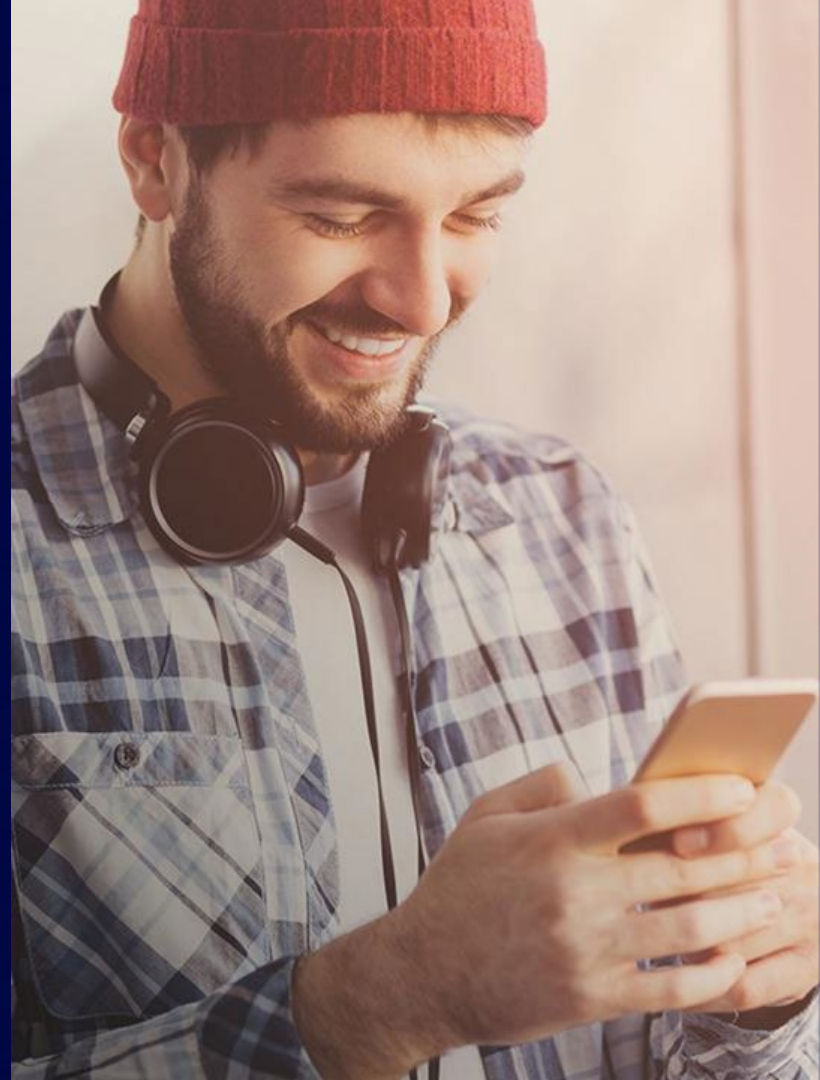




# High Impact Advertising Formats

WeTransfer | Desktop | Mobile



# Our High Impact formats

- Attention grabbing rich media formats
- Huge viewability & user interaction
- Understated user experience
- Exclusive and high-quality Portfolio partners



# WeTransfer formats



Ad Configurator



Ad Selector



Cinemagraph



Game



Intro Video



Animation

# Ad Configurator

WeTransfer formats

Live Preview



← Back to overview



we

Hilfe Produkte Über uns hmediapro

# FORD KUGA PLUG-IN HYBRID

ALLE IM BLICK MIT DER DIGITALEN INSTRUMENTENTAFEL

ELEKTRISCH AUF KNOPFDRUCK  
UND NOCH VIELES MEHR. MIT BIS ZU 56 KM REIN  
ELEKTRISCHE REICHWEITE.

MEHR  
ERFAHREN

Ford Kuga Plug-in-Hybrid Kraftstoffverbrauch kombiniert: 1,2 l/100 km; CO<sub>2</sub>-Emissionen kombiniert: 26 g/km; Stromverbrauch kombiniert: 15,8 kWh/100 km (nach § 2 Nr. 5, 6, 6a Pkw-EnVKV in der jeweils geltenden Fassung)

\* Gemäß Worldwide Harmonised Light Vehicle Test Procedure (WLTP) können bis zu 56 km Reichweite bei voll aufgeladener Batterie erreicht werden. Die tatsächliche Reichweite kann aufgrund unterschiedlicher Faktoren (Wetterbedingungen, Fahrverhalten, Fahrzeugzustand, Alter der Lithium-Ionen-Batterie) variieren.

