px	.jpg	max 500 kB
Stories	1080 x 1920 px	.jpg	max 500 kB
TEXT GUIDELINES			
Subtitle	500 characters		
WORTH CONSIDERING			
<p>The creative should be focused on product. Creative cannot contain neither logo nor text or any graphic elements.</p>			

# Instagram Paid Post & Stories

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Instagram Paid Post & Stories

# Creative Guidelines

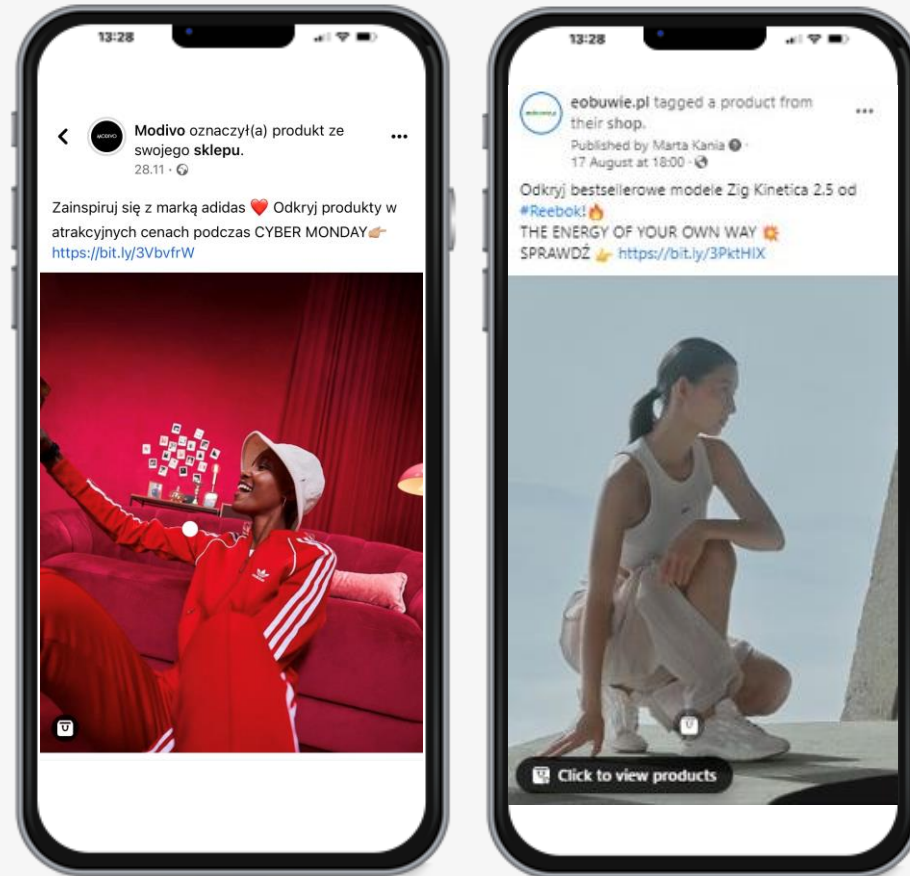
ADVERTISING  
SERVICES

CREATIVES GUIDELINES			
Post	1080 x 1080 px	.jpg	max 500 kB
Stories	1080 x 1920 px	.jpg	max 500 kB
TEXT GUIDELINES			
Subtitle	50 characters		
WORTH CONSIDERING			
<p>Logo cannot be placed in the upper left corner and should not touch the edge of the creative. Creative should be focused on product.</p>			

