

HTML5 Banner Production General Workflow

1



Mutual consultation

- › Mutual consultation about Your conceptions, and your ideas about the images, texts, and products presented in the banner.
- › We analyze your campaign objectives and existing creative assets.

2



Creation of the Master banner

- › Design frame by frame, slide by slide creative storyboard for the banner in static version in the first phase.
- › In the second phase we create the animated version, you can check, if it meets your expectations or it needs further modification.

3



Creating further banner sizes

- › Take the master banner ad and resize, adapt into different versions as per your media plan. (eg.: 640x360, 728x90, etc.)
- › Localize the digital banner ads into multiple languages to expand the reach of your regional and global audiences.

4



Shipping & Payment

- › As soon as you are fully satisfied with the banners, we send you the Invoice. When we have received the payment, we immediately send you all the banners via e-mail and the source files if necessary.