Ford | BEREIT FÜR MORGEN



# Ad Selector

WeTransfer formats

Live Preview



← Back to overview



The screenshot shows the WeTransfer Ad Selector interface. At the top left is the 'we' logo. At the top right are navigation links: 'Hilfe', 'Produkte', 'Über uns', and 'ninediapro'. The main background is a movie poster for 'Blutige Anfänger' featuring Kilian Hirschfeld. The text on the poster reads: 'Kilian Hirschfeld', 'So gut wie er kann kein Polizist sein.', 'BLUTIGE ANFÄNGER'. On the left side of the poster, there is a white overlay with the following elements: a blue plus icon and the text 'Dateien hinzufügen' with a sub-link 'Oder einen Ordner auswählen'; a 'Nachricht:' label; and a grey button with a refresh icon and the text 'Erhalte einen Link'. On the right side, there is a vertical stack of five character portraits from the movie. A hand cursor is pointing at the third portrait, which is the same actor as the main poster.

# Cinemagraph

WeTransfer formats

Live Preview



← Back to overview



we

Hilfe Produkte Über uns himediapro

Dateien hinzufügen  
[Oder einen Ordner auswählen](#)

Nachricht:

Erhalte einen Link

**SWEDISH shot BY NATURE\***  
**ABSOLUT.**

UNE CRÉATION INSPIRÉE DES TRADITIONS SUÉDOISES.  
UN SHOT À BASE DE VODKA ET D'INFUSIONS D'EXTRAITS  
NATURELS DE PLANTES AROMATIQUES. \*SUÉDOIS PAR NATURE

**ABSOLUT EXTRAKT**

EXTRAKT NO. 1  
A SHOT INFUSED WITH POTENT SPIKE EXTRACTS  
Aromatic and refreshing, this shot is a blend of green cardamom, ginger, and cinnamon, all of which are grown in the hills of Sweden. Vodka, together with the aromatic spices, creates a unique and refreshing taste.

ABSOLUT EXTRAKT  
ABSOLUT EXTRAKT

IMPORTED BY  
ALL / 40% (80 PROOF) 700 ML  
PREMIUM SPIRIT DRINK  
ABSOLUT EXTRAKT  
ABSOLUT EXTRAKT

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION.

