

Client: Qurate
Client Brand: HSN

Finance Job Number:

WorkFront Job Name: Production – HSN Holidays 2022

Producer's Name: Serena.Bove@dentsu.com

Does this asset use a font? No

Are brand guidelines available?

Are there brand or client assets available? No

Is there a DAM, asset library or other website where assets can be located? No

Are licensed images or art used in this asset? No

Have the images or art already been properly licensed with Business Affairs?

How many images do you have?

Type of Digital Asset Needed? Banner

Banner Type: HTML/Animated

Digital Asset Type:

Dose this client allow work to be created offshore? Yes

Funding? In Scope

Is this a rush estimate? No

Asset Ship Date: 2022-10-14

Drop Dead Time: EOD

Live Date: 2022-10-24

Number of unique assets: 3

Number of resizes 5

Number of variations: 0

Please provide additional context on variations: There are 3 creative executions and there are 6 sizes needed in HTML animation (18 total).

160x600

300x600

728x90

300x250

300x50

320x50

Final files are due to be trafficked on 10/14 EOD.

Total number of assets needed: 18

Do you have the final media specs? No

Please provide spec size information:

Are there any compliance notes to adhere to?

1 px border on all banner

Run through HTML5 Validator

and run through QA at your studio

Please enter any additional project details or notes:

The PSDs and PNGs can be found in the links below.

The first frame images are FPO as there is a photo shoot on 10/10

The animation follows the same as Pre-Holiday banners located in the link below which were made from another developer.

Preview link of previous banners is:

<https://dentsu.celtra.io/explorer/56f844c4?filter.batches.in=91a43886&lockedFilters=batches>

Beauty

<https://www.dropbox.com/t/NnBgGCEkEoX2rr9s>

Chef

<https://www.dropbox.com/t/waS7L5vvMn1En8tg>

Home

<https://www.dropbox.com/t/QeurlzkVKmasoFMg>

I'm thinking you can use the following 3 sizes for masters (total 12):

TSIQVC-O-105177_Beauty_160x600_v2.psd

TSIQVC-O-105177_Beauty_300x600_v2.psd

TSIQVC-O-105177_Beauty_728x90_v2.psd

TSIQVC-O-105177_Beauty_300x250_v1.psd

TSIQVC-O-105177_Chef_160x600_v2.psd

TSIQVC-O-105177_Chef_300x600_v2.psd

TSIQVC-O-105177_Chef_728x90_v2.psd

TSIQVC-O-105177_Chef_300x250_v1.psd

TSIQVC-O-105177_Home_160x600_v2.psd

TSIQVC-O-105177_Home_300x600_v2.psd

TSIQVC-O-105177_Home_728x90_v2.psd

TSIQVC-O-105177_Home_300x250_v1.psd

Then resize to the below sizes once approved (total 6):

Resizes

TSIQVC-O-105177_Beauty_300x50_v2.psd

TSIQVC-O-105177_Beauty_320x50_v2.psd

TSIQVC-O-105177_Chef_300x50_v2.psd

TSIQVC-O-105177_Chef_320x50_v2.psd

TSIQVC-O-105177_Home_300x50_v2.psd

TSIQVC-O-105177_Home_320x50_v2.psd

PLEASE KEEP ALL FILE NAMES THE SAME THROUGHOUT.

All headlines, copy and CTAs should NOT be live type but be rendered at retina (2x) PNGs

The timeline is as follows:

10/05/22 Dev KO/Build 12x Master sizes

10/7/22 Internal review and approval of 3x Master Size/Submit to Client for review

10/10/22 Holiday – US DC offices are closed.

10/11/22 Client feedback/Implement minor animation revisions to 12x Master sizes/Build remaining 6x Resizes

10/12/22 Internal review and approval of all sizes/Submit all sizes to client for review/approval

10/12/22 Client Approval

- 10/13/22 Submit to QC
- 10/14/22 QC Feedback/Update HTML resubmit to QC/Receive final QC approval/
- 10/14/22 Package final assets/Account team to hand off to media