



VALIUZ Adz

 auchan

AUCHAN - eRetail Media Offering Technical Specifications 2024



1 **Formats and positions**

POS Web & Mobile/App

2 **Display formats specifications**

General rules and guidelines, Banner, Square, Totem, Sword, Billboard

3 **Video formats specifications**

Totem, Sword, Billboard

4 **Sponsored product specifications**

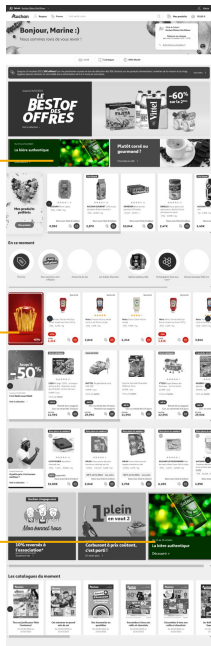
Broadcast rules

5 **Advertising creation offer**

Advertising formats price list

Pages & formats (Desktop)

Home Page

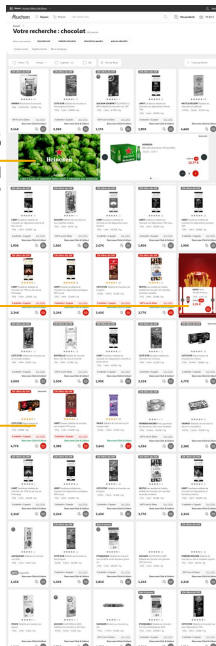


BANNER

SWORD

SQUARE BANNER

PLP/SRP



LINE 1,5

Billboard, Sword or SP

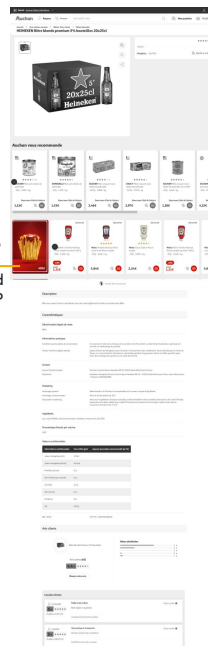
TOTEM

Plot 15

SP

Positions 17-18-19

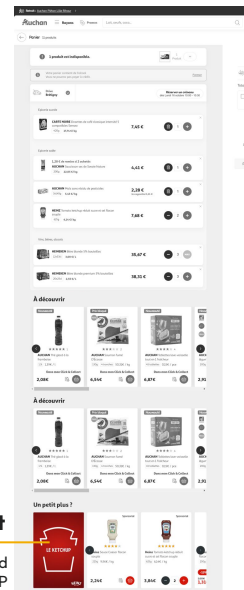
PDP



Multi-format

Billboard, Sword or SP

Panier

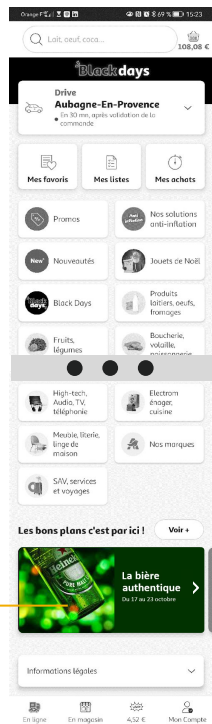


Multi-format

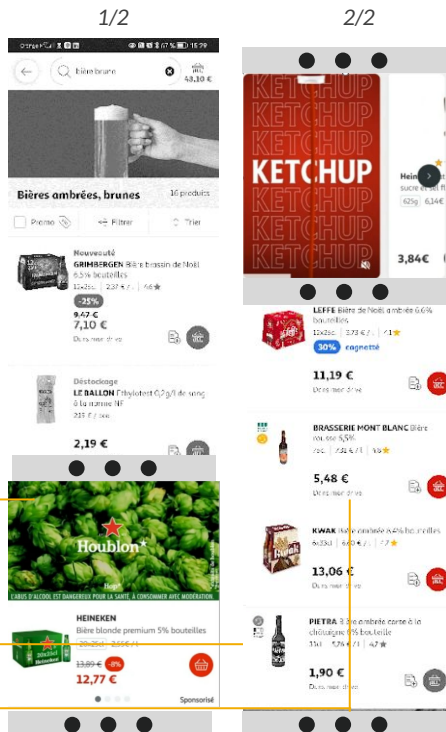
Billboard, Sword or SP

Pages & formats (APP)