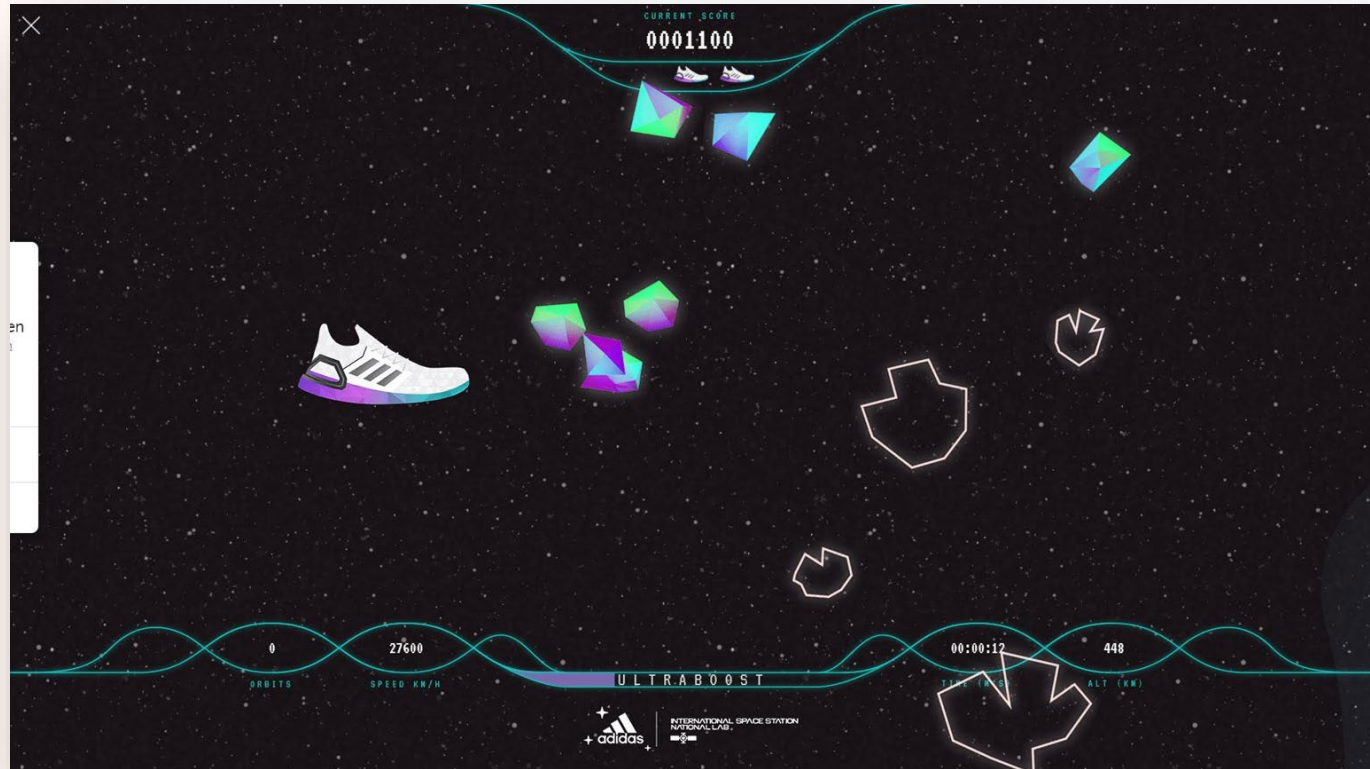
# Game

WeTransfer formats

Live Preview



← Back to overview



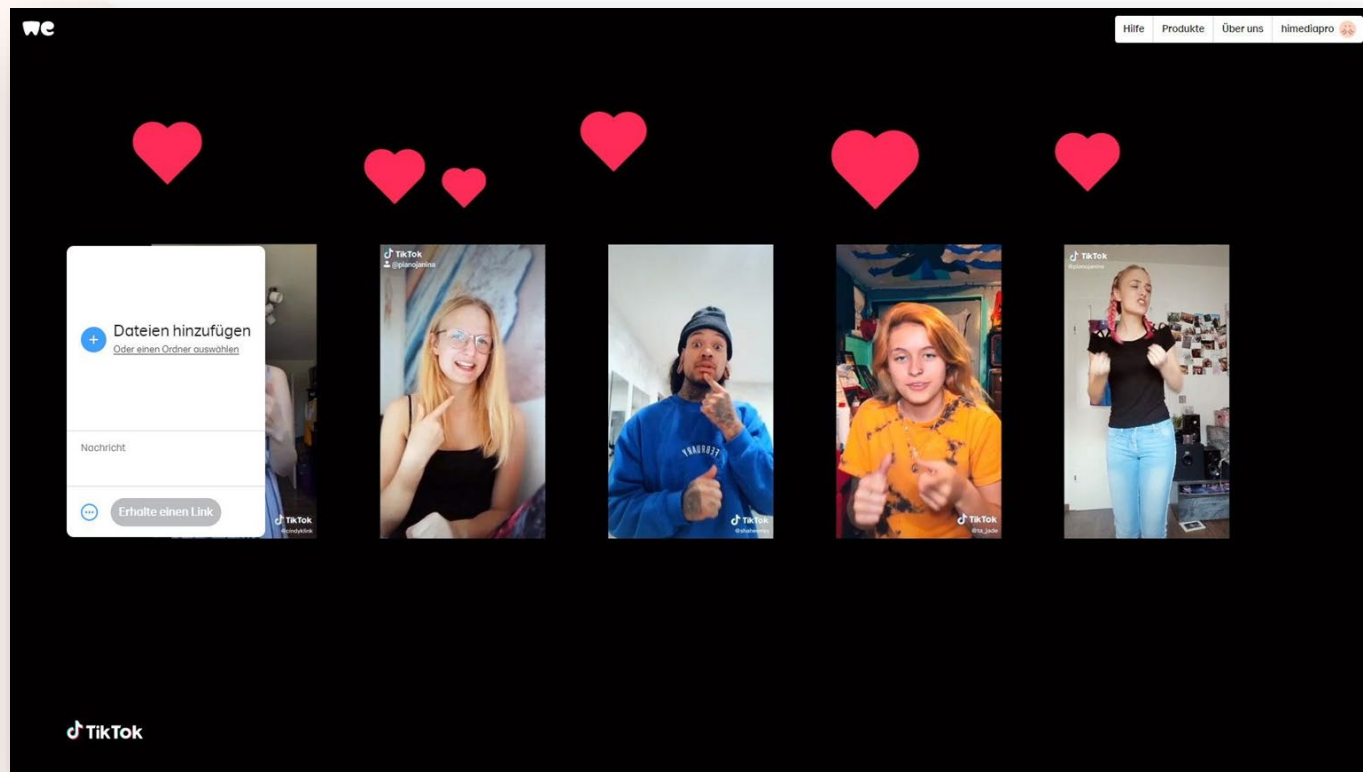
# Intro Video / Click-to-Play

WeTransfer formats

