

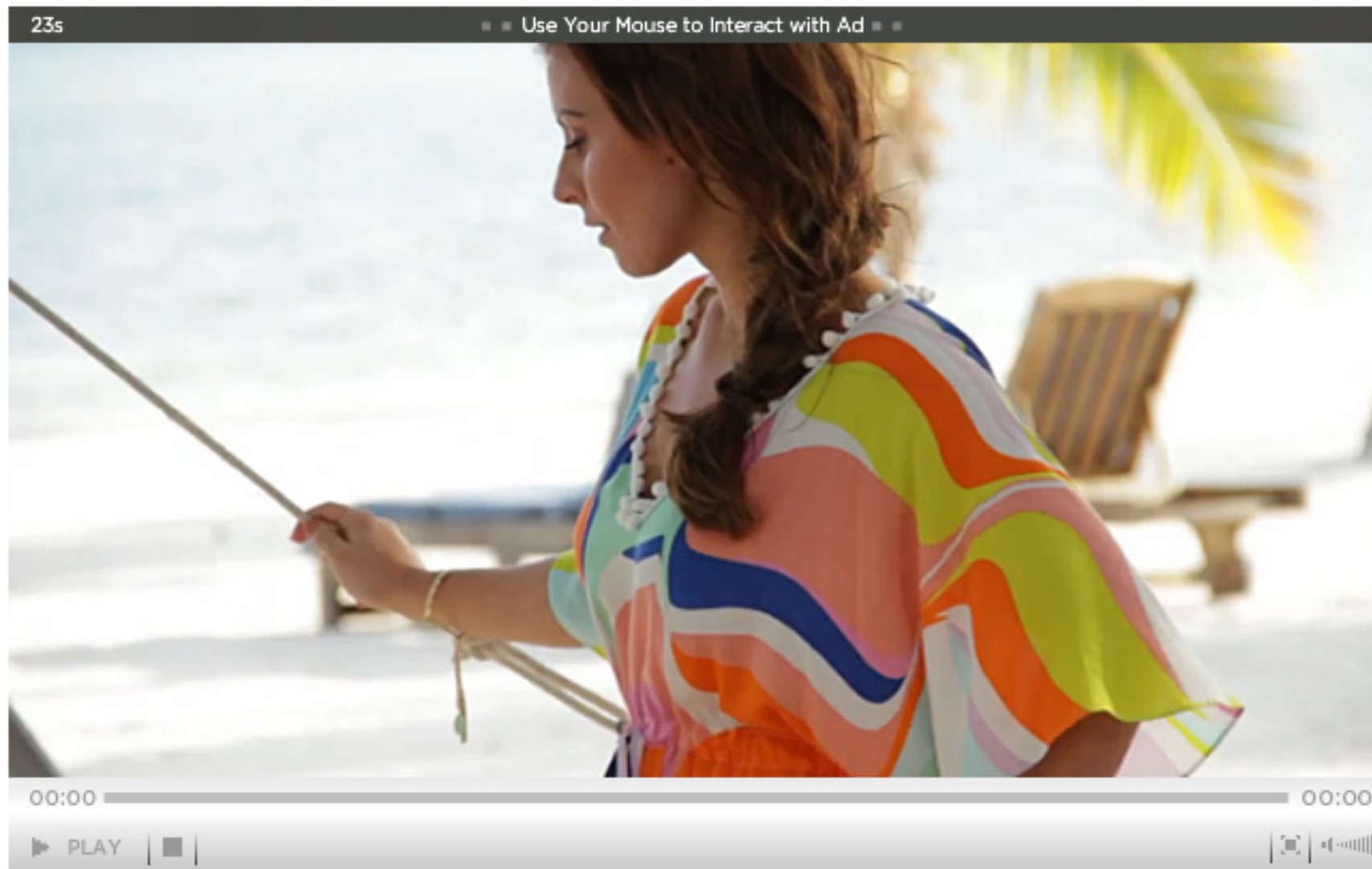


Super Pre-Roll specification sheet

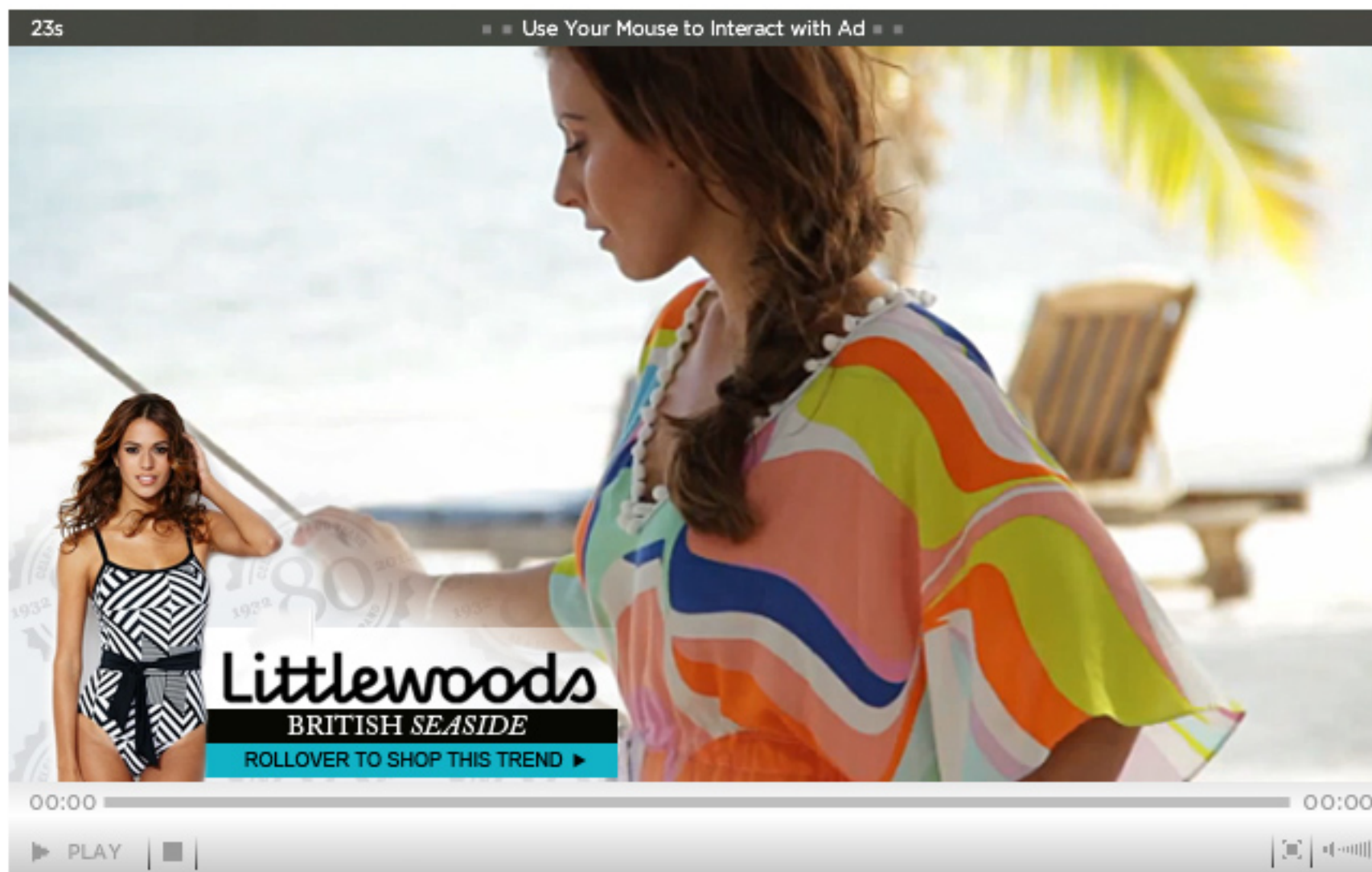
**Littlewoods**

full interactive experience

## Preroll video begins





The model and patterned background animate in from the left, followed by the logo, subhead, and CTA . The CTA urges the viewer to rollover to see and shop more trends.



When activated, the slate animates in revealing a quarter-turn of the clothing carousel to suggest interactivity. A few mouse hot-spots and info pop-up appear to introduce the product to the viewer, and allow sharing over facebook or twitter. At the bottom, a set of arrows will allow the user to rotate through each swimsuit in the gallery.


23s    Use Your Mouse to Interact with Ad

Resort Sequin Bandeau Swimsuit  
£19.00  
BUY IT NOW  
SHARE  

1  
2

Littlewoods  
BRITISH SEASIDE

CLICK THROUGH TO SEE MORE    SHOP THESE TRENDS NOW

00:00    00:00  
PLAY    



When the user rolls over a hotspot, a new pop-up box appears highlighting unique features of the product.

23s    Use Your Mouse to Interact with Ad

Resort Sequin Bandeau Swimsuit  
£19.00  
BUY IT NOW  
SHARE [Twitter] [Facebook]

• Removable straps for versatile styling

2

Littlewoods  
BRITISH SEASIDE

CLICK THROUGH TO SEE MORE    SHOP THESE TRENDS NOW

00:00    00:00  
PLAY    [Volume]

