

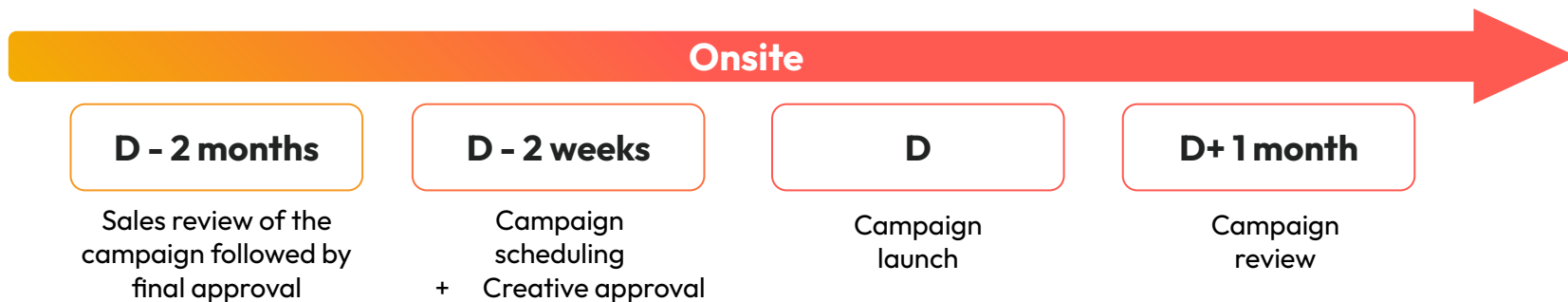
VALIUZ x Auchan

Technical Specifications for Auchan .

2025 Edition

Graphic specifications

Timeline



Campaign validation timeline: It is essential to respect campaign validation deadlines. Therefore, it's important to plan ahead and pay close attention to long weekends and holidays.

Prerequisites for

Display Activations

2025 Technical Specifications



Prerequisites : **Brand Guidelines**

Guidelines

Text

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

Legal mentions

Legal disclaimers must be integrated into the image:

- Maximum 90 characters (including spaces / up to 3 lines)
- Height of 30px per line

They must appear within areas that are always visible in the format (see “Content Area 1”)

DO

- > Use **a single image without text**
- > Provide context aligned with the **Auchan/Temps forts guidelines**
- > Have a catchy hook that encourages clicks
- > Highlight **promotions or discounts** at the beginning of the text
- > Include legal disclaimers (if needed)

For ease of use, work from the provided source files.

DON'T

- > Do not place important elements outside of the designated content areas
- > Do not use white as a background – replace it with a light grey instead
- > Do not add borders around the creative – it will be cropped on both sides and at the bottom
- > Avoid using cluttered designs, overly complex backgrounds, or text that is too long
- > Avoid using too many colors in the creative
- > **Fonts:**
 - Avoid using too many different fonts or hard-to-read typefaces
 - No vertical text
- > **Legal mentions:**
 - Respect the character count limitations

Prerequisites : **Brand Guidelines**

Creatives

Examples of DOs & DON'Ts

On Secondary Banner and Square Banner formats



- ✗ > No text in the visual area (upper part)



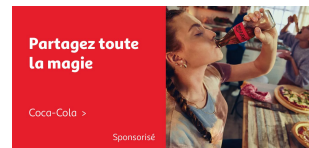
- ✗ > Text too long (left side)
- > No text in the visual area (right side)



- ✗ > Text too long (left side)
- > No text in the visual area (right side)



- ✗ > Image zone: No text in the visual
- > Text zone: Headline too long



Format

Secondary Banner

2025 Technical Specifications.



Format :

Secondary Banner

(1/3)

Availability :

- ☒ Desktop
- ☒ Mobile
- ☒ App

Assets to provide:

- 1 visual for the web (Desktop & Mobile)
- 1 visual for the App (dimensions 1200x534px)
- 1 CSS background color
- Text elements

Technical requirements:

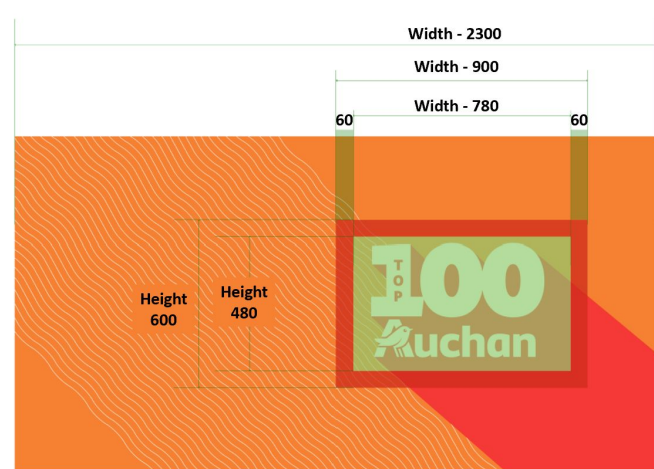
- ☐ File type: JPEG or PNG
- ☐ Maximum file size: 50MB

Secondary Banner Desktop & Mobile : [Click here](#)

Secondary Banner App : [Click here](#)

Creative guidelines: No CTA on the visual, not too much text on the visual.

Desktop & Mobile



App



Desktop specifications:

> Format 2300 x 1200px

App specifications:

> Format 1200 x 534px

> Image aligned to the left: 600x534px

> Bleed area on the right: 600x534px

Format :

Secondary Banner

(2/3)

In addition to the visuals (for Web Desktop/Mobile and App), you must also provide:

- ☒ One CSS background color
- ☒ The text elements

All texts will appear in white.

The CSS color must comply with accessibility standards for white text: [Click here](#)

Specifications	Naming
1 CSS Color	#000000
2 topText (Date)	Max 30 characters (optional)
3 title (Main Title)	Max 25 characters
4 subTitle (Subtitle)	Max 30 characters (only if essential)
5 buttonText (CTA label)	Max 22 characters / 1 line max

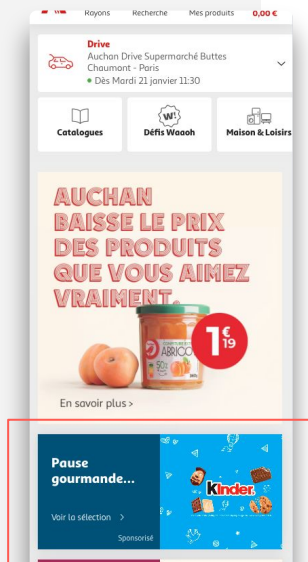


Format :

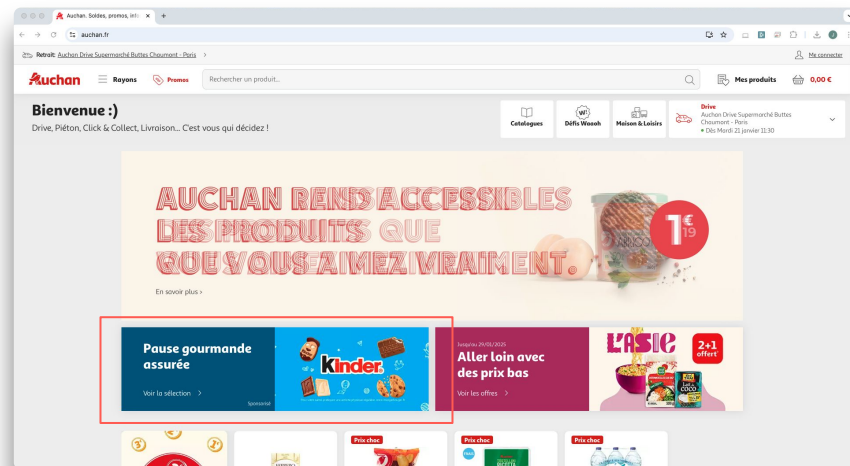
Secondary Banner

(3/3)

Exemples :



App
(horizontal format)



Desktop

Format

Square Banner

2025 Technical Specifications.



Format :

Square Banner (1/3)

Availability:

- ☒ Desktop
- ☒ Mobile

Assets to provide:

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

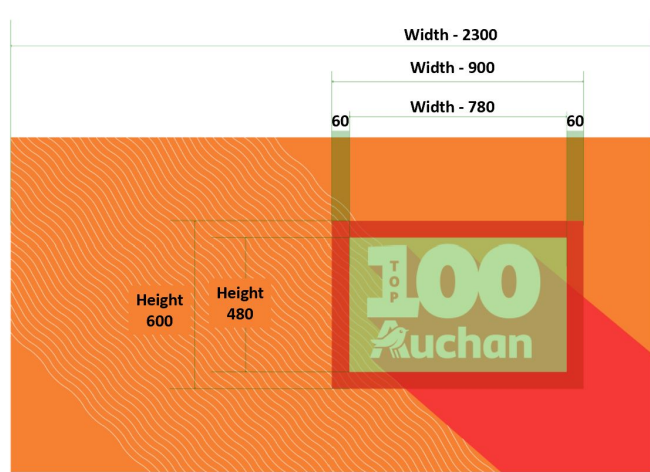
Technical requirements:

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

Square Display Desktop & Mobile : [Click here](#)

Creative guidelines: No CTA on the visual, not too much text on the visual.

Desktop & Mobile



Desktop specifications:

> Format 2300 x 1200px

Format :

Square Banner (2/3)

CSS & Text

In addition to the visuals (for Web Desktop/Mobile), you must also provide:

- ☒ One CSS background color
- ☒ The text elements

All text must be displayed in white.

The CSS color must comply with accessibility standards for white text: [Click here](#)

Specifications	Naming
1 CSS Color	#000000
2 topText (Date)	Max 30 characters / 1 line (optional)
3 title (Main Title)	Max 40 characters / 2 lines
4 subTitle (Subtitle)	Max 30 characters / 1 line (only if essential)
5 buttonText (CTA label)	Max 22 characters / 1 line



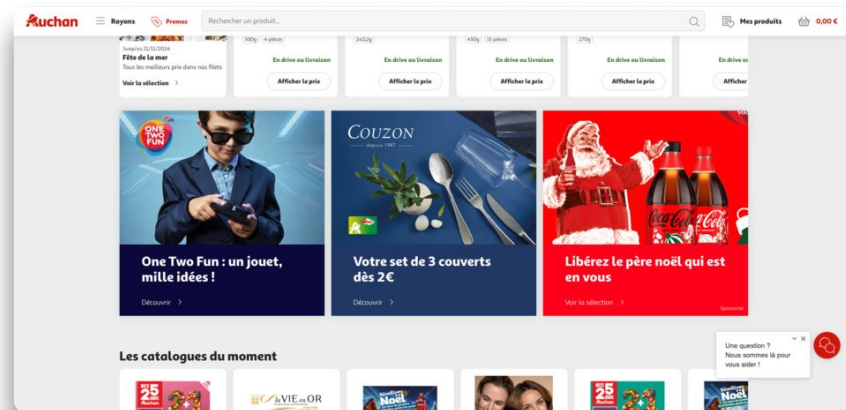
Format :

Square Banner (3/3)

Exemples :



App
(horizontal format)



Desktop

Display formats

Totem & Sword

2025 Technical Specifications.



Format :

Totem Display (1/2)

Availability:

- ☒ Desktop
- ☒ Mobile
- ☒ App

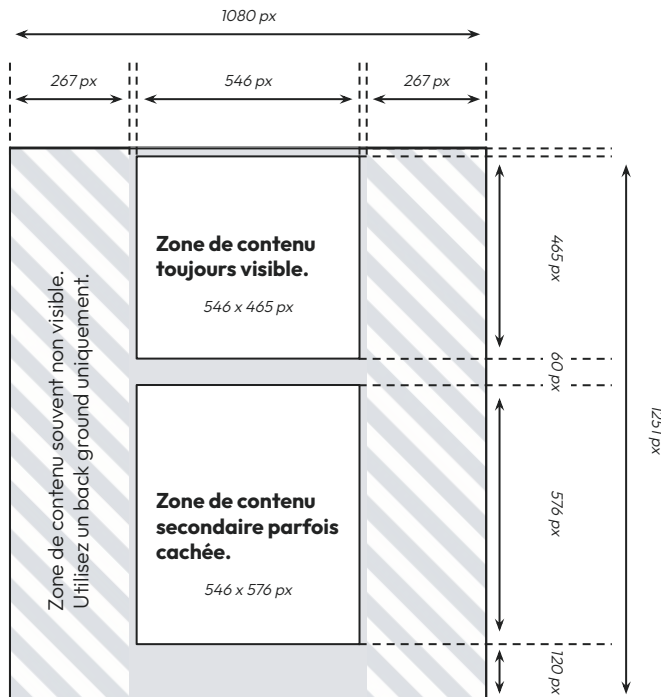
Only one visual is required for all formats, whether Desktop or Mobile (web & app).

There are two content areas that remain visible across all screen resolutions.

Technical requirements:

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

PSD TOTEM : [Click here](#)



Totem Display : Same dimensions as Chronodrive.



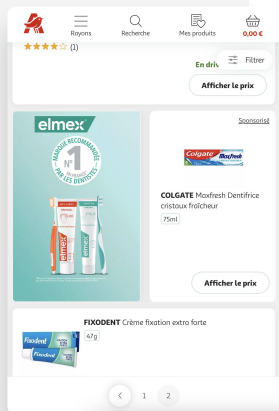
Examples :



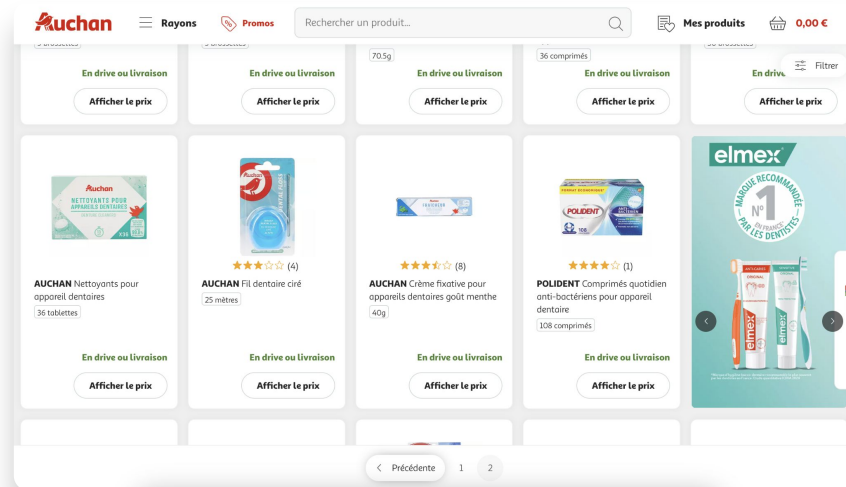
Format :

Totem Display (2/2)

Exemples :



App
(horizontal format)



Desktop

Format :

Sword Display (1/2)

Availability:

- ☒ Desktop
- ☒ Mobile
- ☒ App

Only one visual is required for all formats, whether Desktop or Mobile (web & app).

There are two content areas that remain visible across all screen resolutions.

