

# SBS On Demand Solus Impact & Solus Spot

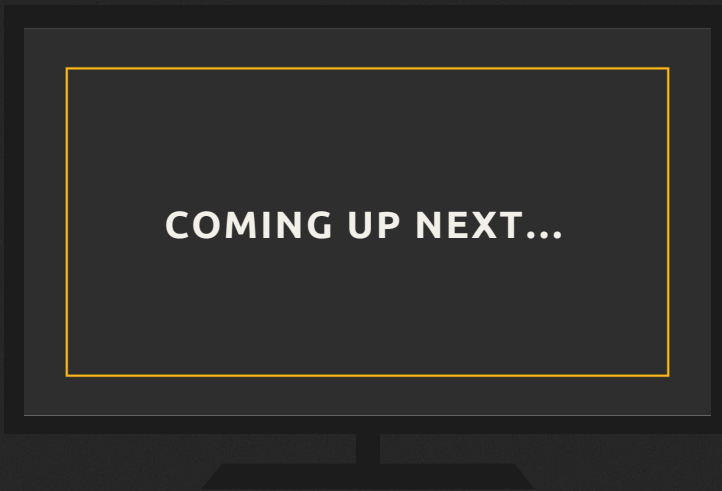
Production Guide

# What is the Solus Impact?



A non-VO, graphics-based product

Link to video example available [here](#)



SBS On Demand's unmissable, high impact, low emissions ad format. Grants advertisers the ability to run the only ad in a program of choice.

Viewers enjoy an ad-free program, with the single pre-roll crediting the brand.



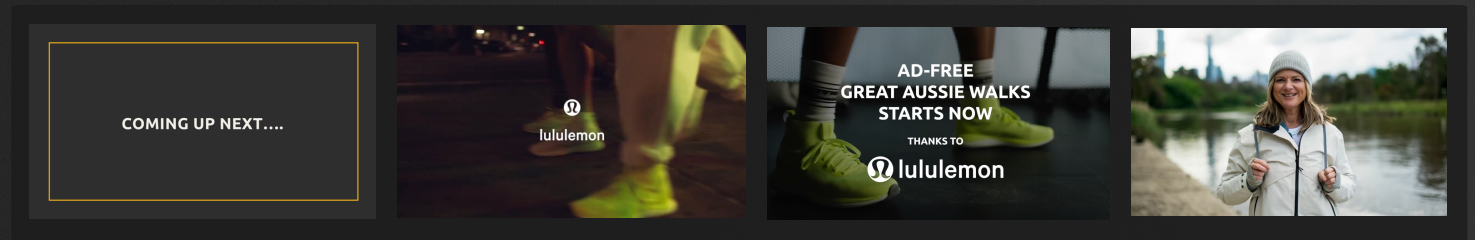
The Solus Impact is made up of 3 visual components: a bespoke 10 second intro sting, the brand's TVC, and a 5 second brand outro sting.

NOTE: the Solus Impact and Solus Spot utilise the same graphical template.

**No voice over is available for either product.**

## Creative treatment

Both the 10 second and 5 second sting are built in-house by SBS. All Solus Impact spots follow the same template and style guide.



Key message: **X is delighted to be able to make this program available without interruption**

15"/30"/60" brand ad is served to the audience

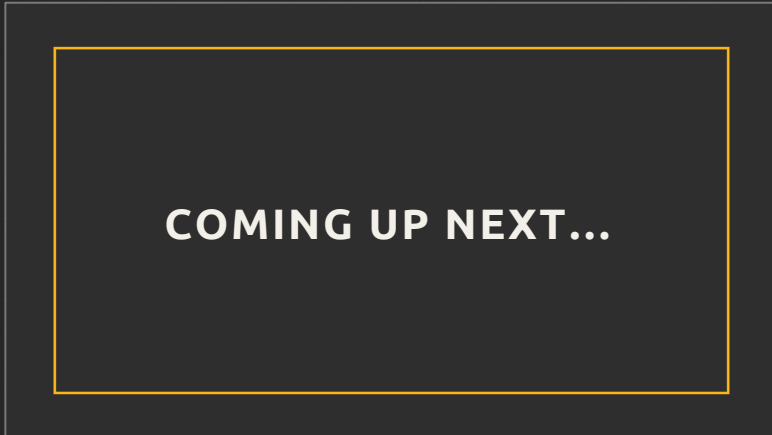
**Audience is reminded the program is interruption-free thanks to X**

Audience begins an ad-free episode of their favourite SBS On Demand program



# Solus Impact Storyboard Mockup – 10 Second Sting

01



Copy on-screen: "Coming up next..."

