

weatherzone° eclipse

Introduction

The Eclipse advertising unit in Weatherzone's iPhone, Android and iPad apps is an integrated unit that **allows advertisers to align their brand with the current weather conditions** and reach an engaged audience daily.

Typically the user is shown an Icon that relates to the most current conditions for their location. This is part of an immersive experience that has been integral to the apps success and replication of this with an advertisers message is critical to the success of the campaign.

When a user jumps out of the shower in the morning and needs to know what to wear that day this key overall experience is an important factor for them to kick the day off on the right foot.

- **A well thought out message** from an advertiser that is reinforced with confidence in the weather information will resonate with the user and enhance the brand.
- **A poorly constructed message** that confuses the user about the weather will frustrate them and have potential detrimental effects to the brand.

What Weather Conditions do we need to cover?

From a total of 42 different weather conditions we have distilled them down to the following 6 groups.

- **Sunny** – Sunny days or days with patchy cloud with a low chance of rain or shows clearing
- **Cloudy** – Overcast days but low chance of rain
- **Windy** – Windy days that may also have rain
- **Rain** – Rain varying from showers and drizzle through to heavy rain.
- **Storm** – Thunderstorms, often with lightning
- **Snow** – Not required for most parts of the country

Depending on the campaign targeting you will need one, two or possible all of these to be produced.

How can we achieve this?

Here are some examples of how a message can be communicated in line with **BOTH** weather conditions and for broad awareness.

- For best cut through the creative can match the weather conditions to fire dynamic messaging in real time. However, you are **NOT** bound to weather related content.



Other Requirements and Specifications

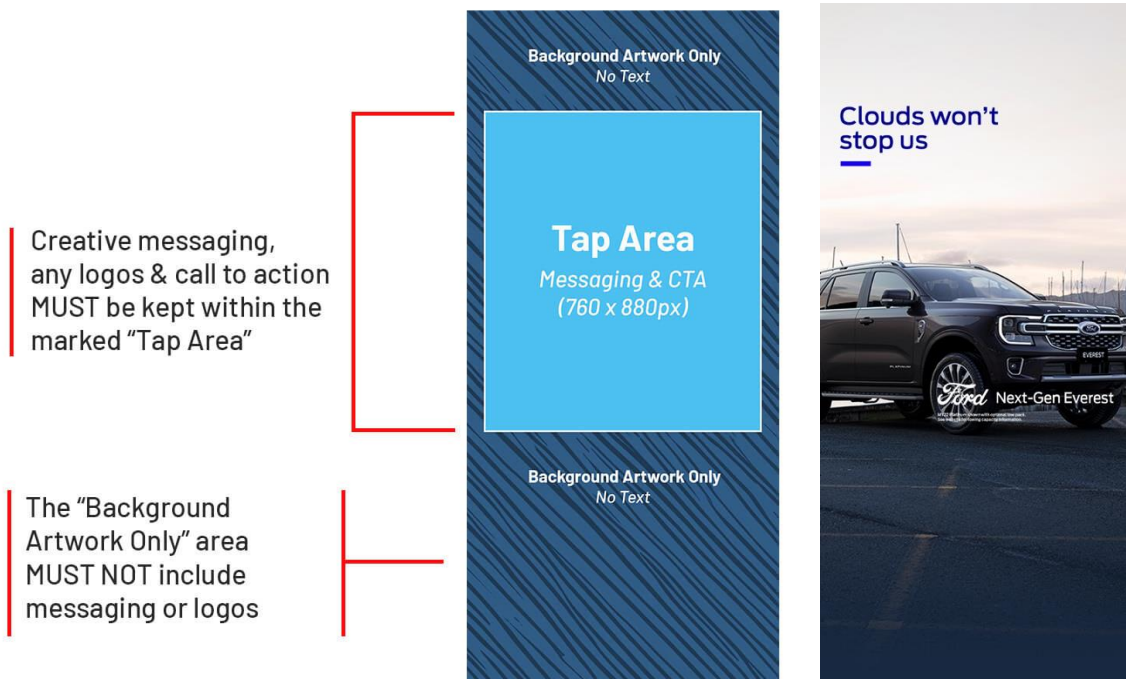
- No Animations
- Flat JPEG – 200kb
- Click tracking – **OK**
- Impression tracking – **OK**
- Artwork size as follows
 - iPhone & Android: 860 x 1864px
 - Tablet (iPad, Android)
 - Landscape: 2732px x 2048px
 - Portrait: 2048px x 2732px
 - Please see 3 x provided PSD templates