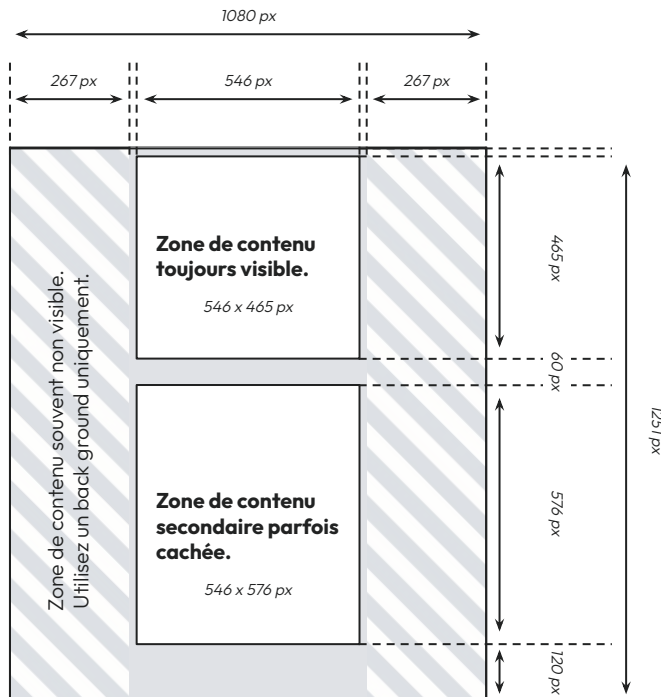
HP/PLP

For carousel formats, ensure a minimum of 3 products are promoted.

Technical requirements:

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

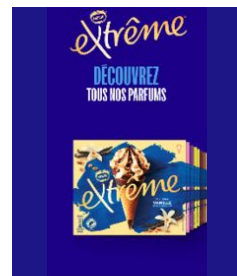
PSD SWORD : [Click here](#)



Sword Display : Same dimensions as Chronodrive.



Exemples :

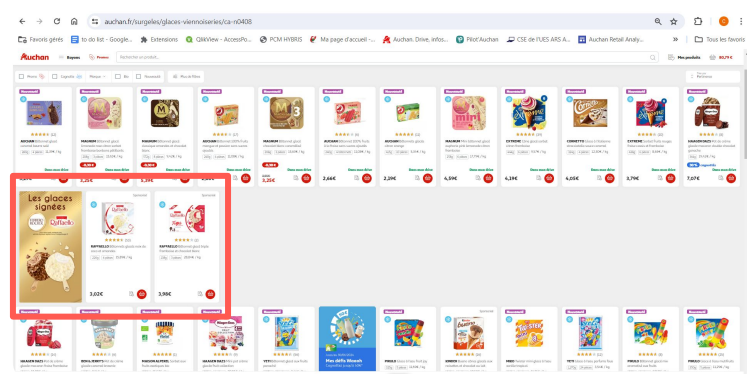
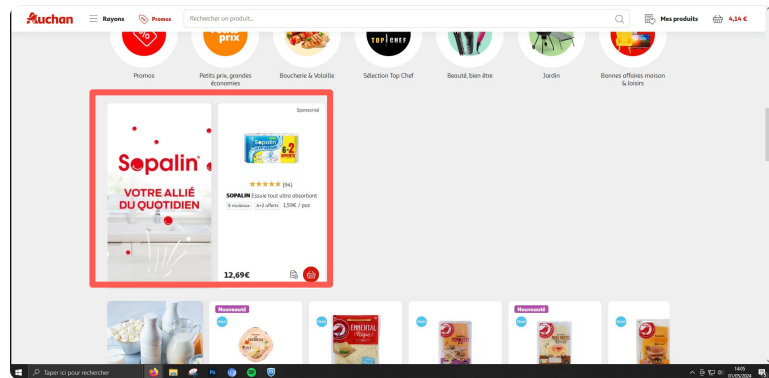


Format :

Sword Display (2/3)

Examples of Invalid Carousels:

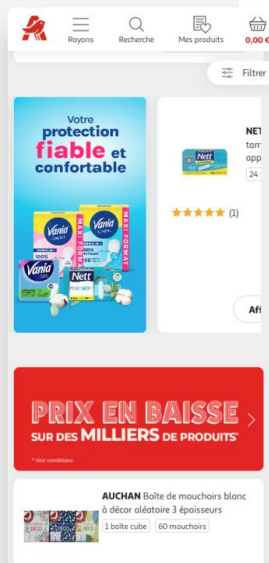
- Do not meet the minimum requirement of 3 products to promote