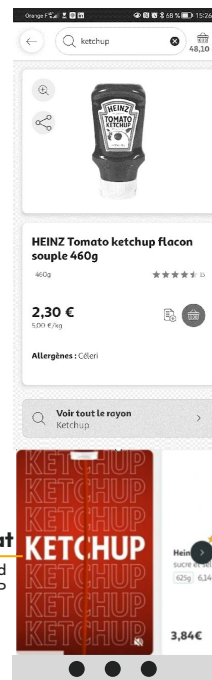
Home Page



PLP/SRP



PDP

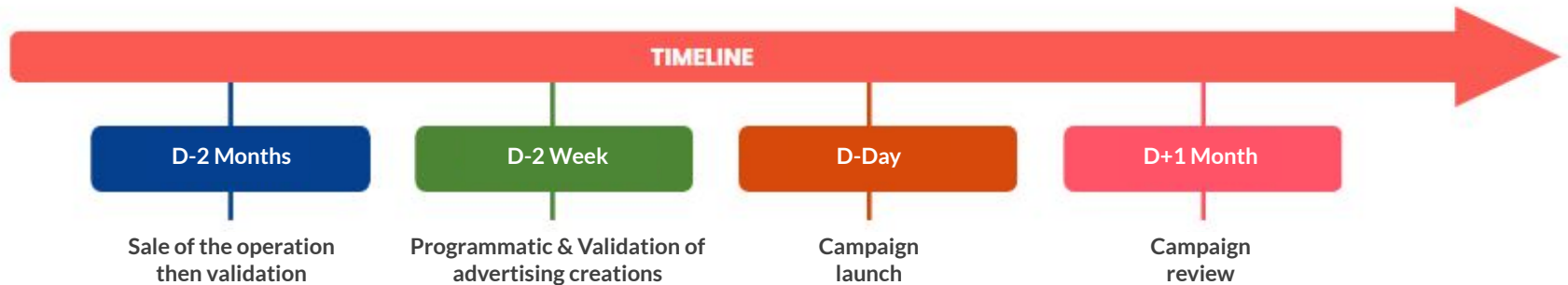


Check-Out

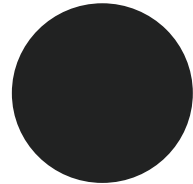


Specifications

Timing



Campaign validation timing: it's essential to respect campaign validation deadlines. This means anticipating timings and paying attention to long weekends.





Display Formats

Technical Specifications

Graphic specifications

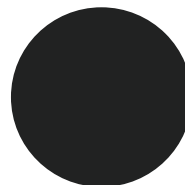
General rules

Text

Text size must be at least 10px on desktop and 18px on mobile.

Legal notices

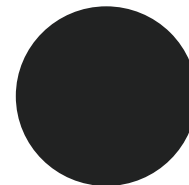
Legal notices must be integrated into the image, max. 90 characters (spaces included / max. 3 lines) and 30 px/line height. They must appear in the always visible zones of the format (cf. "content zone 1").



Graphic specifications

Global DISPLAY guidelines

- Do not add important elements outside content areas
- Don't use white as a background. Use a light gray color instead
- Don't add borders around the design - it will be cropped on both sides and at the bottom
- Avoid using an overloaded design or overly complex backgrounds.
- Avoid using too many colors in the design
- Font: avoid using too many different or difficult-to-read fonts.
- Font: no vertical text
- Legal notices: respect character limits



Guidelines - do & don't

Creatives

Memories

- Use a single **image without text**
- Avoid visual overload / long text
- Have a context that **respects the Auchan/Temps forts charter**
- Have a tagline that encourages clicks
- Highlight **commercial offers/discounts at the beginning of the text**
- Include legal notices (if necessary)