SFX Music Template

Ubuntu font template

02

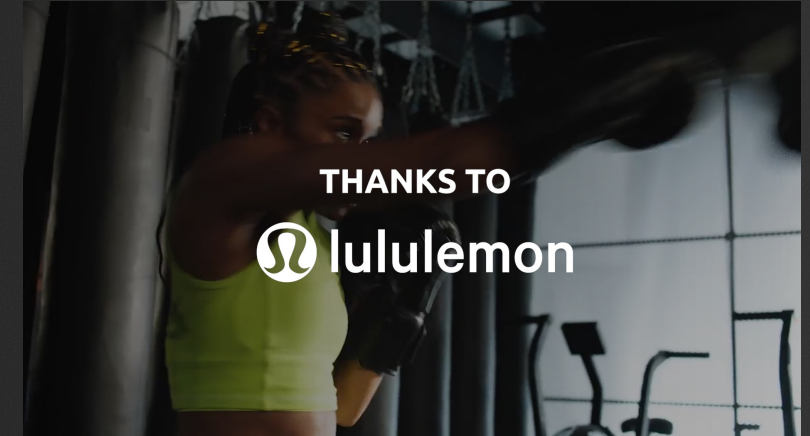


Copy on-screen: "Great Aussie Walks. Ad-free, so you never miss a step."

SFX Music Template

Ubuntu font template

03



Copy on-screen: "Thanks to Lululemon."

On-screen logo branding in mono white

Client TVC playing in background

SFX Music Template

Ubuntu font template



# Solus Impact Storyboard Mockup – 5 Second Sting

## Copy on-screen (no VO is available):

“Ad-free Great Aussie Walks starts now.  
Thanks to Lululemon.”

On-screen logo branding in mono white

Client TVC playing in background

SFX music template

Ubuntu font template




NOTE: This is template copy, not bespoke

NOT Bespoke Copy – must be template message



# Solus Impact Briefing form

SBS Media Sales Representative/Coordinator to fill in and send to Creative Services **2 weeks prior to Solus spot live date:**

FTP of High res footage (brand ad)	<Insert here>
FTP of Brand logo in mono, EPS or PNG format	<Insert here>
 NOTE: Font template is Ubuntu	

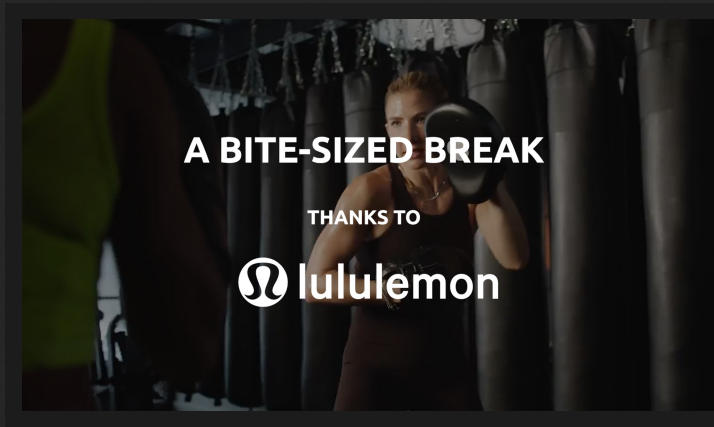
**NO LOW RES ASSETS TO BE SENT VIA EMAIL.**  
**HIGH RES ASSETS TO BE SENT VIA DIRECT FILE TRANSFER LINKS**

Fill in this form and send it to your Creative Services representative

# What is the Solus Spot?

A non-VO, graphics-based product

Video example available [here](#)



SBS On Demand's original Solus ad format. Grants advertisers the ability to run the only ad in the mid-roll break.

Viewers enjoy a shorter ad experience, with the mid-roll crediting the brand.

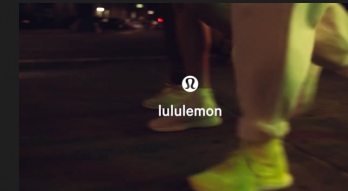


The Solus Spot is made up of 2 visual components: a 5 second branded sting, and the brand's TVC.

