



Super Pre-Roll specification sheet

Hasbro Star Wars

full interactive experience

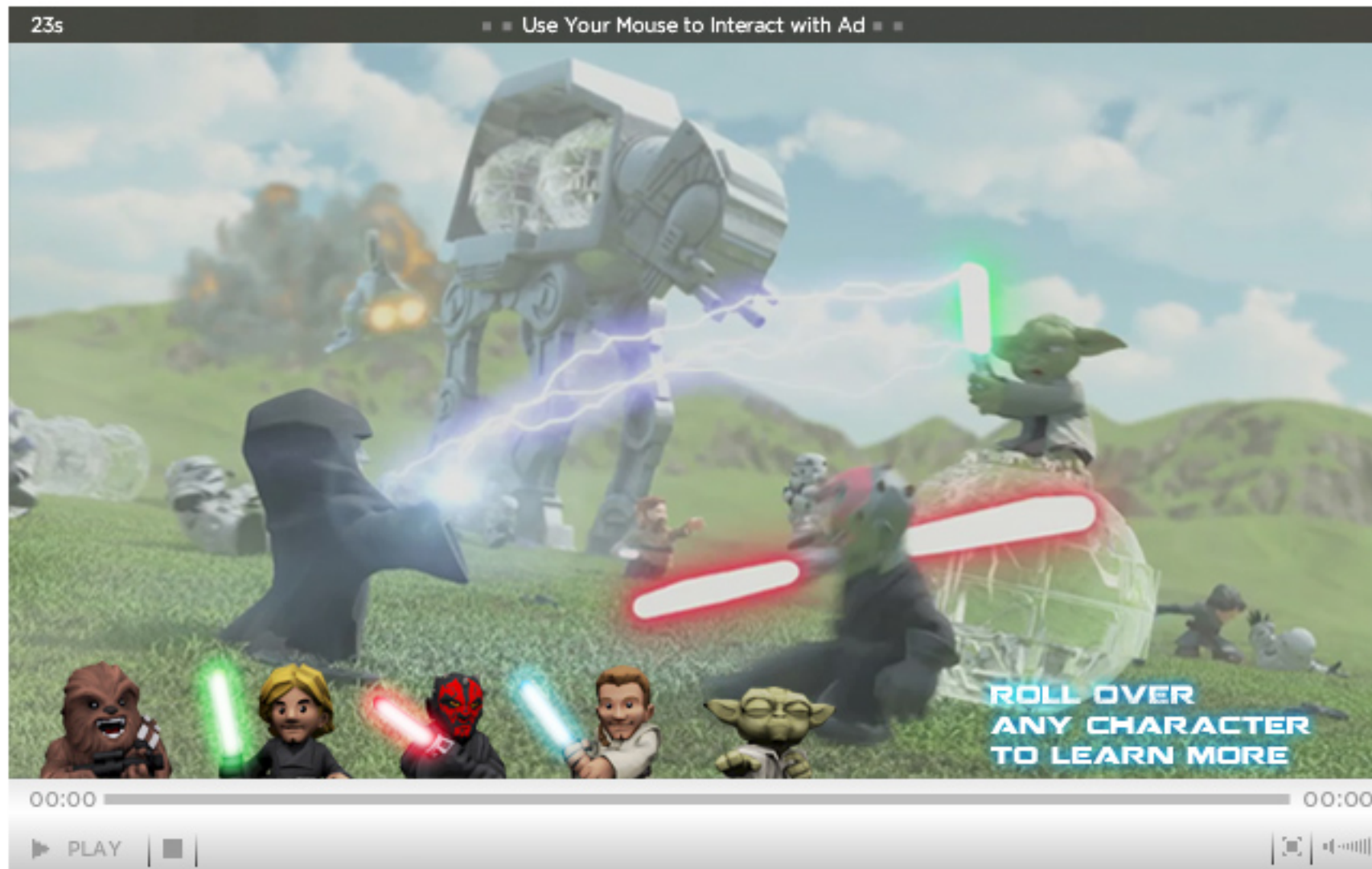
Preroll begins



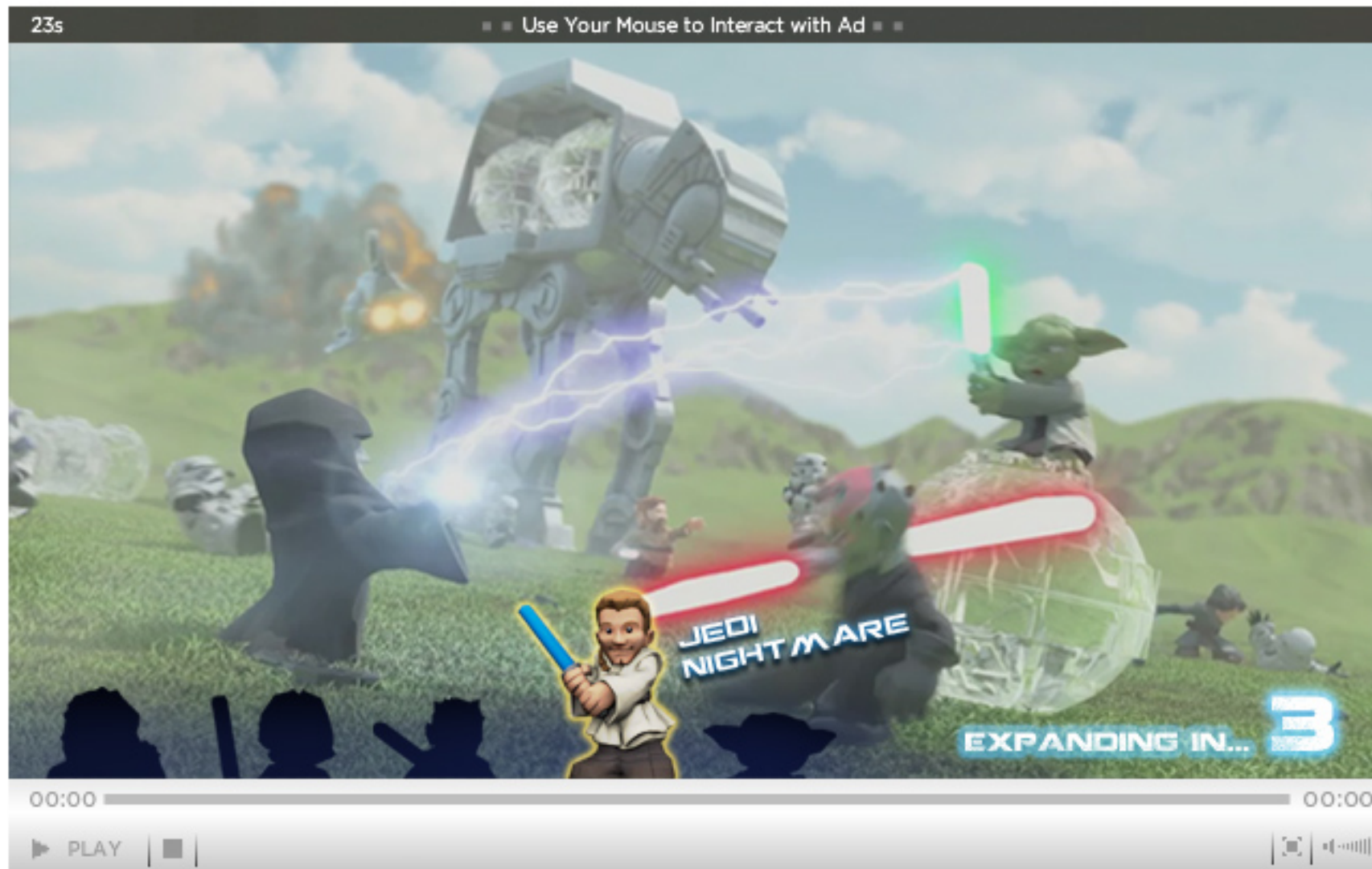
The 5 characters each flip and jump into view, landing in place at the bottom left of the video player.



Once the 5 characters have landed, a CTA appears prompting the user to "Roll Over" one of the figures to learn more.



When the user mouses-over a character, it glows and bounces up, while the other characters silhouette and recede. The video title for the respective character appears at his side, and a countdown-to-expand timer begins on the far right.



When expanded, the video player slate slides into view from the right, as the 5 characters from the bug remain in place at the bottom of the screen, again acting as video selection buttons. The video chosen by the user plays above, and a CTA invites the user to play now.

The screenshot shows a video player interface. At the top left, it displays '23s' and 'Use Your Mouse to Interact with Ad'. The main video area shows a scene with C-3PO, R2-D2, and a Jedi character. Text overlays include 'AN EPIC NEW WAY TO BATTLE ONLINE' and 'STAR WARS FIGHTER PODS RAMPAGE BATTLE GAME'. A prominent yellow 'PLAY NOW' button is present, with the text 'Use the Promo Code: PODS to Unlock More Battlefields*'. Below the video, a row of five character icons (Wookiee, Luke Skywalker, Darth Vader, Anakin Skywalker, Yoda) is visible. The bottom of the player shows a progress bar at 00:00 and a 'PLAY' button.

23s Use Your Mouse to Interact with Ad

AN EPIC NEW WAY TO BATTLE ONLINE

STAR WARS FIGHTER PODS RAMPAGE BATTLE GAME

PLAY NOW
Use the Promo Code: PODS to Unlock More Battlefields*

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ROLL OVER ANY CHARACTER TO LEARN MORE

00:00 00:00

PLAY

TREMOR
VIDEO