Technical specifications

BANNER Display

Desktop & Mobile

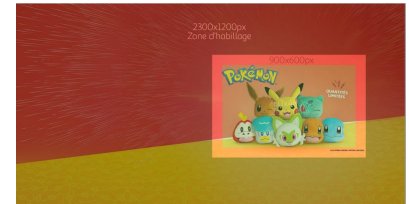
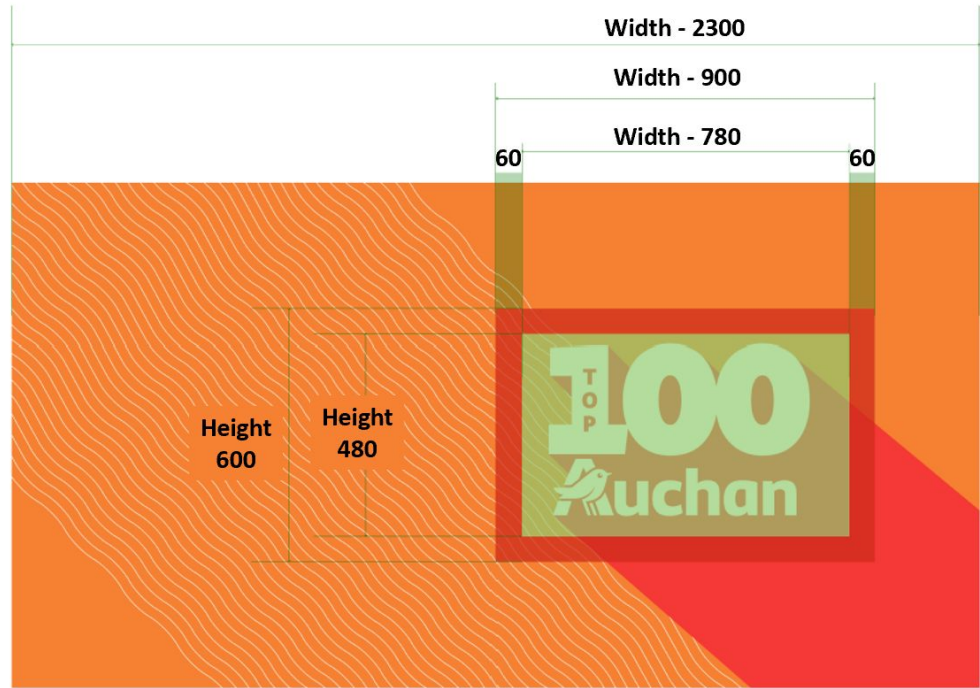
Several elements to be supplied :

- 1 visual for the web (Desktop & Mobile)
- 1 CSS color for background
- Text elements

Technical requirements

- File type : JPEG or PNG
- Maximum file size : 50MB

[LINK TO PSD FILE](#)



Technical specifications

BANNER Display

App

Several elements to be supplied :

- 1 visual for the APP (dimensions 1200x534px)
- 1 CSS color for background
- Text elements



Format 1200 x 534px

Left : Railway Dimensions : 600x534px

Right : Bleed 600x534px

Technical requirements

- File type : JPEG or PNG
- Maximum file size : 50MB

[LINK TO PSD FILE](#)

Render on the app:



Technical specifications

BANNER Display

Desktop, Mobile & APP

CSS and Text

In addition to the visuals (Web Desktop/Mobile and App), it is necessary to provide :

- CSS color
- texts

Text should always be white.

The CSS color must meet accessibility standards with white text :

<https://accessibleweb.com/color-contrast-checker/>

Specification	Nomenclature
1 CSS color	#000000
2 topText (Date)	30 characters MAX (optional)
3 title (Titre)	40 characters MAX
4 subTitle (Sous-titre)	30 characters MAX (only if required)
5 buttonText (label du lien)	22 characters / 1 line MAX



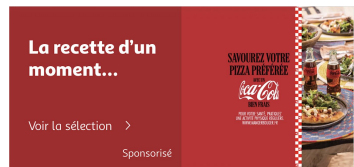
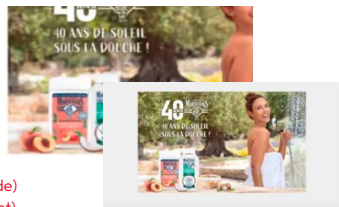
Guidelines - do & don't

BANNER Display

DON'T



Text too long (left side)
No text in visual (right)



Text too long (left side)
No text in visual (right)