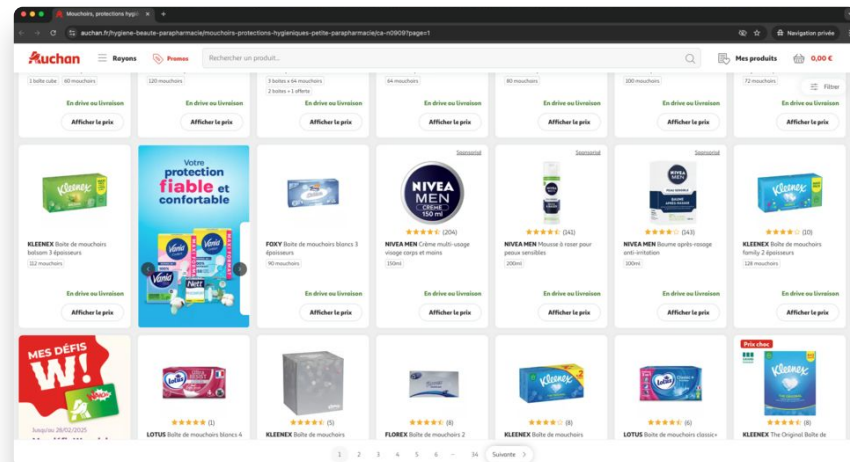
Format :

Sword Display (3/3)

Exemples :



App
(horizontal format)



Desktop

Format :

Billboard Display (1/2)

Availability:

- ☒ Desktop
- ☒ Mobile
- ☒ App

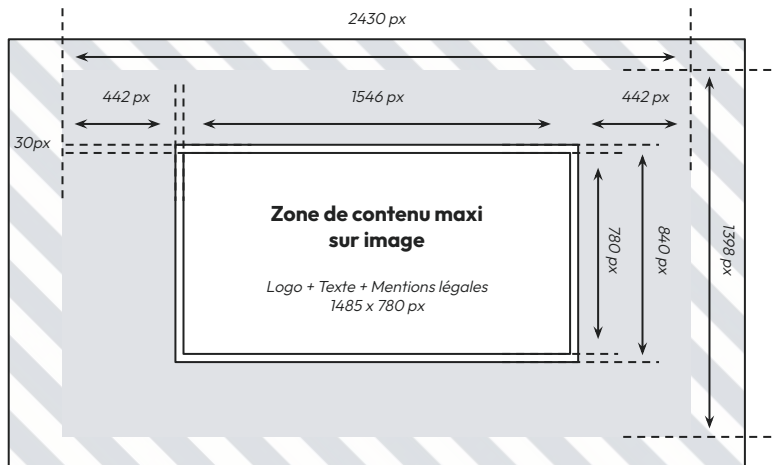
Only one visual is required for all formats, whether Desktop or Mobile (web & app).

Two content areas remain visible across all screen resolutions.

Technical requirements:

- ☐ File type: JPEG or PNG
- ☐ Proportions : 2430 x 1398 – see dimensions in the attached document
- ☐ Maximum file size: 50MB

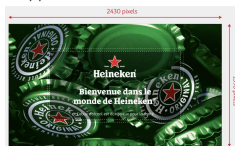
PSD BILLBOARD : [Click here](#)



Billboard Display : Same dimensions as Chronodrive.



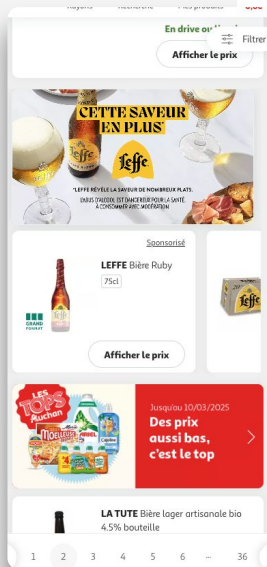
Examples :



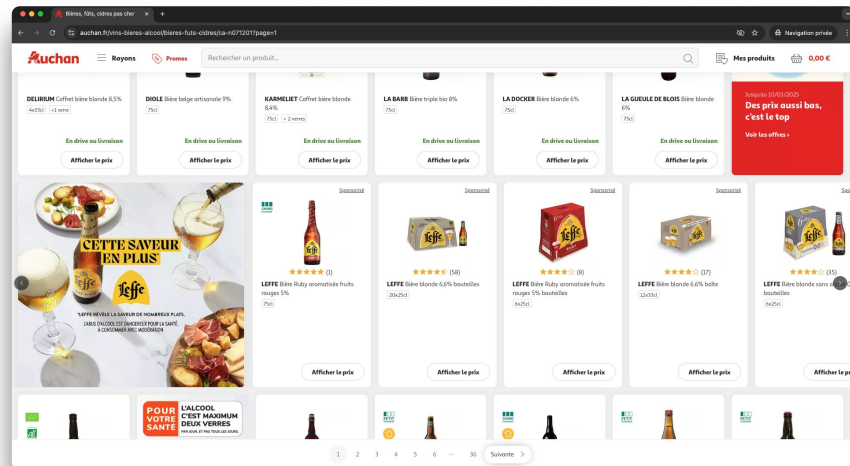
Format :