# Facebook Organic Post & Stories

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ADVERTISING  
SERVICES



Facebook Organic Post & Stories

# Creative Guidelines

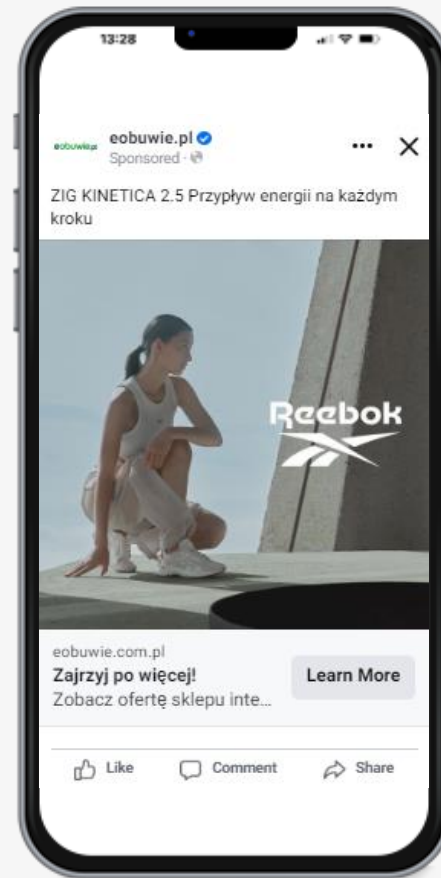
ADVERTISING  
SERVICES

CREATIVES GUIDELINES			
Post	1080 x 1080 px	.jpg	max 500 kB
Stories	1080 x 1920 px	.jpg	max 500 kB
TEXT GUIDELINES			
Subtitle	500 characters		
WORTH CONSIDERING			
<p>The creative should be focused on product. Creative cannot contain neither logo nor text or any graphic elements.</p>			

# Facebook Paid Post & Stories

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Facebook Paid Post & Stories

# Creative Guidelines

ADVERTISING  
SERVICES

CREATIVES GUIDELINES			
Post	1080 x 1080 px	.jpg	max 500 kB
Stories	1080 x 1920 px	.jpg	max 500 kB
TEXT GUIDELINES			
Subtitle	50 characters		
WORTH CONSIDERING			
<p>Logo cannot be placed in the upper left corner and should not touch the edge of the creative. Creative should be focused on product.</p>			