Image zone: No text in the visual,
Text zone: teasers too long

DO



Technical specifications

SQUARE Display

Desktop & Mobile

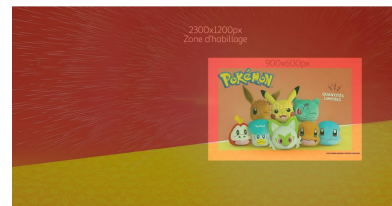
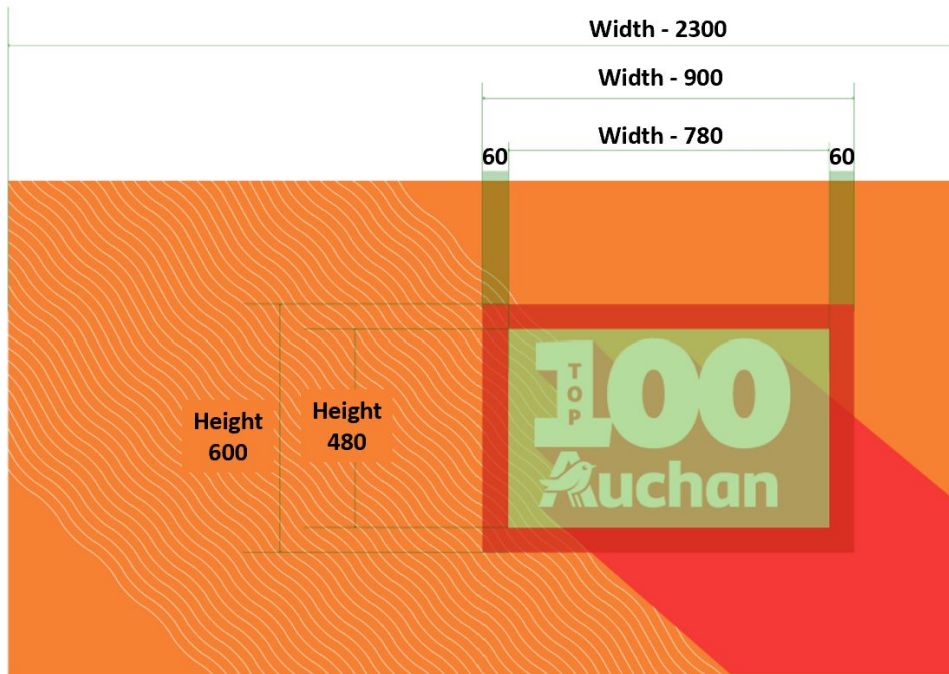
Several elements to be supplied :

- 1 visual for the web (Desktop & Mobile)
- 1 CSS color for background
- Text elements

Technical requirements

- File type : JPEG or PNG
- Maximum file size : 50MB

[LINK TO PSD FILE](#)



Technical specifications

SQUARE Display

CSS and Text

In addition to the visuals (Web Desktop/Mobile and App), it is necessary to provide :

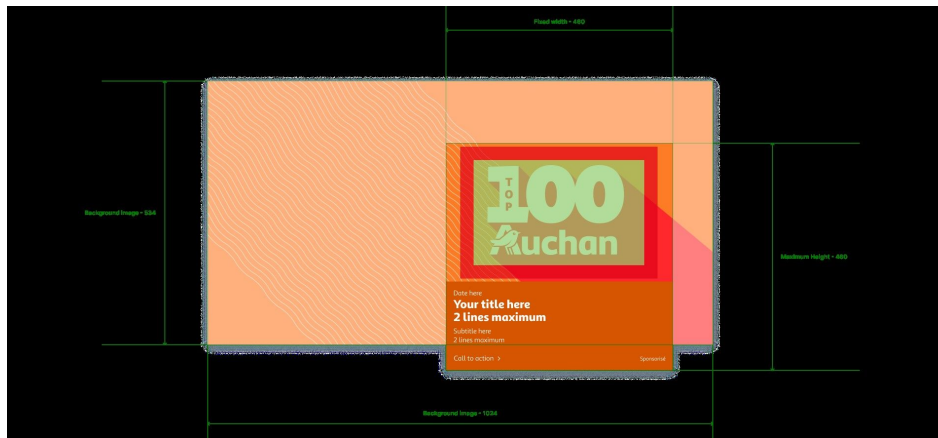
- CSS color
- texts

Text should always be white.

