

VALIUZ x  boulangier

Technical Specifications for Boulangier .

2025 Edition

Prerequisites for

Display Activations.

2025 Technical Specifications.



Prerequisites :

General rules.

Ressources & Formats

IMAGE OR VIDEO ASSET

There is no longer a "safe zone" concept, as the asset will automatically adapt to its container.

However, it is necessary to provide visuals that adhere to the highest common denominator (e.g., for the sword display, it's 360x640px).

=> This denominator is indicated on the slide for each format

ADDITIONAL RULES FOR DISPLAY FORMAT VISUALS

- ❑ Text : Minimum 18px and 14 px minimum for legal notices
- ❑ Place the brand logo at the top of the visual
- ❑ Do not include the Boulangier logo
- ❑ Do not use a white background on the visual
- ❑ Do not include a CTA on the visual
- ❑ Text on the visual should not exceed 50 characters, except for exceptions (e.g., contests, refunds) which may go up to 100 characters

For convenience, refer to the source files provided.

Display formats

Totem & Sword

2025 Technical Specifications.



Format :

Sword Display

Availability :

-  Desktop
-  Mobile
-  App

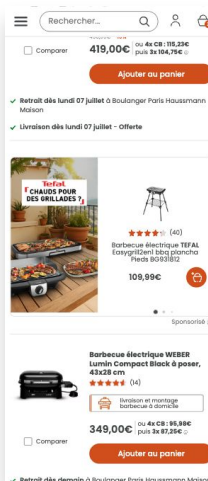
Broadcast pages:

- Category and Online Search 3.5

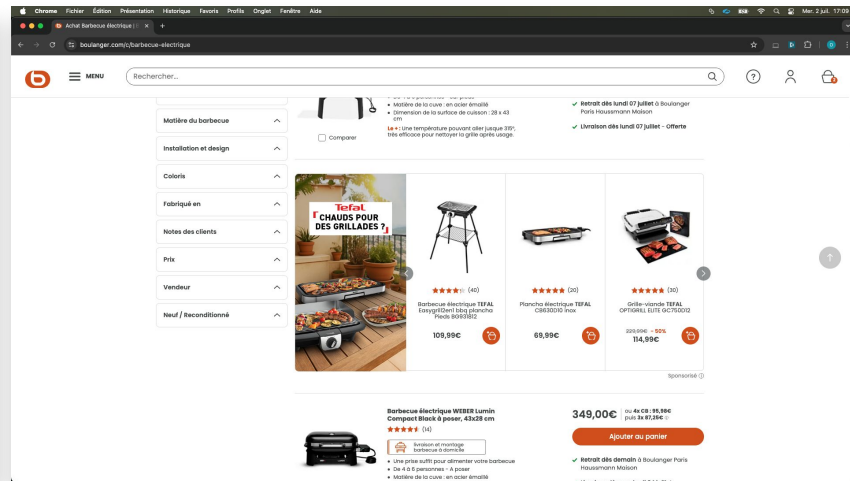
Technical requirements :

-  One image: 360x640px, 150KB, jpeg/png/jpg
-  Sponsored product list: between 3 and 5 products
-  Option: Redirect URL

Examples :



Mobile
(horizontal format)



Desktop

Format :

Billboard Display

Availability :

-  Desktop
-  Mobile
-  App

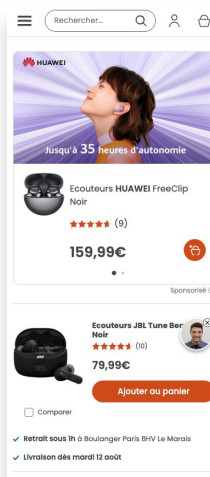
Broadcast pages:

- Category and Online Search 3.5

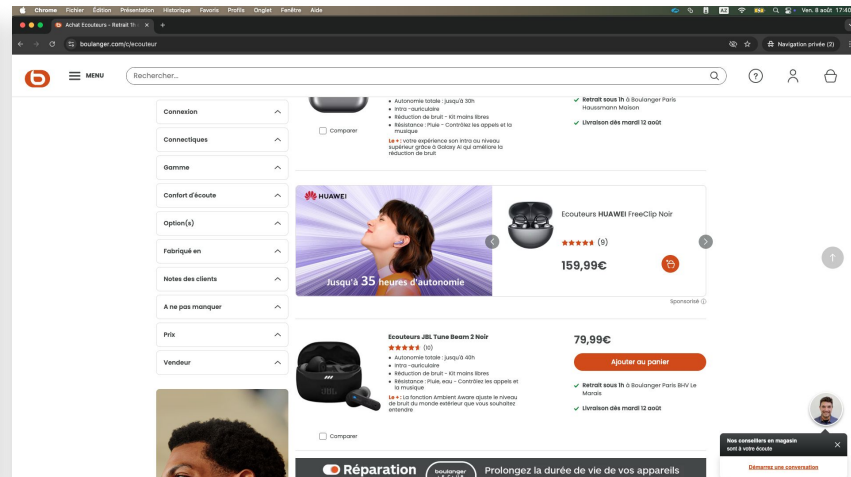
Technical requirements :

-  One Image: 16:9 ratio, 640x360px, 150KB, jpeg/png/jpg
-  Sponsored product list: between 1 and 5 products
-  Option: Redirect URL

Examples :



Mobile / App
(horizontal format)



Desktop

Format :

Totem Display

Availability :

- ☒ Desktop
- ☐ Mobile
- ☐ App

Broadcast pages:

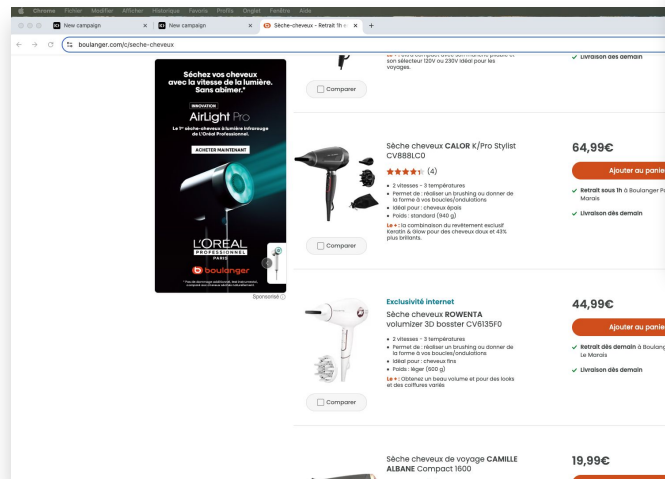
- Category and search under the left-hand menu

Technical requirements :

- ☐ One image: 360x640px, 150KB, jpeg/png/jpg
- ☐ Sponsored product list: between 1 and 5 products
- ☐ Option: Redirect URL

Creative Guideline → the main message should be visible in the upper half of the creative, since the lower part may be hidden when scrolling through the products.

Examples :



Desktop

Prerequisites for

Video Activations.

2025 Technical Specifications.



Format :

Sword Video

Availability :

-  Desktop
-  Mobile
-  App

Broadcast pages:

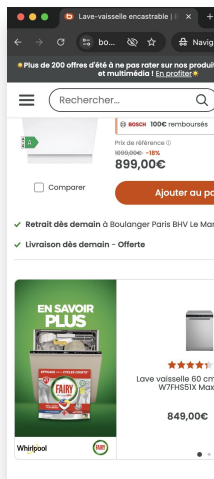
- Category and Online Search 3.5

Technical requirements :

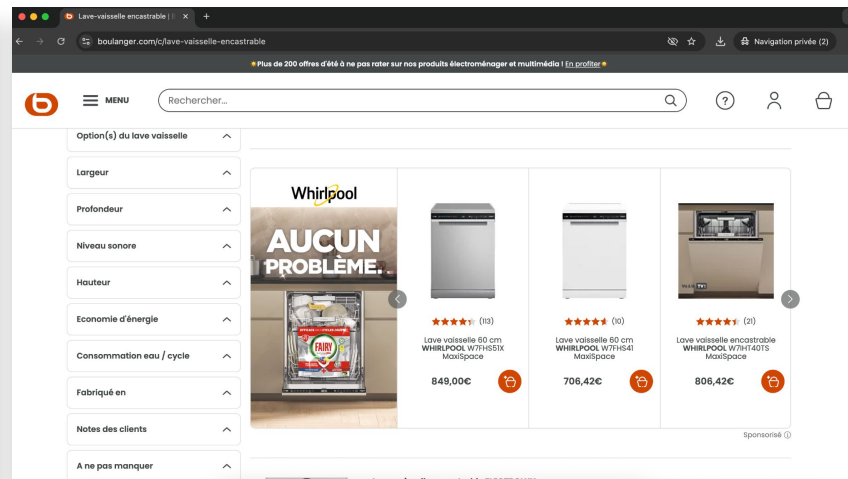
-  One video: 16:9, mp4, max 50MB
-  Sponsored product list: between 3 and 5 products
-  Note: no redirect possible