Billboard Display (2/2)

Exemples :



App
(horizontal format)



Desktop

Prerequisites for

Video Activations.

2025 Technical Specifications.



Format :

Totem Video

Availability:

- ☒ Desktop
- ☒ Mobile
- ☒ App

Only one video is required for all formats, whether Desktop or Mobile (web & app).

Depending on the size of the product tile, the video will display with a blurred background effect (see “Video Responsiveness” slide).

Technical requirements:

- ☐ File type: MP4
- ☐ Proportions: Portrait (9:16 ratio)
- ☐ Video codec: H.264, MPEG-2, or MPEG-4
- ☐ Bit rate : 2 Mbps
- ☐ Maximum file size: 50MB*
- ☐ Maximum duration: 15 seconds (recommended to ensure optimal completion rate and video quality)

*The file will be compressed without impacting video quality

Examples :



App
(horizontal format)



Desktop

Format :

Sword Video

Availability:

- ☒ Desktop
- ☒ Mobile
- ☒ App

Only one video is required for all formats, whether Desktop or Mobile (web & app).

Depending on the size of the product tile, the video will display with a blurred background effect (see “Video Responsiveness” slide).

Technical requirements:

- ☐ File type: MP4
- ☐ Proportions: Portrait (9:16 ratio)
- ☐ Video codec: H.264, MPEG-2, or MPEG-4
- ☐ Bit rate : 2 Mbps
- ☐ Maximum file size: 50MB*
- ☐ Maximum duration: 15 seconds (recommended to ensure optimal completion rate and video quality)

*The file will be compressed without impacting video quality

Examples :



App
(horizontal format)



Desktop

Format :

Billboard Video

Availability:

- ☒ Desktop
- ☒ Mobile
- ☒ App

Only one video is required for all formats, whether Desktop or Mobile (web & app).

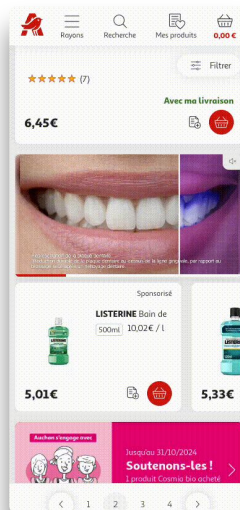
Depending on the size of the product tile, the video will display with a blurred background effect.

Technical requirements:

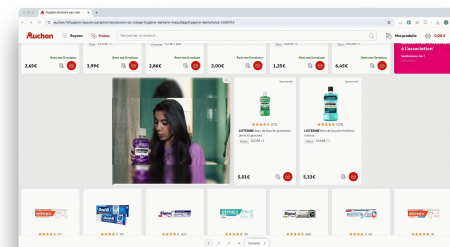
- ☐ File type: MP4
- ☐ Proportions : landscape (16:9 ratio)
- ☐ Video codec: H.264, MPEG-2, or MPEG-4
- ☐ Bit rate : 2 Mbps
- ☐ Maximum file size: 50MB*
- ☐ Maximum duration: 30 seconds (recommended to ensure optimal completion rate and video quality)

*The file will be compressed without impacting video quality

Examples :



App
(horizontal format)



Desktop

Format :

Playbox Video

Availability:

-  Desktop
-  Mobile
-  App

Only one video is required for all formats, whether Desktop or Mobile (web & app).