The CSS color must meet accessibility standards with white text :

<https://accessibleweb.com/color-contrast-checker/>

Specification	Nomenclature
1 Couleur CSS	#000000
2 topText (Date)	30 characters MAX (optional)
3 title (Titre)	40 characters MAX
4 subTitle (Sous-titre)	30 characters MAX (only if required)
5 buttonText (label du lien)	22 characters / 1 line MAX



Guidelines - do & don't

SQUARE Banner

DON'T

Pas de texte dans le visuel (partie haute)

DO

Technical specifications

TOTEM Display

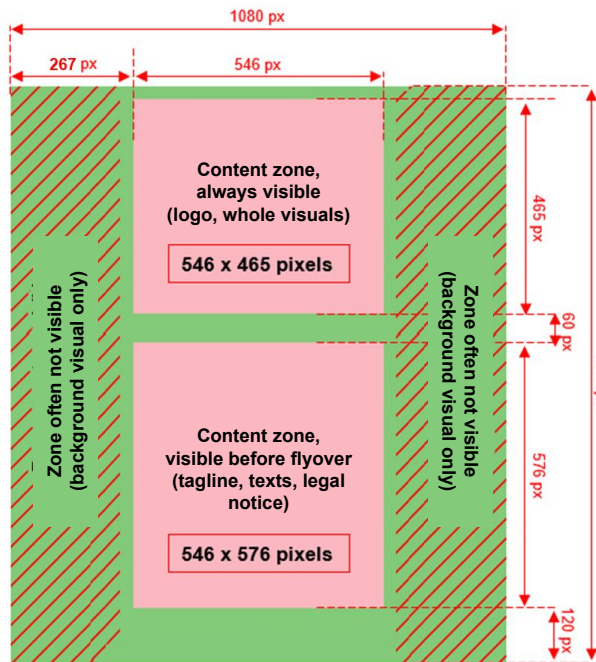
Desktop, Mobile & APP

A single visual to be submitted for both Desktop and Mobile (web & app) formats.

Two content zones visible in all screen resolutions

Technical requirements

- File type : JPEG or PNG
- Proportions : portrait (9:16 ratio) see dimensions in attached document
- Maximum file size: 50MB



EXAMPLE :



[LINK TO PSD FILE](#)

Technical specifications

SWORD Display

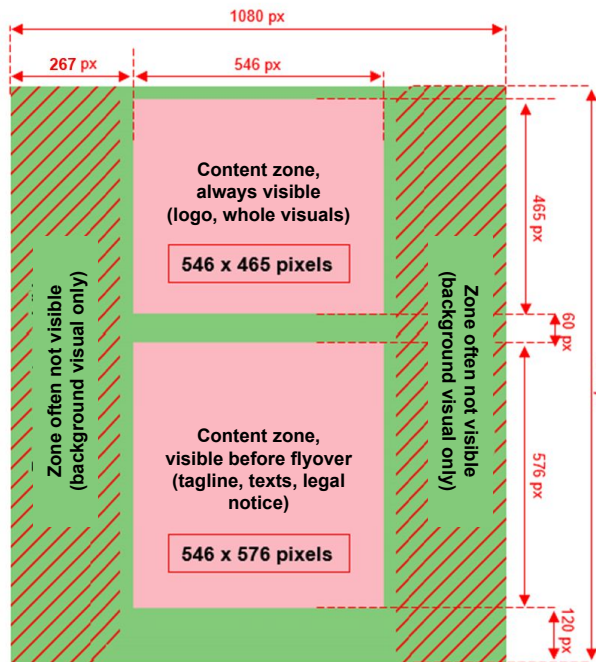
Desktop, Mobile & APP

A single visual to be submitted for both Desktop and Mobile (web & app) formats.

Two content zones visible in all screen resolutions

Technical requirements

- File type : JPEG or PNG
- Proportions : portrait (9:16 ratio) see dimensions in attached document
- Maximum file size : 50MB



EXAMPLE :



[LINK TO PSD FILE](#)

Examples

SWORD / TOTEM Display

Desktop, Mobile & APP



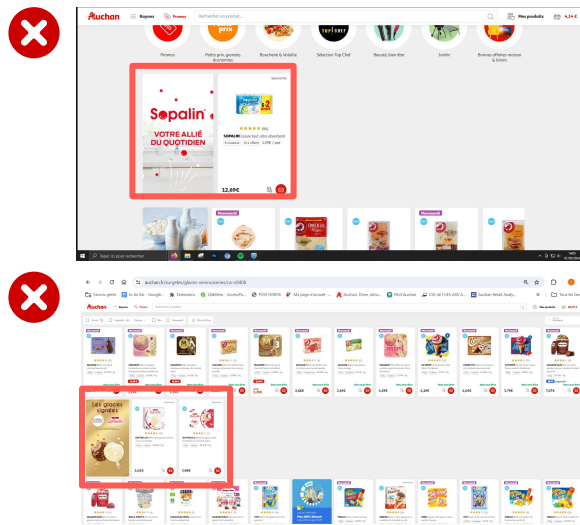
Guidelines - do & don't

Format - SWORD

Memories

- HP/PLP
- Carrousel : **respect the minimum number of products to be pushed (3)**