Live Preview



← Back to overview





# Animation

WeTransfer formats

Live Preview

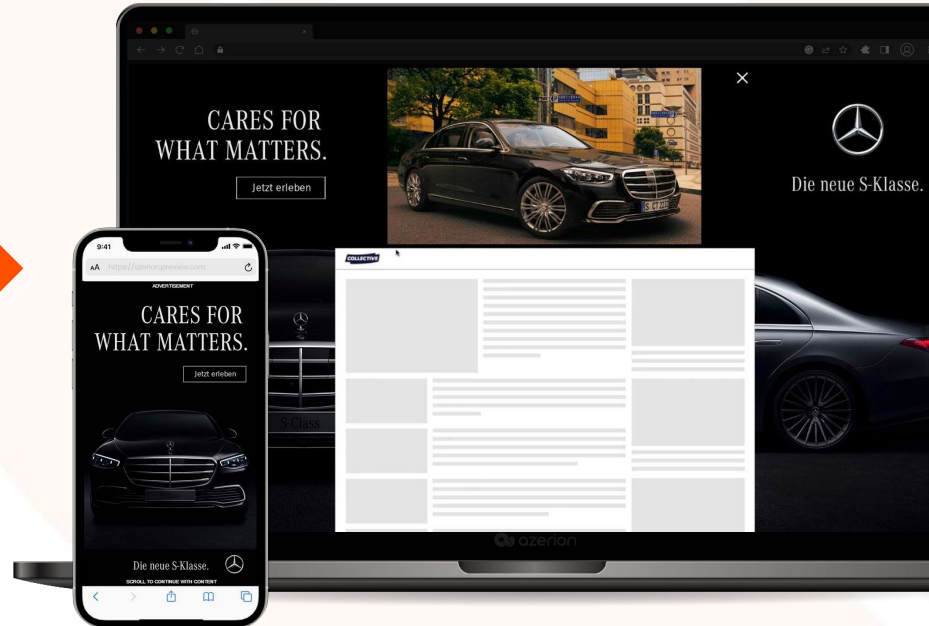
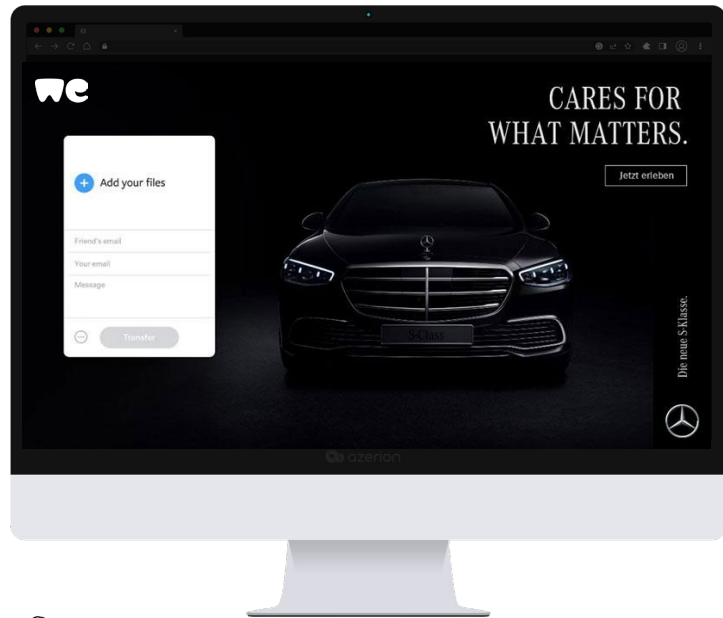