Deadlines

All materials must be provided 5 business days prior to live date to allow for testing and revisions. All deadlines are final, except where modifications are made in writing and signed by all parties to this agreement.

Mobile (iPhone & Android)

Full creative size: 860 x 1864px

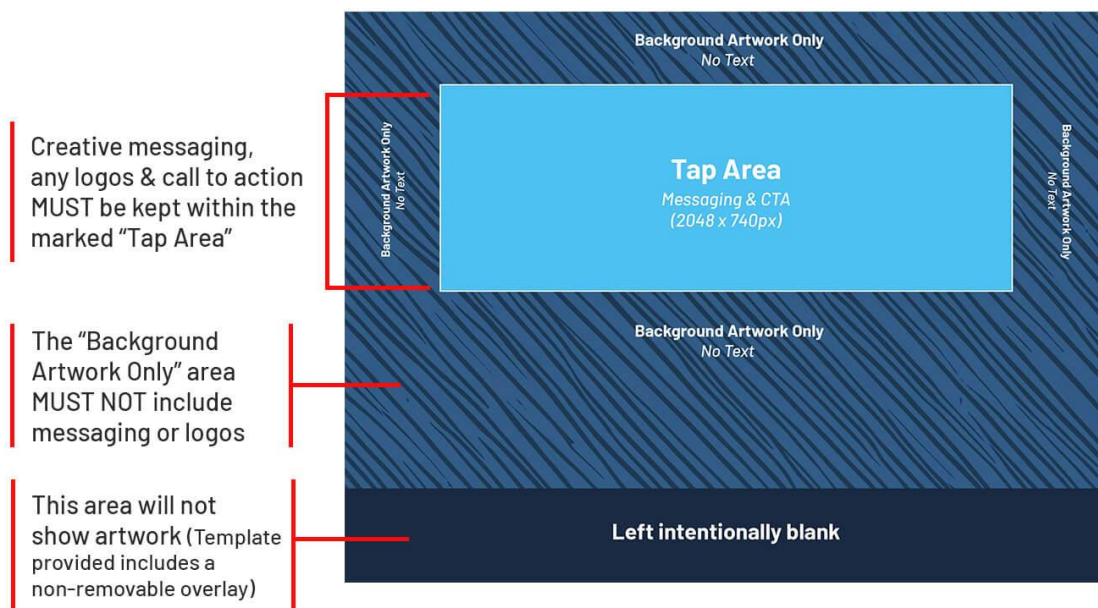


Tablet (iPad & Android)

Content inside the Tap Area will be visible in both orientations.