The image shows a video player interface for an interactive advertisement. At the top left, it displays '23s' and 'Use Your Mouse to Interact with Ad'. The main content area features a woman in a blue swimsuit. A mouse cursor is hovering over a green circular hotspot on her shoulder, which has triggered a green callout box containing the text '• Removable straps for versatile styling'. To the left of the woman is a white pop-up box with a close button (X) in the top right corner. This box contains the product name 'Resort Sequin Bandeau Swimsuit', the price '£19.00', a 'BUY IT NOW' button with a right-pointing arrow, and a 'SHARE' section with icons for Twitter and Facebook. Below the woman, there are several smaller images of other swimwear models. At the bottom of the video frame, there are two buttons: 'CLICK THROUGH TO SEE MORE' with left and right arrows, and 'SHOP THESE TRENDS NOW' with a right-pointing arrow. The Littlewoods logo and 'BRITISH SEASIDE' are positioned in the bottom right of the video frame. A small white circle with the number '2' is located near the woman's waist. The video player controls at the bottom show a progress bar from 00:00 to 00:00, a 'PLAY' button, a volume icon, and a full-screen icon.

23s    Use Your Mouse to Interact with Ad

**Pop-up Info & Share Menu**

Resort Sequin Bandeau Swimsuit  
£19.00  
BUY IT NOW  
SHARE

**1**

**2**

**Littlewoods**  
BRITISH SEASIDE

CLICK THROUGH TO SEE MORE

SHOP THESE TRENDS NOW

**Carousal Navigation**

**Click-out to site**

**TREMOR**  
**VIDEO**