← Back to overview



# One WeTransfer asset set, three High Impact formats

Fullscreen | Desktop | Mobile



# WeTransfer.com

## Key Facts



Digital reach:  
**40 Mio.**  
Unique Users worldwide



**55%**  
male



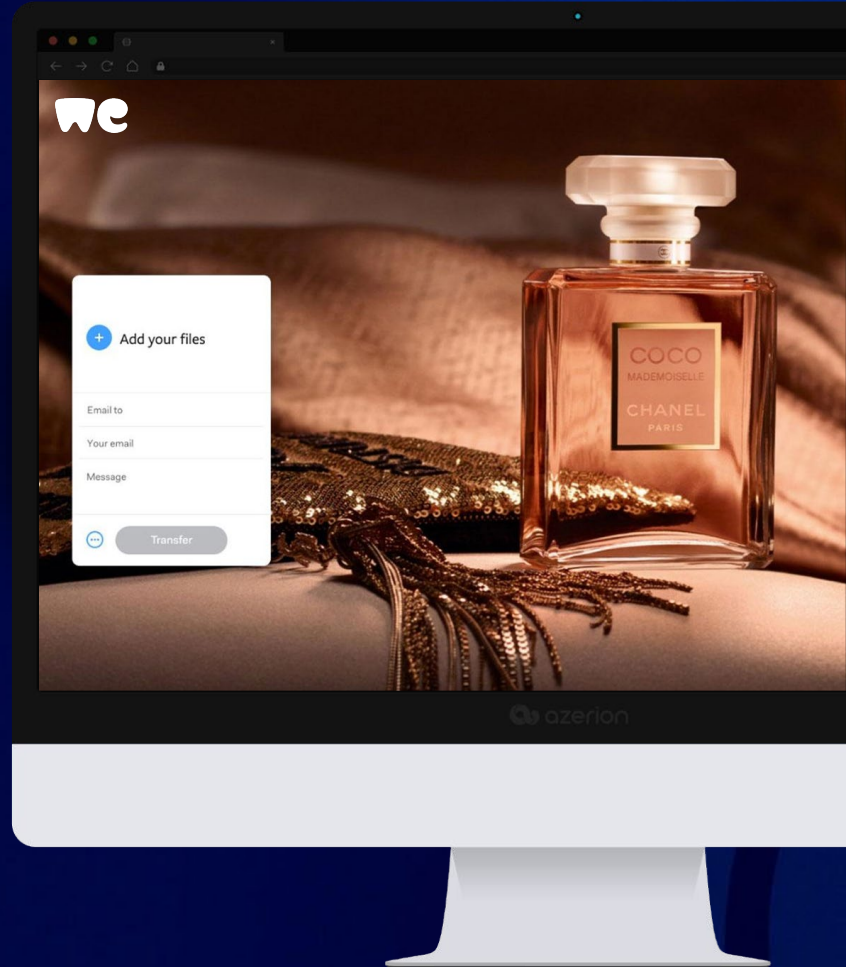
**35%**  
18-34 years



**86%**  
With degree



**61%**  
+50.000 €



# Azerion Brand Studio

Full-Service from a single source



**Consultation**



**Concept**



**Production**



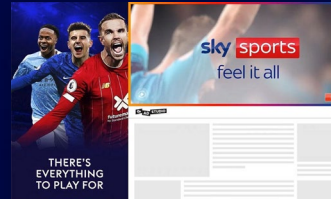
**Optimization &  
Reporting**



# High Impact desktop formats



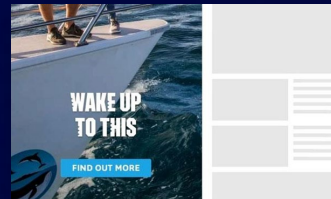
Desktop Skin



Desktop Skin



Game



Scrolling Skin

# Desktop Skin

High Impact desktop formats

See Showcase



← Back to overview



# Desktop Skin

High Impact desktop formats

See Showcase



← Back to overview



# Desktop Skin

High Impact desktop formats

See Showcase



[← Back to overview](#)





