

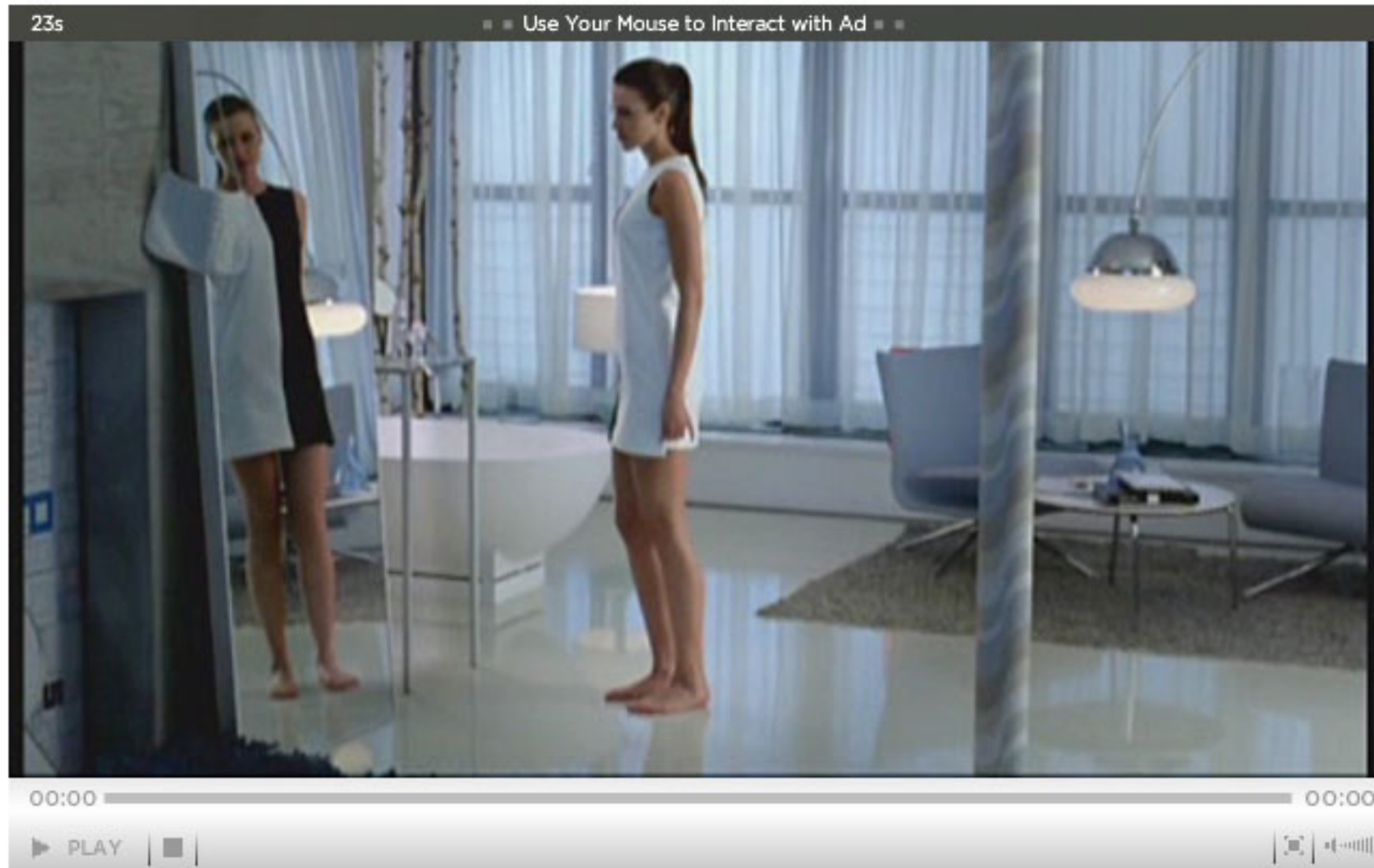


Super Pre-Roll specification sheet

NIVEA - Black & White

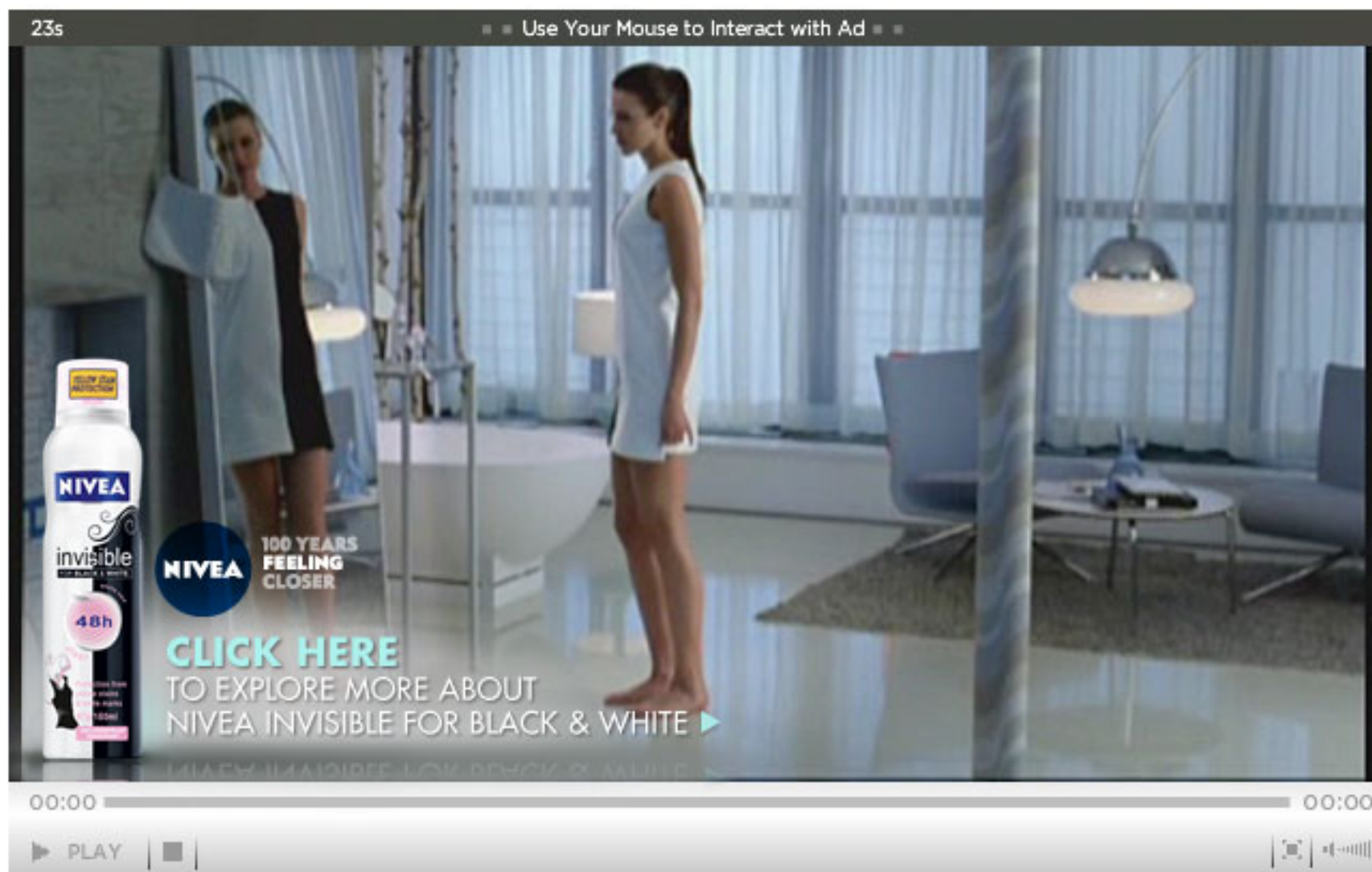
full interactive experience

Preroll Video Begins...



Bug animates-in, the bottle and various elements sliding into place from offscreen. The CTA prompts the user to click to explore more info about the new product.

23s Use Your Mouse to Interact with Ad



The video player displays an advertisement for Nivea Invisible For Black & White. The scene is a modern, brightly lit room with large windows and light blue curtains. A woman in a black dress is on the left, and a woman in a white dress is on the right. A Nivea Invisible For Black & White bottle is visible on the left side of the frame. The text 'NIVEA 100 YEARS FEELING CLOSER' is overlaid on the scene. A large, semi-transparent button with the text 'CLICK HERE TO EXPLORE MORE ABOUT NIVEA INVISIBLE FOR BLACK & WHITE' and a right-pointing arrow is positioned in the lower-left area of the video frame. The video player interface includes a progress bar at the bottom showing '00:00' on both ends, a 'PLAY' button, and volume controls.

NIVEA 100 YEARS FEELING CLOSER

CLICK HERE
TO EXPLORE MORE ABOUT
NIVEA INVISIBLE FOR BLACK & WHITE ▶

00:00 00:00

▶ PLAY 🔊