Landscape

Full creative size: 2732 x 2048px



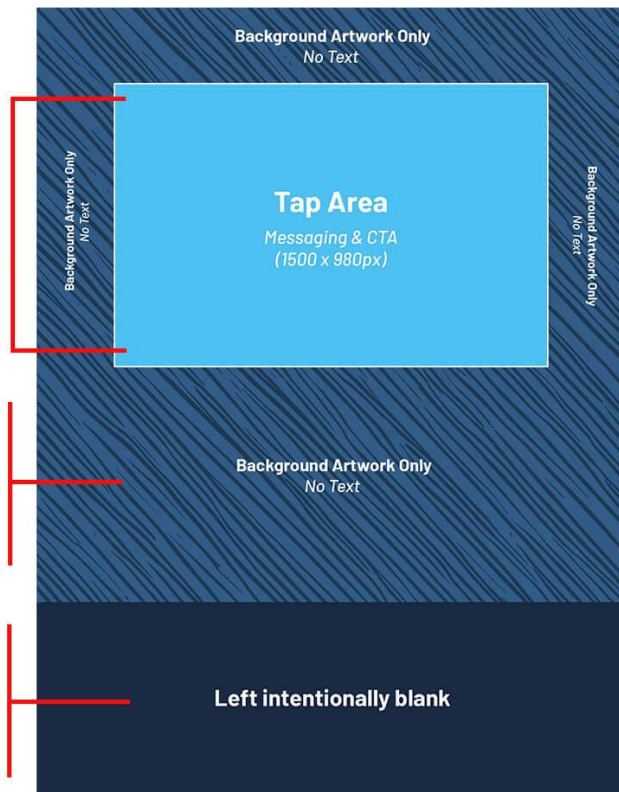
Portrait

Full creative size: 2048 x 2732px

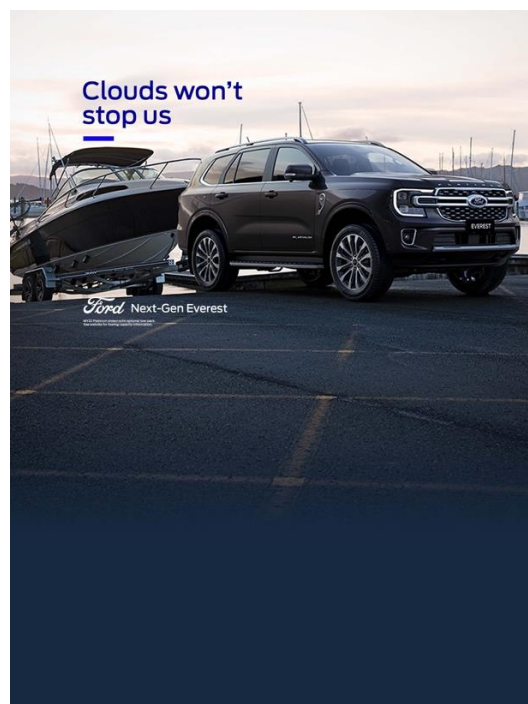
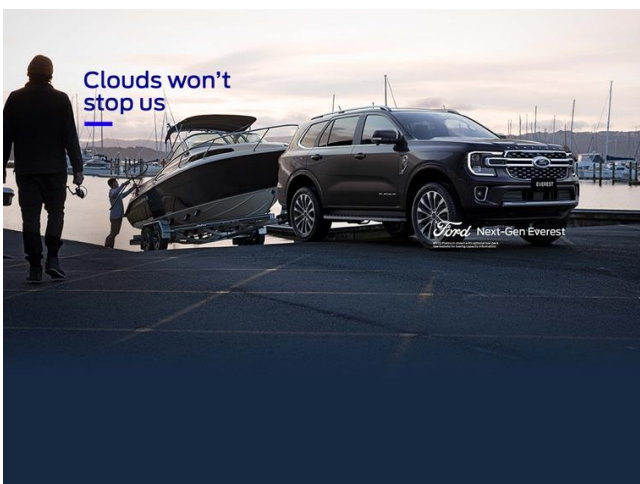
Creative messaging, any logos & call to action MUST be kept within the marked "Tap Area"

The "Background Artwork Only" area MUST NOT include messaging or logos

This area will not show artwork (Template provided includes a non-removable overlay)



Tablet Examples



Swipe-Up Ad Unit

Introducing the swipe-up, a mobile ad unit that delivers an enhanced user experience.

The swipe-up consists of two elements:

1. The swipe-up banner (320x50px)
2. The swipe-up hero (320x380px).

The banner's handle prompts users to 'swipe up,' unveiling the hero, which covers 50% of the screen without disrupting allowing the user to still see the menu bar and today's weather forecast. (mobile App only).