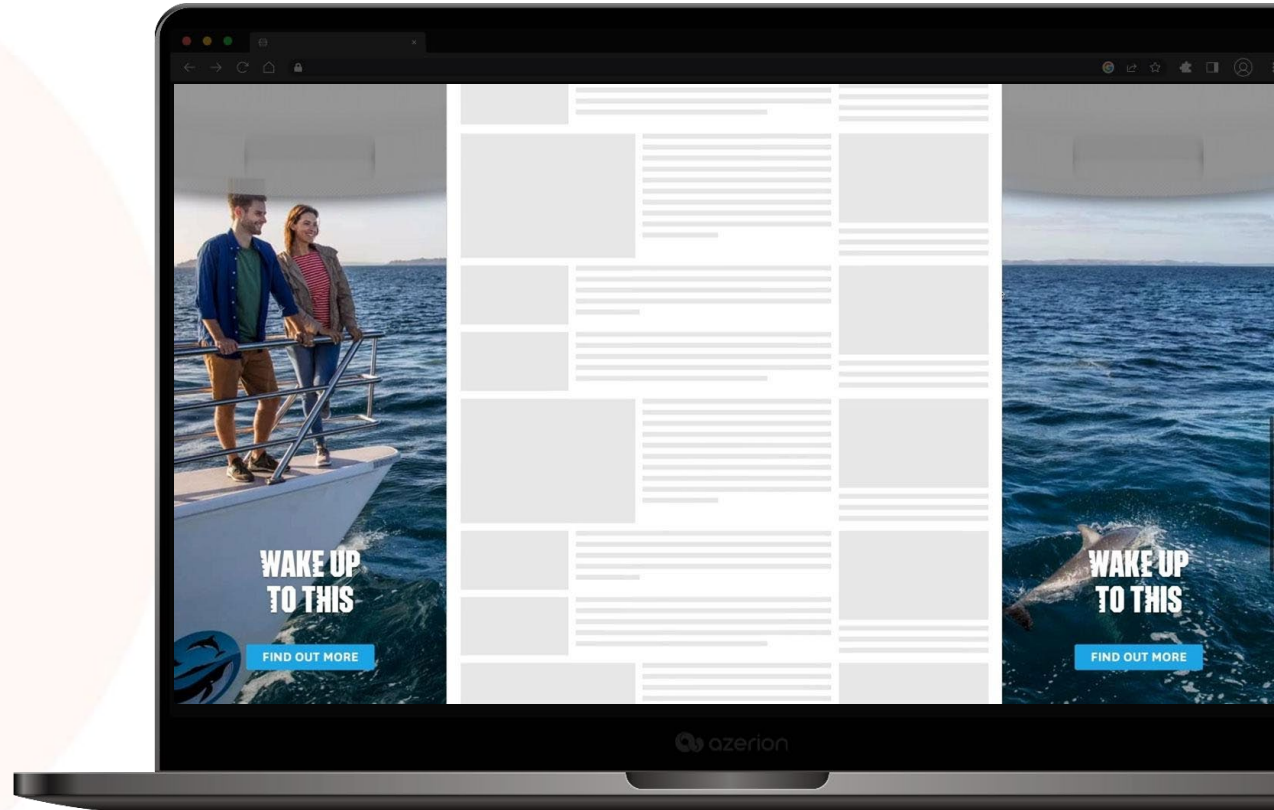
# Scrolling Skin

High Impact desktop formats

See Showcase



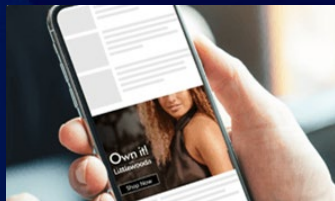
← Back to overview



# High Impact mobile formats



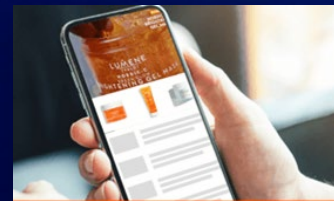
Mobile Interscroller



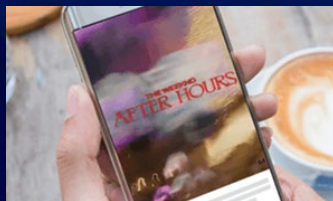
Mobile Letterbox



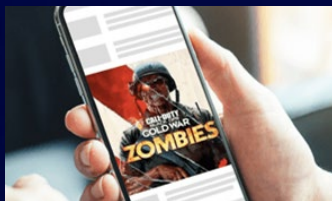
Mobile Story



Mobile Product Feed



Mobile Streamview



Mobile Revolver



Swipe Video

# Mobile Interscroller

High Impact mobile formats

Live Preview



← Back to overview

mobile view



# Mobile Letterbox

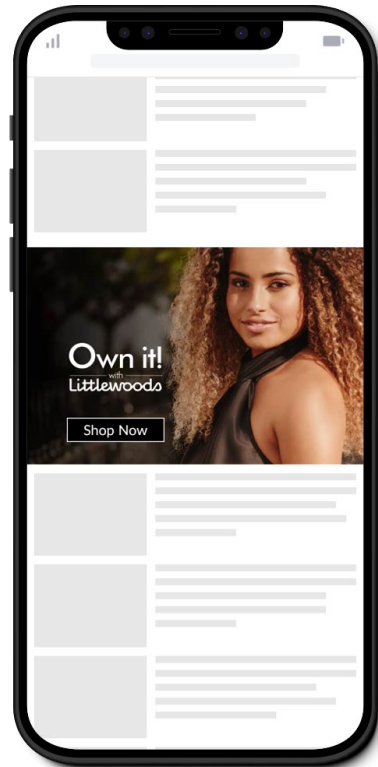
High Impact mobile formats

Live Preview



← Back to overview

mobile view





# Mobile Story

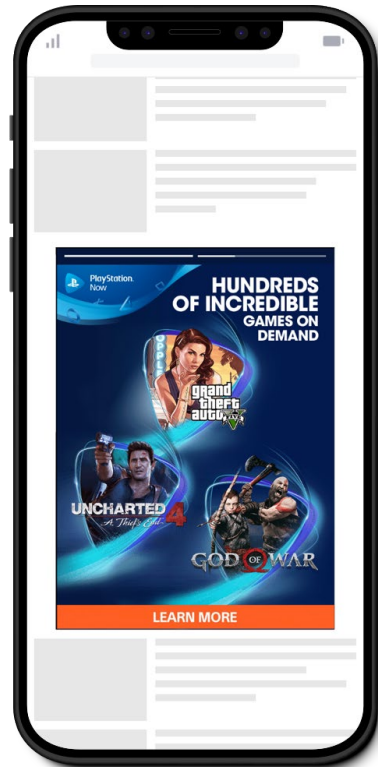