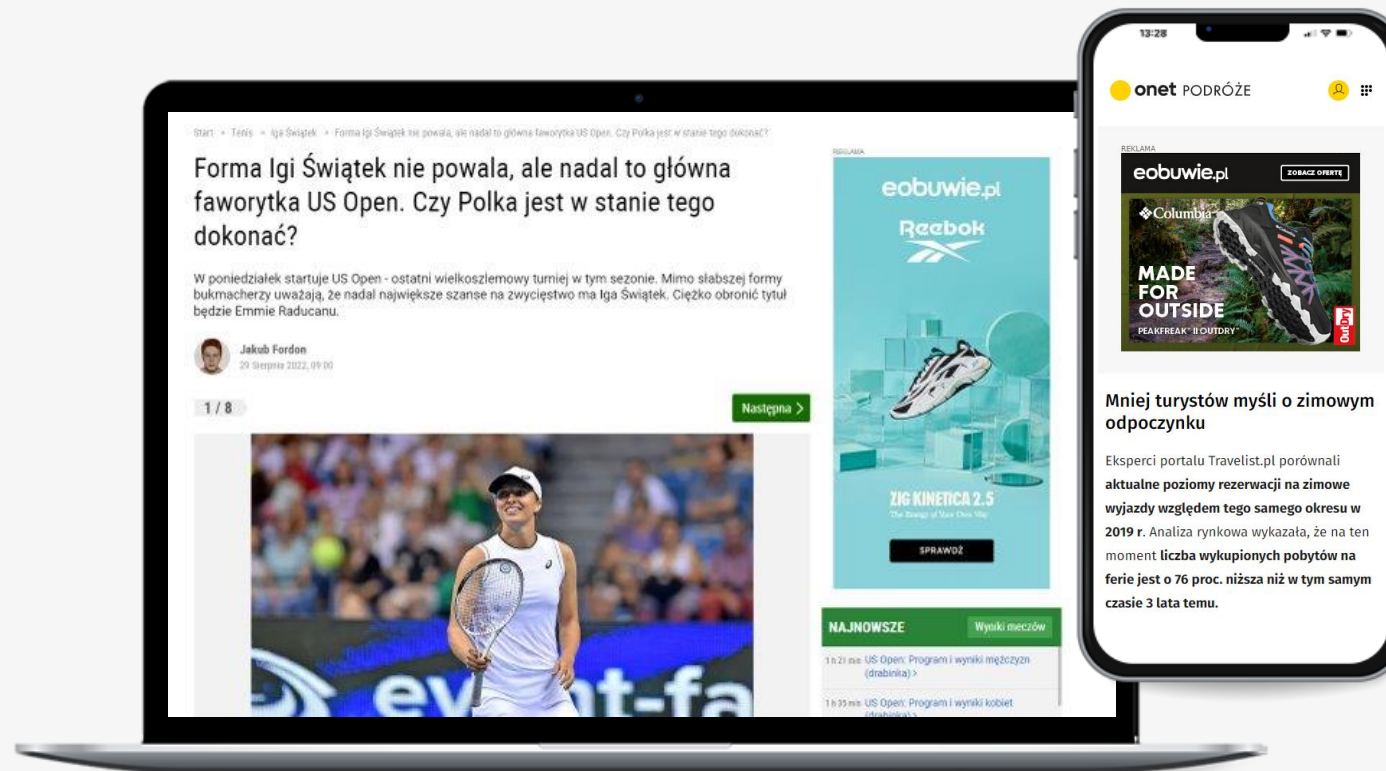


# Display Programmatic

# Programmatic Display

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Programmatic Display

# Creative Guidelines

ADVERTISING  
SERVICES

CREATIVES GUIDELINES			
Desktop & Mobile	160 x 600 px 300 x 250 px 300 x 600 px 336 x 280 px 970 x 250 px	.jpg .jpeg .png	max 10 MB
TEXT GUIDELINES			
Subtitle	-		
WORTH CONSIDERING			