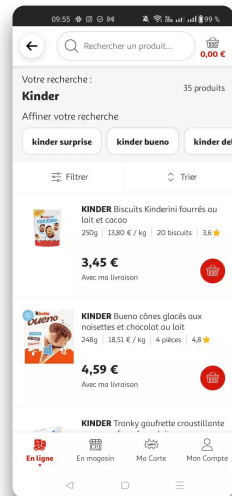
Depending on the size of the product tile, the video will display with a blurred background effect.

Technical requirements:

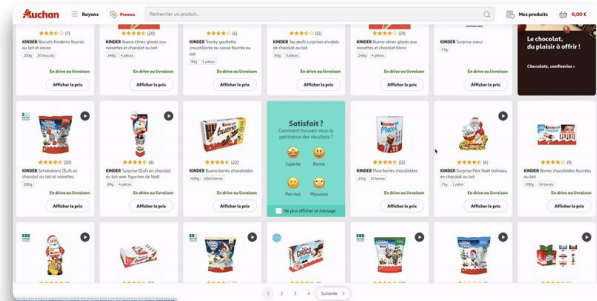
- ☐ File type: MP4
- ☐ Proportions : landscape (16:9 ratio)
- ☐ Video codec: H.264, MPEG-2, or MPEG-4
- ☐ Bit rate : 2 Mbps
- ☐ Maximum file size: 50MB*
- ☐ Maximum duration: 30 seconds (recommended to ensure optimal completion rate and video quality)
- ☐ Number of tiles in the pop-up: Maximum 10 EANs

*The file will be compressed without impacting video quality

Examples :



App
(horizontal format)



Desktop

Format :

Video Responsiveness

Examples :



Original video
format: 9:16



Display on product
tiles with a 9:16 ratio:
Video displayed as is



Display on product
tiles with a different
ratio

Blurred
background
effect applied
through video
duplication

Format

Sponsored Product

2025 Technical Specifications.



Format :

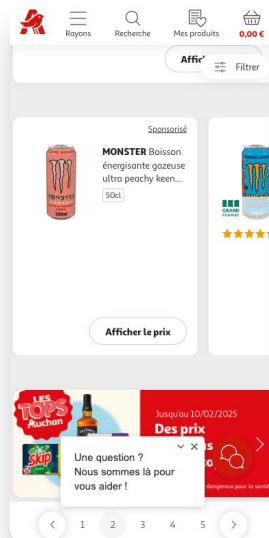
Sponsored Product

Availability:

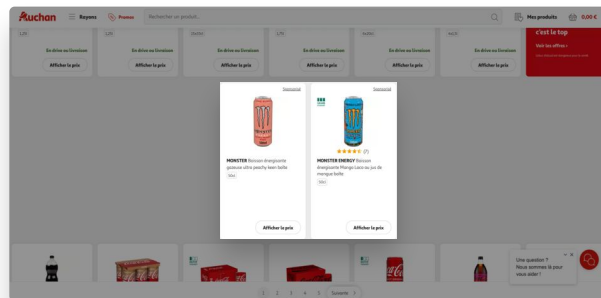
-  Desktop
-  Mobile
-  App

A true onsite conversion tool, Sponsored Product maximizes product visibility directly on the website and app.

Without requiring complex technical specifications, this native solution integrates your products into search results, positioning them strategically at the top of the pages to immediately capture user attention.



App
(horizontal format)



Desktop

Note: Sponsored Product is available exclusively for cross-selling purposes.

To go further:

**We rework your
creative assets to
the correct
technical
specifications**

227 Technical specifications



To go further:

We rework **your creative assets** to the correct **technical specifications**

Do you want to set up a campaign on Auchan but don't have the cultural resources to adapt your graphic assets?

Our Integrated Studio supports you in adapting your graphic assets for your onsite or offsite campaigns.

Format type: display or video, with a lead time of 14 days maximum after receiving the brief elements.



What do we need?

- ☐ Company logo
- ☐ Advertiser's graphic charter (font, colors, etc.)
- ☐ What is the objective of the advertising campaign?
- ☐ What are the messages? The tone?
- ☐ Who is the target audience?
- ☐ Creative do's and don'ts

VALIUZ

**Any questions?
Contact us.**

