



Technical specifications for WeTransfer

ALL Creatives

- Layout is in the WeTransfer PSD mockup
 - Layout is 2560 x 1600 and assets are in high quality (including background image)
 - PSD has separated layers for each element (background image, copy, logo, CTA button, play button, etc)
 - Only one logo per wallpaper
 - Copy does NOT include discounts, prices, or 'free'
 - Copy does NOT include a URL
 - Copy is less than 140 characters, including spaces
 - Elements are placed in a manner that will work with resizing
 - Font files are in the material folder
 - Logo file is in the material folder, in a vector or png. File
- ✓ **Lead Time: 7 working days before campaign start**
- ✓ **If the creative is complex or if we have multiple creatives → the lead time is 10 working days**

Legal Lines

- Legal lines will be placed at 8px font in the bottom left corner at 50% opacity, when hovered over, the copy will change to 100% opacity

Video Click to Play Creatives

- Play button is included in the PSD. If it is not included, please include in the brief that it is OK for WeTransfer to add our play button and position it where we see fit
- Video files in .mp4 format
- Video files in HD (mp4 at 1920x1080px (UHD preferable))
- If there are multiple video wallpapers, **clearly state in the brief** which video should be placed behind which wallpaper

Intro Video Creatives

- Intro videos may only contain **one** scene (no scene changes)
- Intro video wallpapers must be a long and smooth clip. 3 seconds maximum. Preferably longer clips that are 5-10 seconds

- Max file size for intro videos is **2mb**

No logos or copy in this video - we will add copy and logos back onto the wallpaper in a separate layer so they all stay in view during resizing

- Include a PSD in our WeTransfer PSD mockup of what copy & logo should be placed in the wallpaper + positioning (the background image should be a still from the intro video, as the intro video will be the background of this wallpaper)
- Font files & logo

Cinemagraph Video Creatives

- Cinemagraph wallpapers may only contain **one** scene that is on a continuous loop (no gifs!). Where the loop stops/restarts should not be visible to the user.
- Video should be as long and smooth a cut as possible, without camera movement or zoom
- Max file size for cinemagraph wallpapers is **2mb**
- **No logos or copy in this video** - we will add copy and logos back onto the wallpaper in a separate layer so they all stay in view during resizing
- Include a PSD in our WeTransfer PSD mockup of what copy & logo should be placed in the wallpaper + positioning (the background image should be a still from the cinemagraph video, as the cinemagraph video will be the background of this wallpaper)
- Font files & logo

Take Over Campaigns

- Please make sure that there are **THREE VISUALLY DIFFERENT WALLPAPERS** in the files and that all wallpapers have all correct materials included
- We will **not** start demo production for campaigns until we have received **all** materials in perfect condition and all outstanding questions regarding the brief have been confirmed by the client

Trackers

- Please provide trackers upfront, when delivering wallpaper materials
- At the **LATEST**, please send trackers 2 business days before the campaign goes live - this allows us proper time to check that the trackers are working and ask any outstanding questions we may have.
- Please **clearly label in the brief** which tracker belongs to which wallpaper

- Mockup template can be found here: <http://we.tl/mockup>
- Creative Guidelines deck: <https://we.tl/b-VvIMY89miE>
- Examples of intro video: <https://wetransfer.com/wallpaper/539619672>
+ <https://wetransfer.com/wallpaper/539438261>
- Example of cinemagraph loop: <https://wetransfer.com/wallpaper/538931224>