Logo of Eobuwie / Modivo is required according to example Creative should be focused on product. To make sure a 300 x 250 creative looks great on screens with higher pixel density, upload a 600 x 500 image and select 300 x 250 as the creative size.			

## Programmatic Display

# Branding placement

how to use eobuwie.pl & MODIVO logos?

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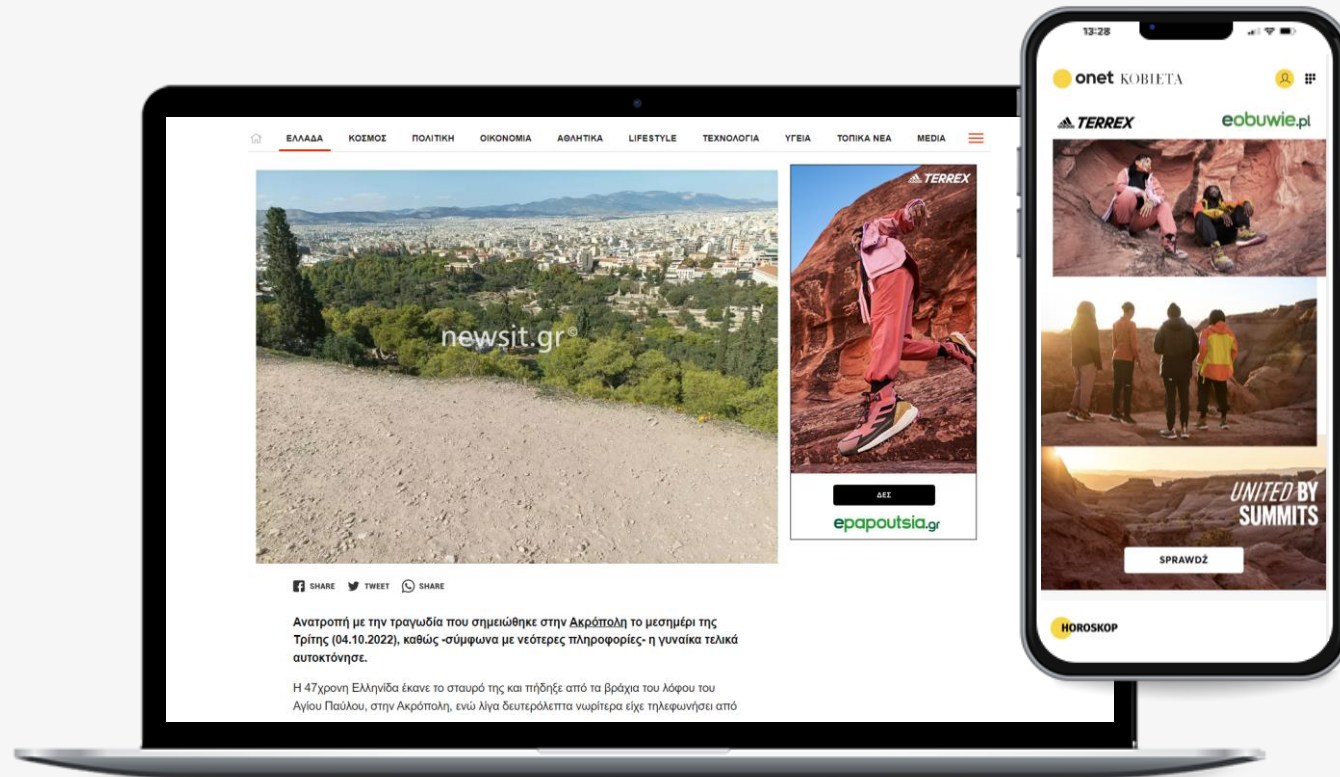


