

VALI^UZ × KRĚFEL

Technical Specifications for Krěfel.

2025 Edition

Prerequisites for

Display Activations.

2025 Technical Specifications.



Prerequisites :

General rules.

Ressources & Formats

ASSETS (IMAGE OR VIDEO)

The assets are provided with a specific height/width ratio, a safe zone is not necessary.

It is essential to provide the assets in the specified pixel dimensions to ensure the quality of the asset.

DISPLAY OF FORMATS

- ❑ Text on the asset: minimum 16px for general text and minimum 14px for legal disclaimers.
- ❑ The brand logo can be placed on the visual, but make sure it is not positioned too close to important elements of the visual.
- ❑ Do not include the Krěfel logo on the visual.
- ❑ The text in the image must be clear and readable, in compliance with accessibility rules (contrast).

For convenience, refer to the source files provided.

Display formats

Sword, Billboard & Totem

2025 Technical Specifications.



Format :

Sword Display

Availability :

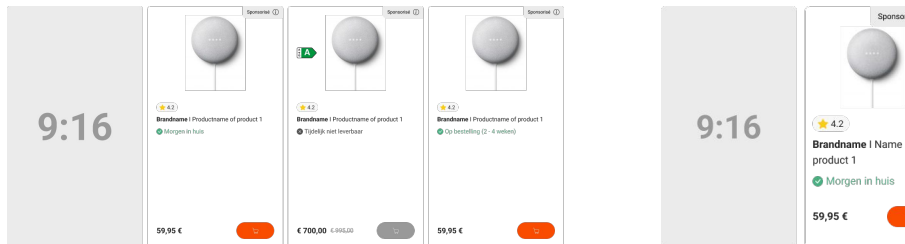
- ☒ Desktop
- ☒ Mobile
- ☐ App

Broadcast pages:

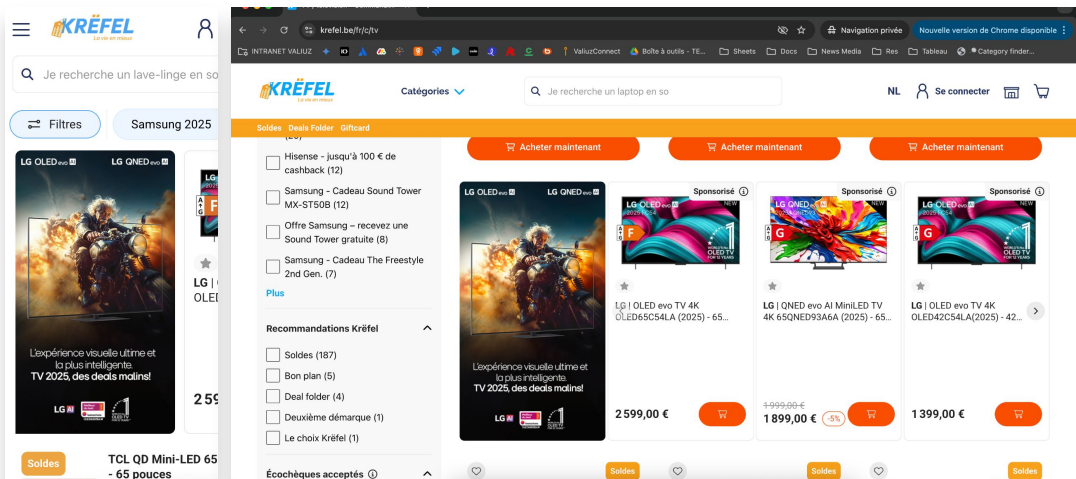
- Category Page
- Search Page

Technical requirements :

- ☐ File type: webp
- ☐ Image: 9:16 ratio, 360x640px, 150KB
- ☐ Number of products: between 3 and 5
- ☐ Redirect URL



Examples :



Mobile
(horizontal format)

Desktop

Format :

Billboard Display

Availability :

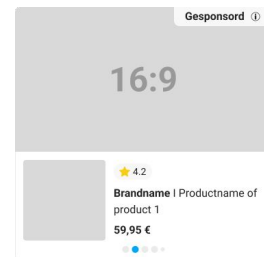
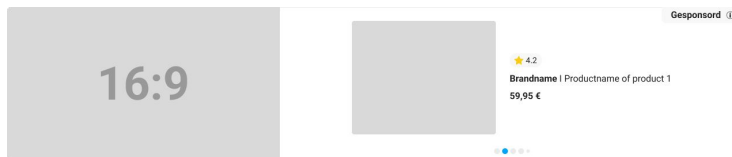
- ☒ Desktop
- ☒ Mobile
- ☐ App