The file will be compressed without affecting the quality of the video

Examples :



Mobile
(horizontal format)



Desktop

Format :

Billboard Video

Availability :

-  Desktop
-  Mobile
-  App

Broadcast pages:

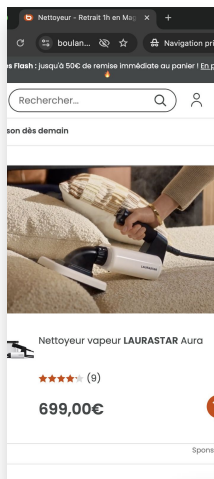
- Category and Online Search 3.5

Technical requirements :

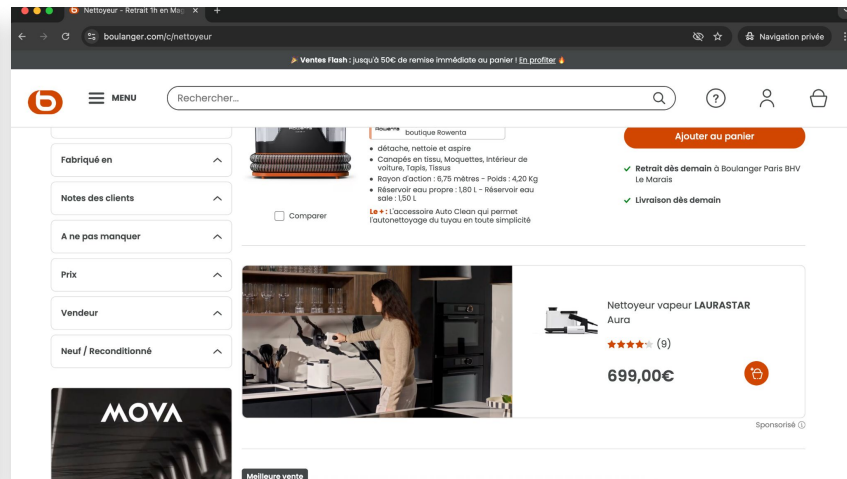
-  One video: 16:9, mp4, max 50MB
-  Sponsored product list: between 1 and 5 products
-  Note: no redirect possible

The file will be compressed without affecting the quality of the video

Examples :



Mobile
(horizontal format)



Desktop

Format :

Totem Video

Availability :

-  Desktop
-  Mobile
-  App

Broadcast pages:

- Category and search under the left-hand menu

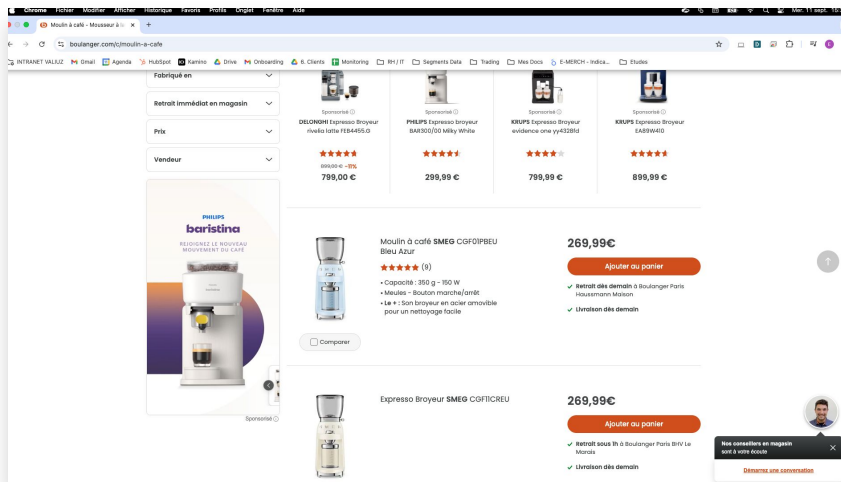
Technical requirements :

-  One video: 9:16, mp4, max 50MB
-  Sponsored product list: between 1 and 5 products

Creative guideline → the main message should be visible in the upper half of the creative, since the lower part may be hidden when scrolling through the products.