Example of an invalid ad format:



Technical specifications

BILLBOARD Display

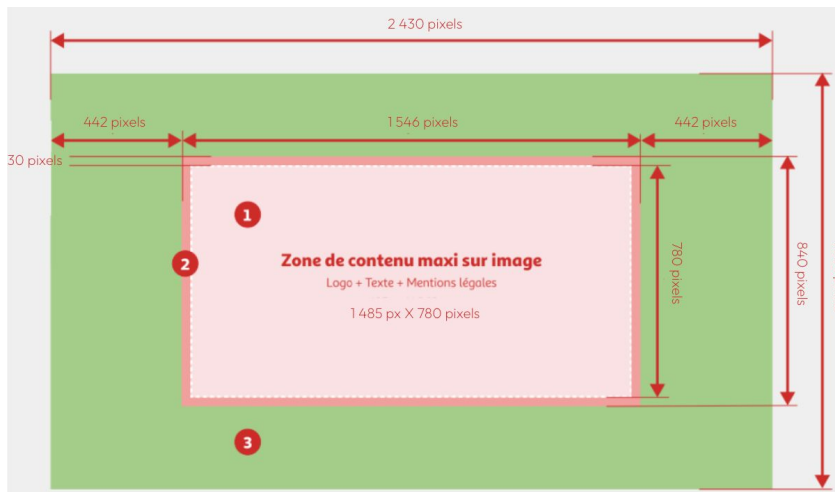
Desktop, Mobile & APP

A single visual to be submitted for both Desktop and Mobile (web & app) formats.

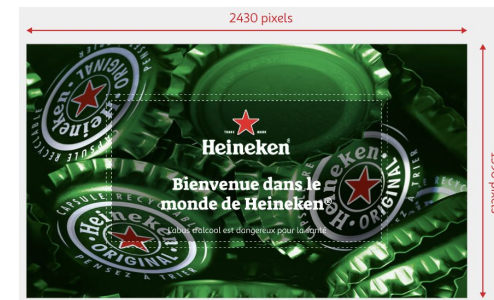
Two content zones visible in all screen resolutions

Technical requirements

- File type : JPEG or PNG
- Maximum file size : 50MB



Exemple :



[LINK TO PSD FILE](#)



Video Formats

Technical Specifications

Technical specifications

TOTEM Video

Desktop, Mobile & APP

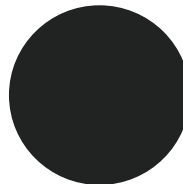
A single video to be submitted for both Desktop and Mobile (web & app) formats.

Depending on the size of the product plot, the video will be displayed with a "blurry" effect in the background (see next slide).

Technical requirements

- File type: MP4
- Proportions : portrait (9:16 ratio)
- Video codec : H.264, MPEG-2, MPEG-4
- Bit rate : 2 MBps
- Maximum file size: 50MB*
- Maximum duration: 15 seconds (recommended to avoid altering video completion and quality)

**the file will be compressed without affecting video quality*



Technical specifications

SWORD Video

Desktop, Mobile & APP

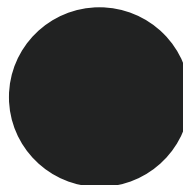
A single video to be submitted for both Desktop and Mobile (web & app) formats.

Depending on the size of the product plot, the video will be displayed with a "blurry" effect in the background (see next slide).

Technical requirements

- File type : MP4
- Proportions : portrait (9:16 ratio)
- Video codec : H.264, MPEG-2, MPEG-4
- Bit rate : 2 MBps
- Maximum file size: 50MB*
- Maximum duration : 15 seconds (recommended to avoid altering video completion and quality)

**the file will be compressed without affecting video quality*



Technical specifications

BILLBOARD Video

Desktop, Mobile & APP

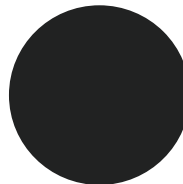
A single video to be submitted for both Desktop and Mobile (web & app) formats.