Broadcast pages:

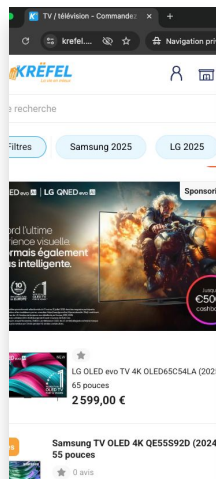
- Home Page
- Category Page
- Search Page

Technical requirements :

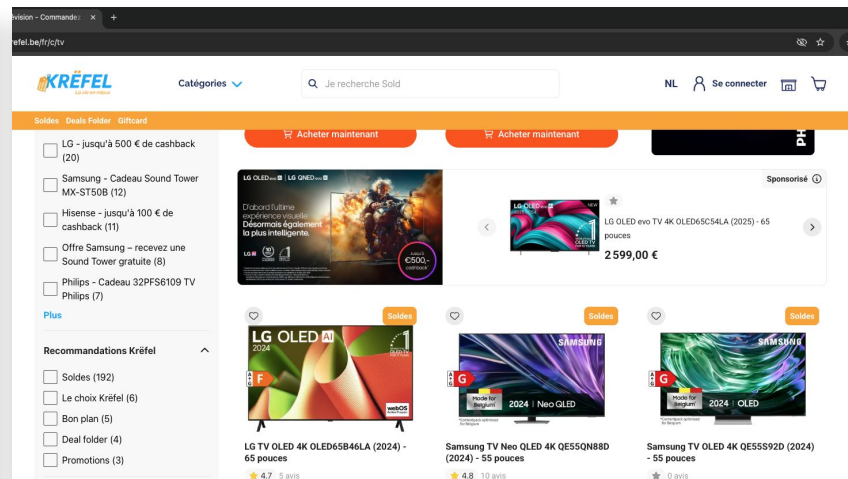
- ☐ File type: webp
- ☐ Image: 16:9 ratio, 640x360px, 150KB
- ☐ Number of products: between 1 and 5
- ☐ Redirect URL



Examples :



Mobile
(horizontal format)



Desktop

Format :

Totem Display

Availability :

- ☒ Desktop
- ☐ Mobile
- ☐ App

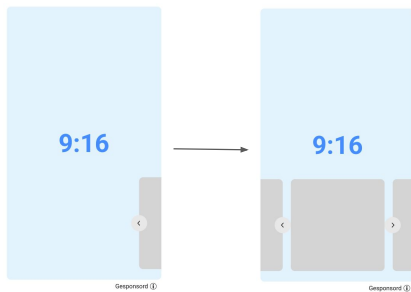
Broadcast pages:

- Category Page
- Search Page

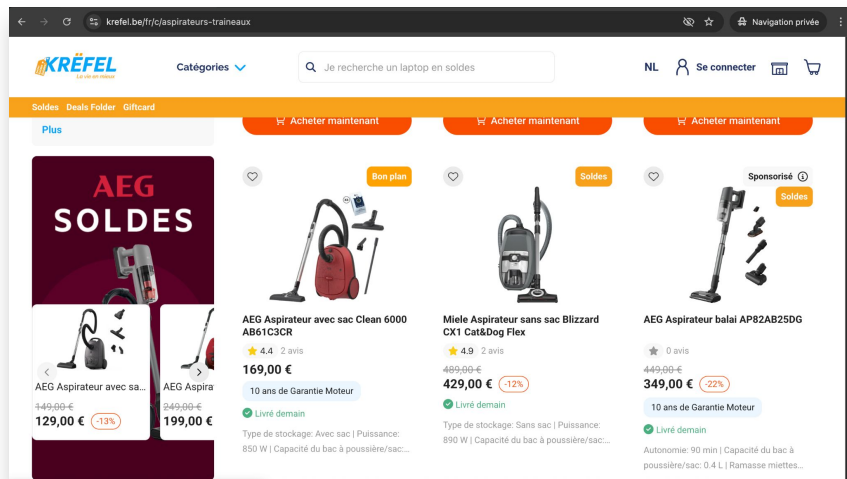
Technical requirements :