The file will be compressed without affecting the quality of the video

Examples :



Desktop

Format

Sponsored Product & Native top placement

2025 Technical Specifications.



Format :

Sponsored Product

Availability :

-  Desktop
-  Mobile
-  App

A true onsite conversion tool, Sponsored Product maximizes product visibility directly on the website/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 users' attention.

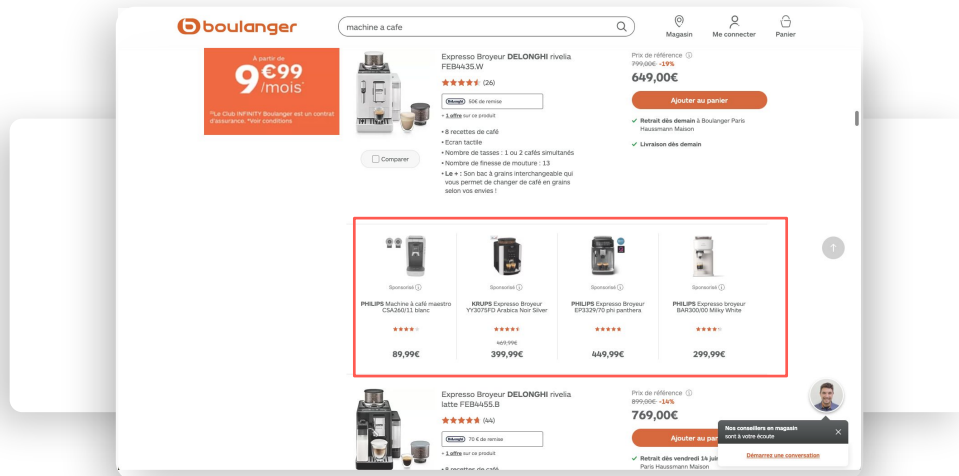
Sponsored products will be available :

> On category and search pages :

-  Line 4
-  Line 8
-  Bottom of page

> On product pages :

-  Bottom of page



Format :

Native top placement

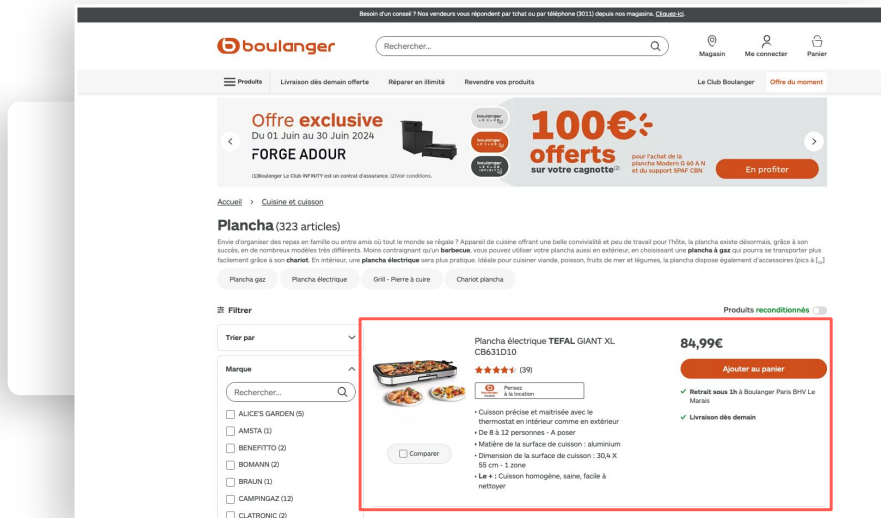
Availability :

-  Desktop
-  Mobile
-  App

To stand out in product categories, drive conversions, and increase add-to-cart rates.

Native top placement is available :

- > On category and search pages :
-  Above ad slot 1



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 Boulanger but don't have the time or the 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

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**Any questions?
Contact us.**