When clicked, the bottle sprays before animating out of frame, making room for the slate to appear.

23s Use Your Mouse to Interact with Ad

NIVEA
invisible
48h

NIVEA 100 YEARS FEELING CLOSER

CLICK HERE
TO EXPLORE MORE ABOUT
NIVEA INVISIBLE FOR BLACK & WHITE ▶

00:00 00:00

▶ PLAY 🔊

The first slate to open is the video slate, showing the long-form video that describes the history and thought behind the making of the new deodorant. A menu near the top allows the user to learn more in the products section, peruse NIVEA's facebook page, or add Invisible to their Pinterest page.

23s Use Your Mouse to Interact with Ad

NIVEA 100 YEARS FEELING CLOSER

NIVEA DEODORANT
INVISIBLE FOR BLACK & WHITE

f p

VIDEO PRODUCTS

CLICK HERE TO WIN A SHOPPING TRIP IN NYC

00:00 00:00

PLAY

The second slate shows the various products and helpful info about them. At the bottom, the user can click each bottle to pull up more info. Present throughout the slate on the right is a CTA for a shopping spree competition.

23s Use Your Mouse to Interact with Ad

NIVEA 100 YEARS FEELING CLOSER

NIVEA DEODORANT
INVISIBLE FOR BLACK & WHITE

f p X

VIDEO PRODUCTS

BLACK & WHITE CLEAR STICK

Keep your black clothes black and your white clothes white for longer.



CLICK HERE TO WIN A SHOPPING TRIP IN NYC



00:00 00:00

▶ PLAY ■ 🔊

TREMOR
VIDEO