- ☐ File type: webp
- ☐ Image: 9:16 ratio, 360x640px, 150KB
- ☐ Number of products: between 3 and 5
- ☐ 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

Video Formats

Sword, Billboard & Totem

2025 Technical Specifications.



Format :

Sword Video

Availability :

- ☒ Desktop
- ☒ Mobile
- ☐ App

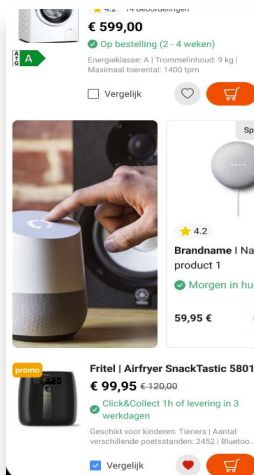
Broadcast pages:

- Category Page
- Search Page

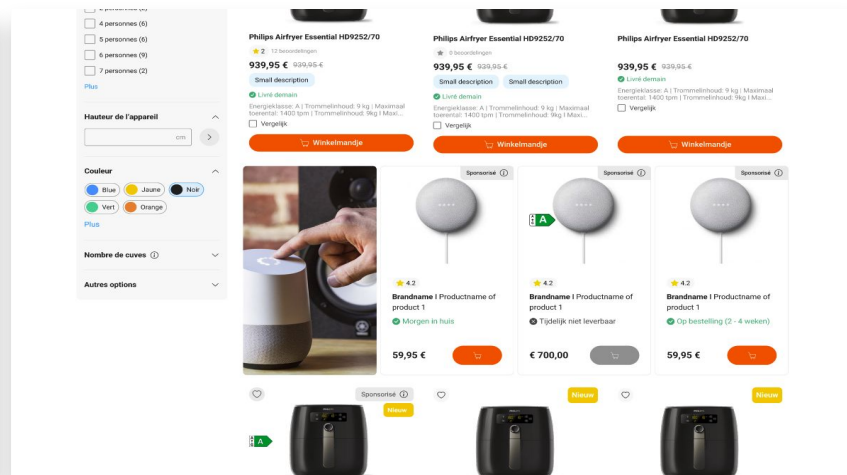
Technical requirements :

- ☐ Video: 16:9 ratio, mp4, max 50MB
- ☐ Number of products: between 3 and 5
- ☐ Redirect URL is not allowed for videos

Examples :



Mobile
(horizontal format)



Desktop

Format :

Billboard Video

Availability :

- ☒ Desktop
- ☒ Mobile
- ☐ App

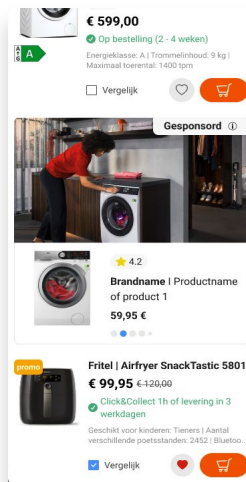
Broadcast pages:

- Home Page
- Category Page
- Search Page

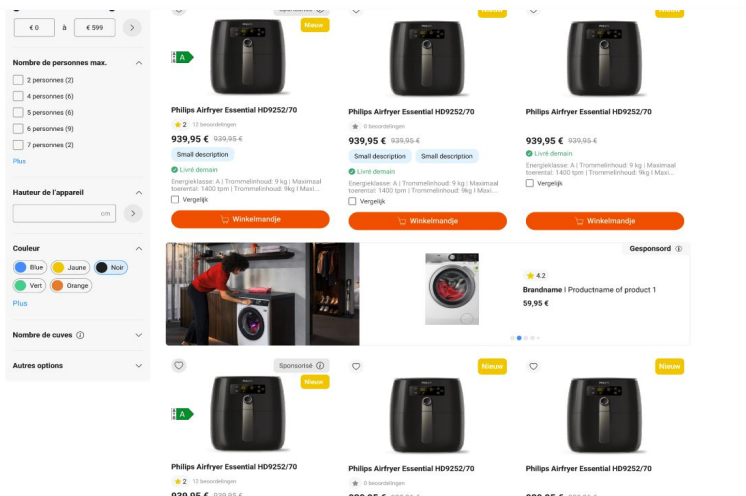
Technical requirements :