# Display Flat Fee

# Display Flat Fee

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Display Flat Fee - **IMPACT MOBILE**

# Creative Guidelines

ADVERTISING  
SERVICES

CREATIVES GUIDELINES			
Desktop & Mobile	600 x 1000 px	.jpg .png	max 60 kB
TEXT GUIDELINES			
Subtitle	-		
WORTH CONSIDERING			
<p>Logo of Eobuwie / Modivo is required according to example. Creative should be focused on product. To make sure a 300 × 250 creative looks great on screens with higher pixel density, upload a 600 × 500 image and select 300 × 250 as the creative size.</p>			

Impact Mobile is just one of many formats we can buy within Display Flat Fee on certain market.  
Recommended and available formats will be confirmed within planning the campaign.

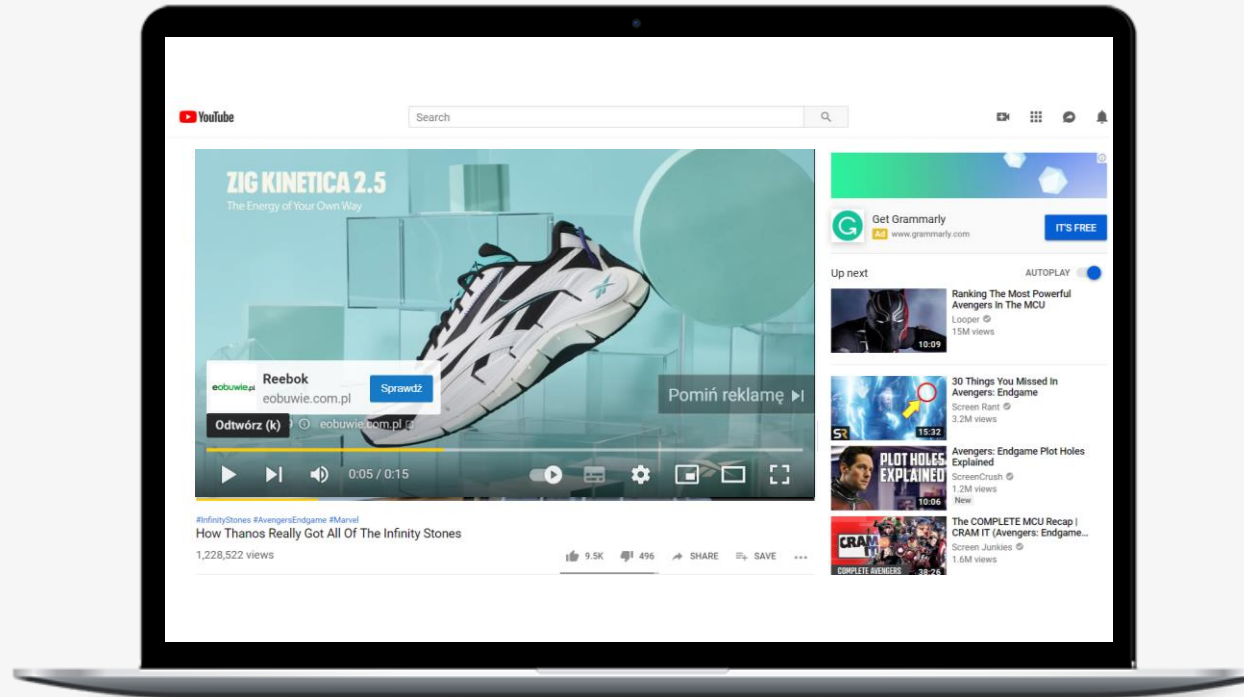
# YouTube Ads & GDN



# YouTube Ads

| eobuwie.pl & MODIVO

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SERVICES



## YouTube Ads

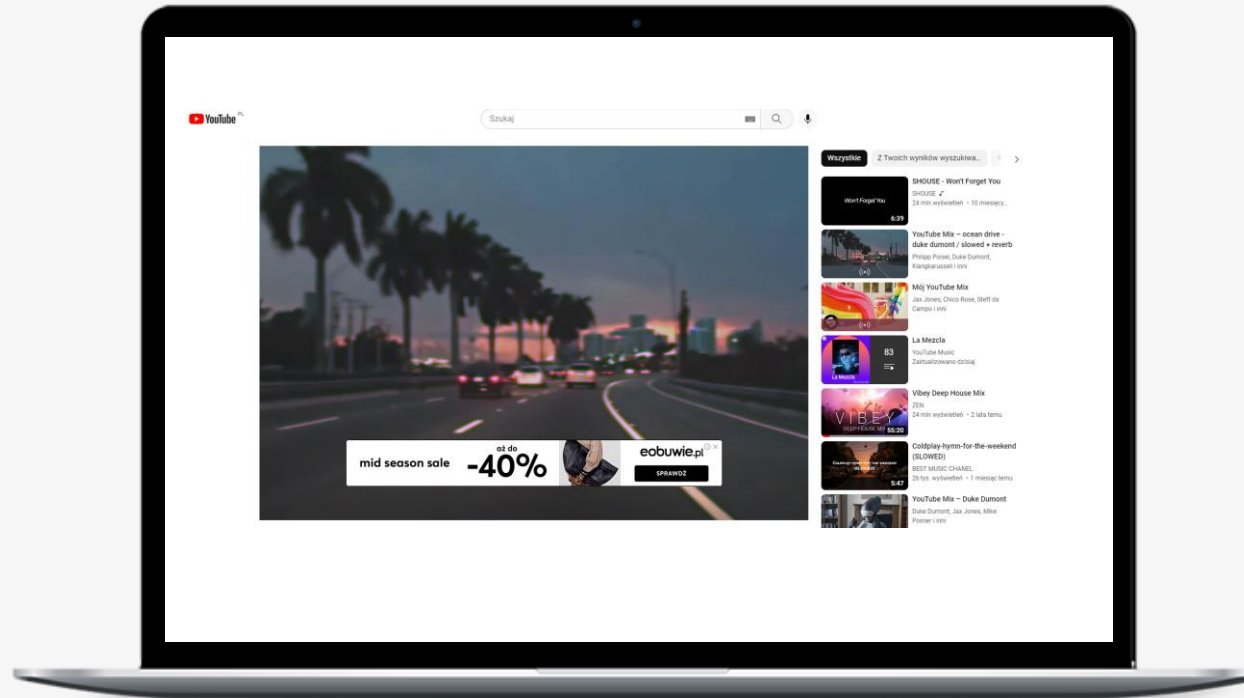
# Creative Guidelines

CREATIVES GUIDELINES	
YouTube Ads	15" 16:9 video <b>4K</b>
TEXT GUIDELINES	
Subtitle	-
WORTH CONSIDERING	
The creative should be focused on product.	

# Google Display Network

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SERVICES



Google Display Network

# Creative Guidelines

CREATIVES GUIDELINES			
GDN	120 x 600 px, 160 x 600 px, 240 x 400 px, 250 x 250 px, 300 x 250 px, 300 x 600 px, 300 x 1050 px, 336 x 280 px, 580 x 400 px, 750 x 200 px, 750 x 300 px, 970 x 250 px	.jpg	<b>max 500 kB</b>
TEXT GUIDELINES			
Subtitle	-		
WORTH CONSIDERING			
<p>The creative should be focused on product. Logo of Eobuwie / Modivo is required according to example. Logo should not touch the edge of the creative. CTA button highly recommended.</p>			

## Google Display Network

# Branding placement

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