Depending on the size of the product plot, the video will be displayed with a "blurry" effect in the background (see next slide).

Technical requirements

- File type : MP4
- Proportions : landscape (16:9 ratio)
- Video codec : H.264, MPEG-2, MPEG-4
- Bit rate : 2 MBps
- Maximum file size: 50MB*
- Maximum duration: 30 seconds(recommended to avoid altering video completion and quality)

**the file will be compressed without affecting video quality*



Video responsiveness



Original Video
format 9:16



Display on product
plots
at scale 9:16



Display on product
plots that are not at
scale 9:16

*Blurry effect
via video
duplication*

Technical specifications

PlayBox

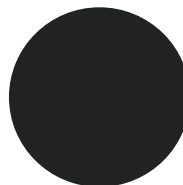
Desktop, Mobile & APP

A single video to be submitted for both Desktop and Mobile (web & app) formats.

Technical requirements

- File type : MP4
- Proportions : landscape (16:9 ratio)
- Video codec : H.264, MPEG-2, MPEG-4
- Bit rate : 2 MBps
- Maximum file size: 50MB*
- Maximum duration: 30 seconds(recommended to avoid altering video completion and quality)
- Number of products in pop-up: 10 EAN max

**the file will be compressed without affecting video quality*





SP

Technical Specifications

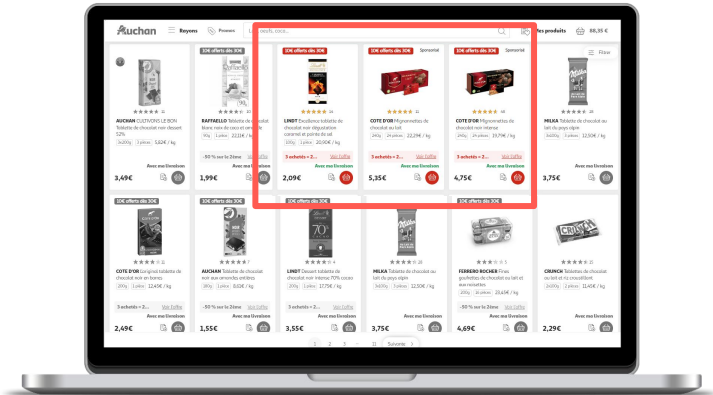


SP guidelines

Sponsored products will be available :

- On the category and search page :
 - At the top of the page
 - On product plots 17-18-19
- On products page
- On shopping cart page: in lower position

SP Adz





Creative advertising services



An integrated advertising creative offering



If you want to communicate in audience expansion or "on site" but don't yet have suitable advertising formats, we can work with you in collaboration with a quality creative studio for **any type of format** : display or video, within a maximum of 14 days after receipt of your briefs.

Technical requirements

- What is the objective of the advertising campaign?
- What are the key messages to be conveyed? What is the tone?
- What is the target audience for the advertising format?
- Company logo and visuals
- Advertiser's graphic charter (typeface, color, etc.)
- Obligations / Prohibitions for advertising creation

Advertising formats price list

	Advertising Format	Pricing HT	Return to technical specifications Pricing HT
Audience Extension	KIt 5 IAB - Static	998 €	140 €
	KIt 5 IAB - Animated GIFs	1670 €	220 €
	Wrap	600 €	140 €
	Native	600 €	140 €
	Instream 1 to 30s	1960 €	-
	Instream 30 to 60s	2580 €	-
Onsite	Totem - Display	600 €	140€
	Totem - Vidéo	1960 €	-
	Sword - Display	600 €	140€
	Sword - Vidéo	1960 €	-
	Billboard - Display	600 €	140€
	Billboard - Vidéo	1960 €	-
	Square - Display	600 €	140€
	Banner - Display	600 €	-

The logo for VALIUZ Adz features the word "VALIUZ" in white uppercase letters, with a red dot above the letter "i". To the right of "VALIUZ" is a red circle containing the word "Adz" in white lowercase letters. The background is dark with a white curved shape on the left and a red curved shape on the right. There are also several small geometric shapes: a teal pentagon, a yellow diamond, a purple circle, and a white square, all scattered across the dark background.

VALIUZ Adz

Thank you