- ☐ One video: 16:9, mp4, max 50MB
- ☐ Number of products : between 1 and 5
- ☐ Redirect URL is not allowed for videos

Examples :



Mobile
(horizontal format)



Desktop

Format :

Totem Video

Availability :

- ☒ Desktop
- ☐ Mobile
- ☐ App

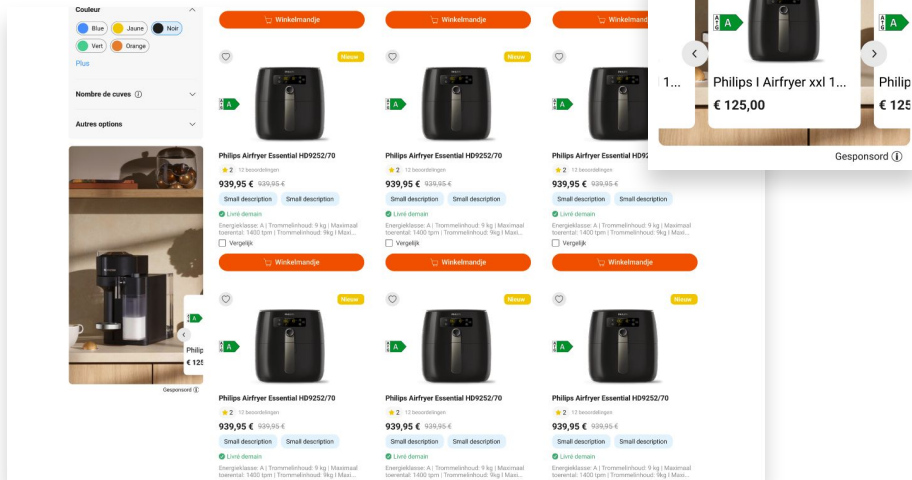
Broadcast pages:

- Category Page
- Search Page

Technical requirements :

- ☐ One video: 9:16, 150x640px, 150KB
- ☐ Number of products : between 3 and 5
- ☐ Redirect URL is not allowed for videos

Examples :



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.

Desktop

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/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 :

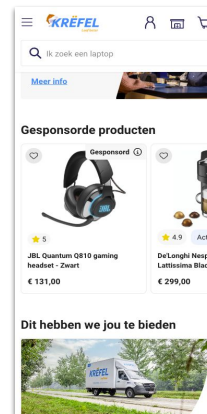
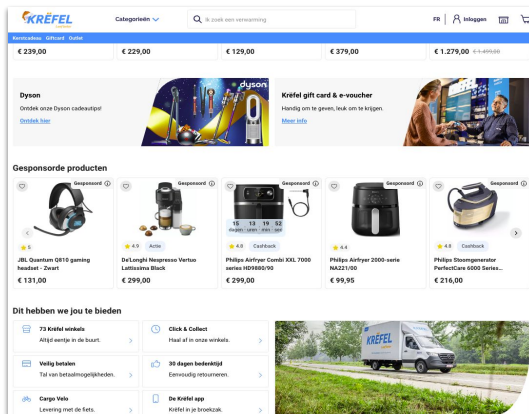
> In a carousel:

- ☒ Homepage
- ☒ Product Detail Page

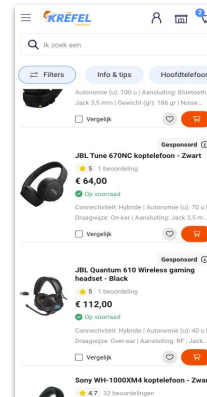
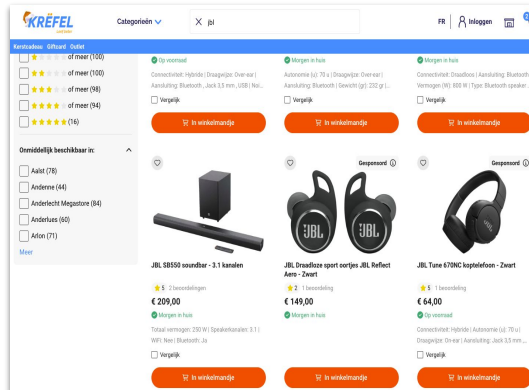
> As a product tile:

- ☒ Product Listing Page
- ☒ Search Page

Examples Carousel



Examples Product tile



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 Krefel 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.**

