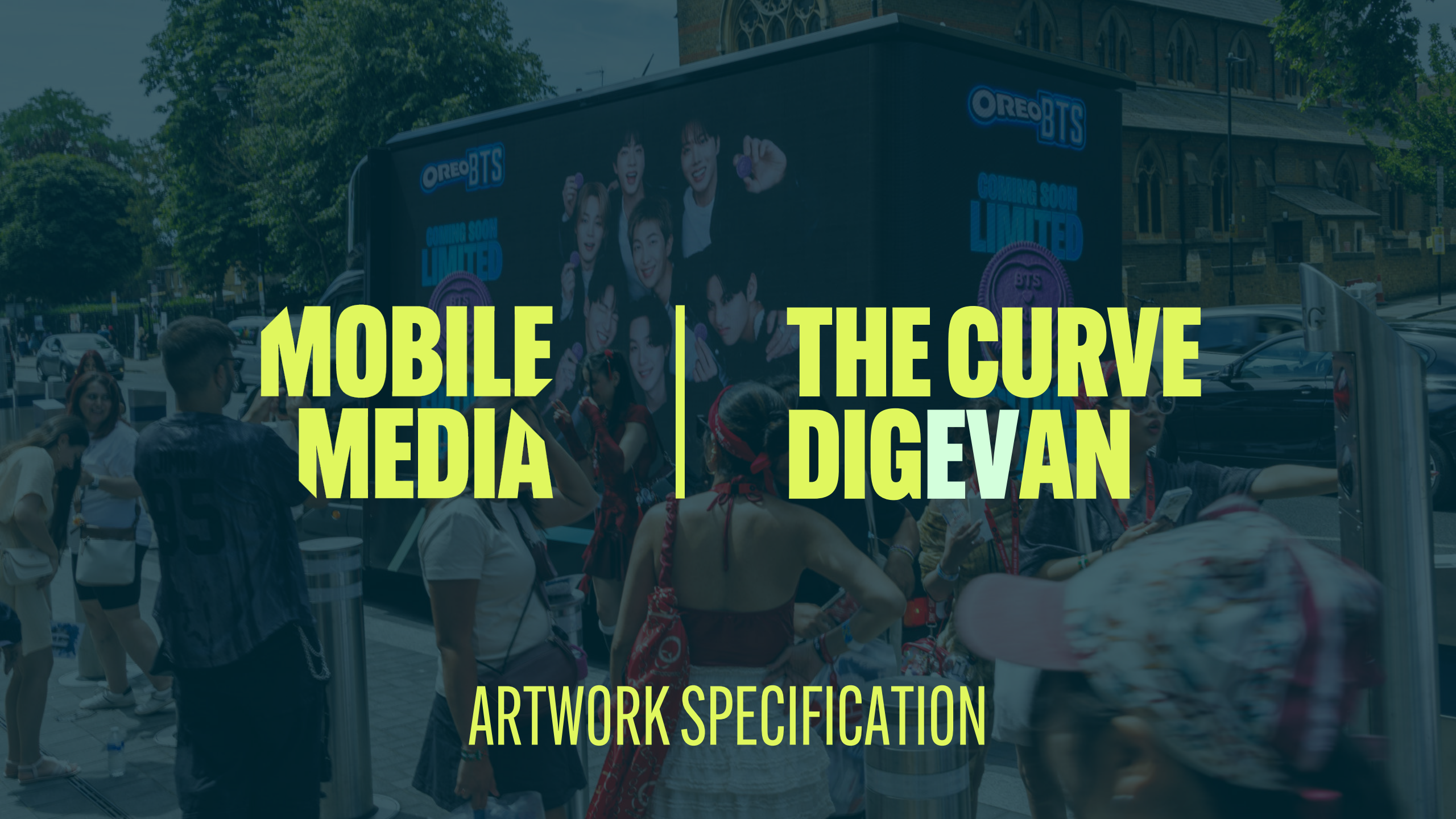


The background image shows a mobile media truck for Oreo BTS. The truck is black with large white and blue graphics. It features the 'OREO BTS' logo in the top corners, a central image of the BTS members holding Oreo cookies, and the text 'COMING SOON LIMITED' in blue. A purple circular seal with 'BTS' is also visible. A crowd of fans is gathered around the truck, some taking photos. The scene is set outdoors on a city street with trees and a brick building in the background.

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ARTWORK SPECIFICATION

ARTWORK & DELIVERY SPECIFICATION

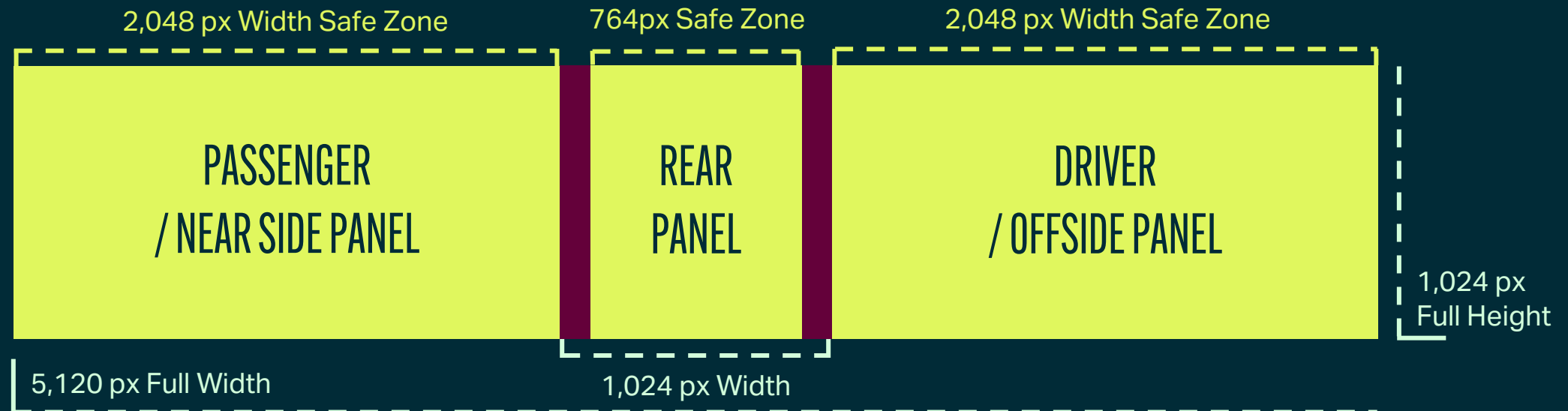
Please prepare artwork in 5,120(w) x 1,024(h) pixels, with an aspect ratio of 5:1. Using the reference image below as a guide, keeping all logos and copy inside the safe areas and ensure the artwork is under the 2GB file limit before submission.

Supported Creative Formats:

MP4 (30 fps, with or without audio embedded)

PNG

Please deliver artwork to artwork@mobilemedia.co.uk at least 7 working days prior to your campaign start date. Being unsuccessful in delivering correct artwork by this date may result in a delayed or cancelled campaign.



ARTWORK BEST PRACTICE

For maximum legibility please avoid light pastel based colour backgrounds, small text sizes, and thin font styles. To increase impact, consider using dynamic video content.

If you require multiple still images, please deliver this as a looped video file with still duration pre-decided. For out-of-home use, we recommend but are not limited to 8-12 seconds depending on copy.

For event support or stationary campaigns, we recommend using QR codes and AR functionality. Ensure QR codes are a minimum of 200px by 200px to guarantee a 100% scan success rate.

Production assistance services are available upon request through your sales contact.

Please reach out to artwork@mobilemedia.co.uk for any queries.



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THANK YOU