

Included in the service

Ocean Studio offers the service format adaptation for clients to Ocean Outdoor. One creative per campaign is included free of charge. The service applies to format adaptations of 2D ads. DeepScreen™ or other 3D content is not included in the format adaptation service.

The format adaptation service only applies to adaptations of delivered ads. All changes or additions to delivered ads are made against a quotation.

The ad to be formatted, must be created in one of Adobe's programs: After Effects, Premier Pro or Photoshop. If the ad was crafted in another program, Ocean Studio reserves the right to decline the job. As for software/plugin-ins that are not standard in After Effects/Premier Pro/Photoshop, actual cost +15% is added.

Two revisions are included.

All work after that is done against a quote unless otherwise agreed.

What do we need from you? (Project files, Assets and Reference films)

To be able to do the best job possible, **we need open work files and associated assets.**

By assets we mean: fonts, logos, graphic elements, images, films etc.

Rendered films/images are not sufficient basis.

In addition to open work files and associated assets, we need reference films in three formats and still image reference in one format, on which we can base the format adaptations:

Ratio: 16:9 Resolution: 1920×1080 px

Ratio: 9:16 Resolution: 1080×1920 px

Ratio: 1:1 Resolution: 1080×1080 px

Still image resolution: 1120×640 px.

When do we need it? (Deadlines)

Ordering the service must be at our disposal at least **10** working days prior to campaign start.

The work files, reference files and assets must be available to us at least 5 working days prior to campaign start.

The formats must be approved and ready for broadcast no later than **3** working days prior to campaign start.

We do not guarantee that material delivered post deadline will be done in time.

Delivery & questions

Material is delivered via: <https://oo-se.wetransfer.com/>

If you have any questions, don't hesitate to contact us at: adops@oceanoutdoor.se