High Impact mobile formats

Live Preview



← Back to overview

mobile view



# Mobile Product Feed

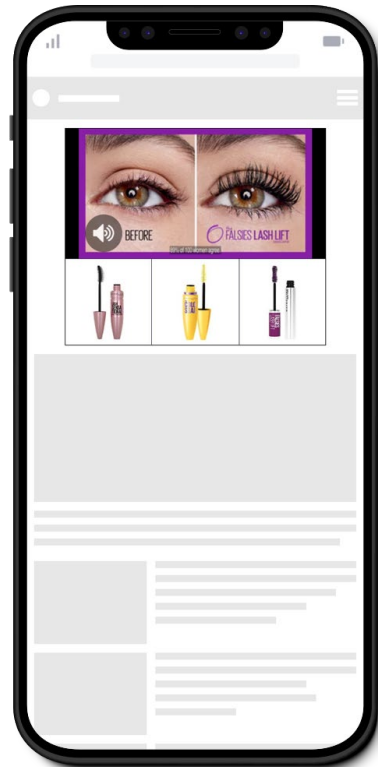
High Impact mobile formats

Live Preview



← Back to overview

mobile view



# Mobile Streamview

High Impact mobile formats

Live Preview



← Back to overview

mobile view



# Mobile Revolver

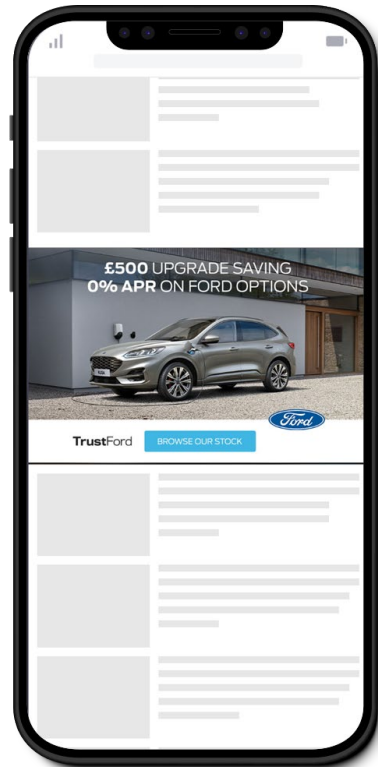
High Impact mobile formats

Live Preview



← Back to overview

mobile view



# Mobile Swipe Video

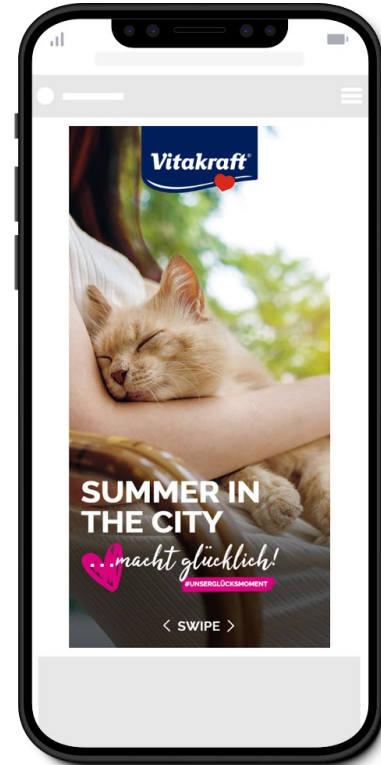
High Impact mobile formats

Live Preview



← Back to overview

mobile view

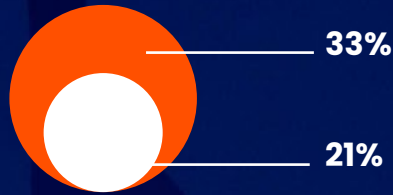




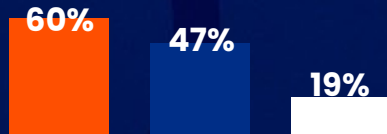
# High Impact particularly effective

High advertising recall, positive perception