NOTE: the Solus Impact and Solus Spot utilise the same graphical template. **No voice over is available for either product.**

## Creative treatment

Intro: 5 second sting built in-house by SBS; dynamic lock up.



On Demand Content

5 second sting

Brand TVC

On Demand Content

Audience is streaming their favourite content on SBS On Demand

Audience is treated to 5" sting in mid-roll, informing them of a shorter ad break, BTYB the brand

15"/30" brand ad is served to the audience

Audience returns to streaming their favourite content on SBS On Demand



# Solus Spot Storyboard Mockup – 5 Second Sting

## Copy on-screen (no VO is available):

"A bite-sized break. Thanks to..."

On-screen logo branding in mono white

Client TVC playing in background

SFX music template

Ubuntu font template




NOTE: Copy can be created bespoke to client  
– subject to caveats outlined later in guide



Can be bespoke copy

# Solus Spot Briefing form

SBS Media Sales Representative/Coordinator to fill and send Creative Services **2 weeks prior to Solus spot live date:**

FTP of High res footage (brand ad)	<Insert here>
FTP of Brand logo in mono, EPS or PNG format	<Insert here>
Script:	
 NOTE: Font template is Ubuntu	

## Solus Spots Script Copy Options:

- “A bite-sized break...thanks to <Client>.”
- “Zero ads...except for this one. Thanks to <Client>.”
- “Don’t go anywhere! A bite-sized break thanks to <Client>.”
- Bespoke:
  - Copy must be able to fit and play out within the 5 second sting.
  - Clients are entitled to 1 revision to copy.

**NO LOW RES ASSETS TO BE SENT VIA EMAIL. HIGH RES ASSETS TO BE SENT VIA DIRECT FILE TRANSFER LINKS**

Fill in this form and send it to your Creative Services representative



# Solus Impact and Solus Spot Bespoke Script

We can create bespoke copy for both the Solus Impact and Solus Spot, providing the following criteria is met.

## Solus Impact:

- Bespoke copy can only be created for the 10 second sting of the Solus Impact (i.e. the first component) and not the 5 second sting that plays before programming
- Copy must be able to fit and play out within the 10 seconds
- Clients are entitled to 1 revision to the copy

## Solus Spot:

- If no bespoke copy is required, then the default template copy will be:
  - **“A bite-sized break. Thanks to <Client>”**
  - **“Zero ads...except for this one. Thanks to <Client>”**
  - **“Don’t go anywhere! A bite-sized break thanks to <Client>”**
- Copy must be able to fit and play out within the 5 second sting
- Clients are entitled to 1 revision to the copy

# Lead Times

<b>Material Delivery</b>	<p><b>Lead time: 2 weeks (10 business days) prior to live date</b></p> <ul style="list-style-type: none"><li>• Brand ad as per <a href="#">SBS Technical Delivery Specifications</a></li><li>• Brand logo in mono, EPS or PNG format</li></ul> <p>If airing on SBS On Demand only, the client supplied material doesn't need ClearADs approval, however it is the client/agency's responsibility to ensure that materials delivered to SBS for use in a Solus Impact/Spot comply with the AANA Code of Ethics and acceptance of the <a href="#">SBS Media Advertising Terms and Conditions</a>.</p>
<b>Spot Spot/ Solus Impact Approval</b>	<p>Solus Impact/Spot creative will be produced and delivered to the client: <b>7 business days prior to live date</b></p> <p>Approval: <b>4 business days prior to live date</b></p> <p><b>Approval must be granted no less than 4 days prior to live date</b></p>
<b>Solus Impact/Spot Master and Delivery</b>	<p><b>3 business days prior to live date</b></p> <p>Solus Impact/Spot to be mastered, tech-checked and delivered no later than 3 standard working days prior to live date</p>



NOTE: Failure to meet these lead times may result in Solus Spot/ Solus Impact being delayed

# Revisions and Extra Versions

Sponsors are entitled to 1 Solus Spot/ Solus Impact version as part of a national sponsorship and a **free of charge update is permitted after every 4 weeks** the campaign is live. Note: this update does not apply to regional and metro only sponsorships.

**Sponsors are entitled to 1 round of feedback.** Any post-production revisions to the Solus Spot/ Solus Impact, or extra versions requested by the client before the 4 week period will incur a **\$500 production fee** per version, per Solus Spot/ Solus Impact.



