

Our Primary Services



Concepting

Looking for an idea for your campaign? We can help come up with concepts which take advantage of the latest technologies in digital media, to help make your campaign stand out.



Design

Our experienced designers can come up with a clean and beautiful design solution for your campaign, which takes into account all the complex dynamic requirements you may have.



Build

Our skilled developers will work diligently to convert any designs into optimised, quality ads. We know our ad-serving platform inside and out, so you can trust that everything will work perfectly, with minimal fuss.



Dynamic Version Setup

Setting up your first dynamic campaign can be a little overwhelming, so we can help you get all your versions ready, and provide detailed instructions on how to update them yourself in the future. Whether it is image resizing, video editing or text updating, we can make sure that everything you need is ready for your campaign to go live.

Sending us Assets

For most campaigns, we will require some sort of assets from the client before we can get started. Here is a list of what we will usually require:

- Any applicable brand guideline documents
- Logos (as .ai or .eps vector files, or high resolution .png)
- Images (as high quality .jpg or .tif)
- Any specific brand fonts (windows compatible .otf or .ttf, please note that if we need to purchase your brand font, there will be additional cost)
- Videos (as high quality .mov or .mp4)

Our Production Process

Once we start work on your campaign, there are several key phases that the job will progress through, with multiple sign-off checkpoints along the way. **The timings given here are for a typical suite of 5 dynamic ads, the final timings will be dependent on the scale and complexity of your campaign.**



Design. The first phase for production is in coming up with initial designs. We will work with the client until they are happy with the look of the designs. **[1.5 Days]**

DESIGN SIGN OFF



Master Build. Working directly from the approved designs, we will build out a single fully functional size of one of the ads (usually a 300x250). This will be representative of the animations, timings & functionality of the final product. We will work with the client until they are happy with the look, feel & functionality. **[1 Day]**

MASTER SIGN OFF



Resize build. Finally, once the master is approved, we will start building out the remaining sizes. **[1.5 Days]**



Campaign setup. We will set up, test and optimise your campaign, to make sure that everything is displaying as it should be, is within spec, and is looking good on all devices & browsers. We will also create backups, and get everything ready to traffic. **[0.5 Days]**

FINAL SIGN OFF

Using your own Designs

Whilst the Flashtalking production team has some brilliant designers, we understand that clients may prefer to use their own inhouse designers or creative agencies.

If you are providing your own designs for us to build, please can you check that the files you send us adhere to the below. This will help ensure that the build for your ads gets off to a smooth start, and should help prevent delays to your campaign going live.

- ★ **All finalised designs should be provided as layered Photoshop (PSD) files.** JPGs are fine for showing us previews, but we will need to work from a layered PSD file when we start the build. Adobe Illustrator and InDesign files are not ideal, as additional work is required on our end to export optimised assets.
- ★ **Each “Frame” of your ad, should be grouped and clearly labelled.** Clear labelling helps the developer building your ad to understand your design.
- ★ **Ensure the resolution of your document is 72 pixels/inch.** 300 PPI is great for print, but digital content displays at 72 PPI. This helps us take accurate measurements from the PSD for font sizes and spacing, as well as positioning of elements within the ads.
- ★ **Ensure the colour mode of your document is RGB.** Digital content uses RGB, not CMYK. If you provide CMYK designs, we can't guarantee that the final colours will be correct.
- ★ **Where available, all logos should be imported as vectors (smart object).** Using vector logos in your design will result in a much crisper final look across all devices.
- ★ **All images should be imported into your PSD as smart objects.** Smart objects in photoshop can be resized repeatedly without losing their original quality and resolution. This will prevent any blurring and pixelation if we need to adjust any of the images.
- ★ **When designing for mobile Retina displays, work at double dimensions.** In order to keep images looking sharp on a retina display, it helps if all the artwork resolution is double sized, otherwise it can look grainy. So for a 320x50 mobile ad, the PSD should be designed at 640x100.

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