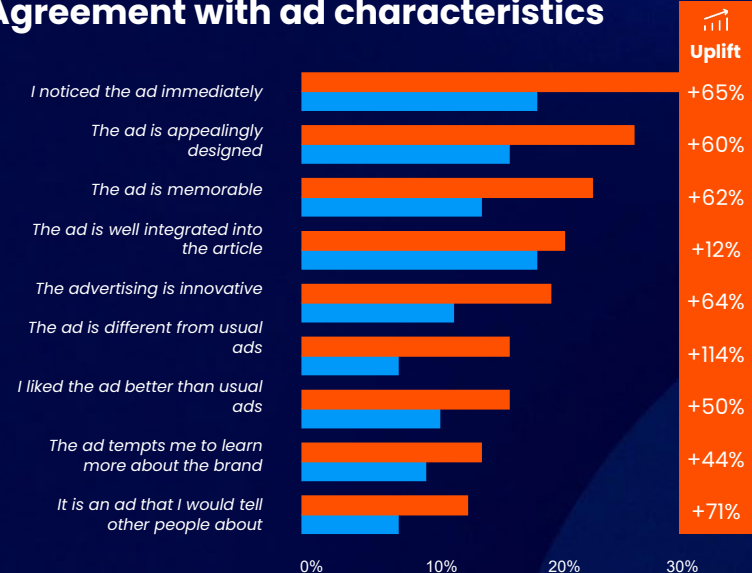
## Unaided recall



## Ad recall



## Agreement with ad characteristics



# High Impact – Portfolio excerpt

musikexpress

RollingStone

VISIONS

Geizhals  
Preisvergleich

A10.com

laut.de

we

kicktipp

guentiger.de

HOTEL  
HIDEAWAY

METAL  
HAMMER

DELUXE  
MUSIC

fussballdaten.de

GirlsGoGames.de

GOVERNOR  
OF  
POKER3

TVinfo

FESTIVALS  
UNITED

Jetztspielen.de

FESTIVALPLANNER

Computer  
Base

MICHELIN

Wooz world

POKER  
WORLD



# Thank you!

We will be glad to make you an individual offer.

HiMedia Deutschland AG  
Emanuel-Leutze-Straße 8  
40547 Düsseldorf / Germany

T: +49 (0) 211 - 302 77 - 0  
F: +49 (0) 211 - 302 77 - 222  
E: [adsales-dach@azerion.com](mailto:adsales-dach@azerion.com)

