

SBS On Demand Solus Impact

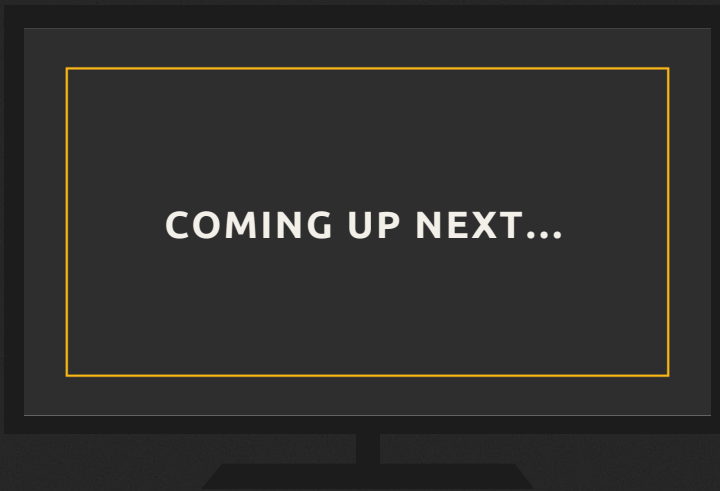
Production Guide

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.



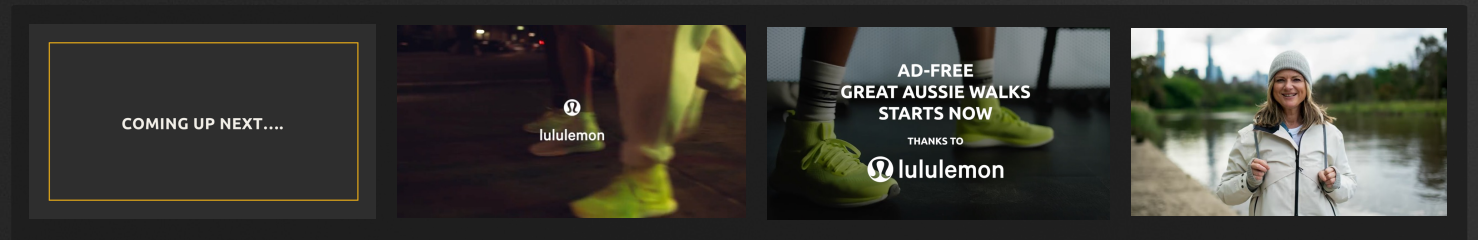
The Solus Impact is made up of 3 visual components: a bespoke 10 second intro sting, the brand's TVC, and a 5 second brand outro sting.

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.



10 Second Sting

Brand TVC

5 Second Sting

On Demand Content

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

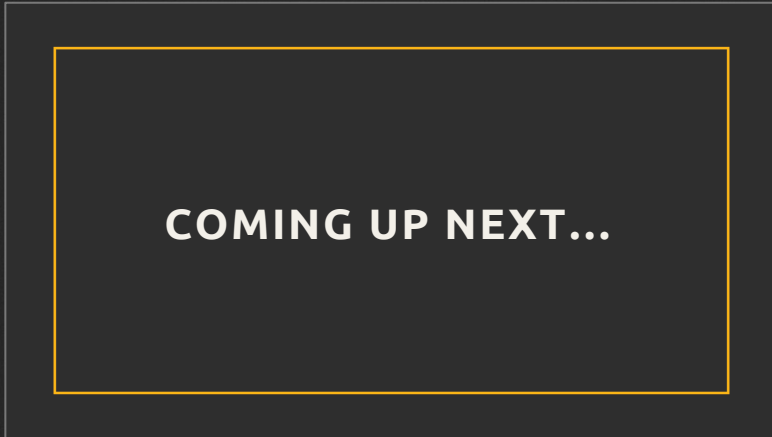
15"/30"/60" brand ad is served to the audience

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

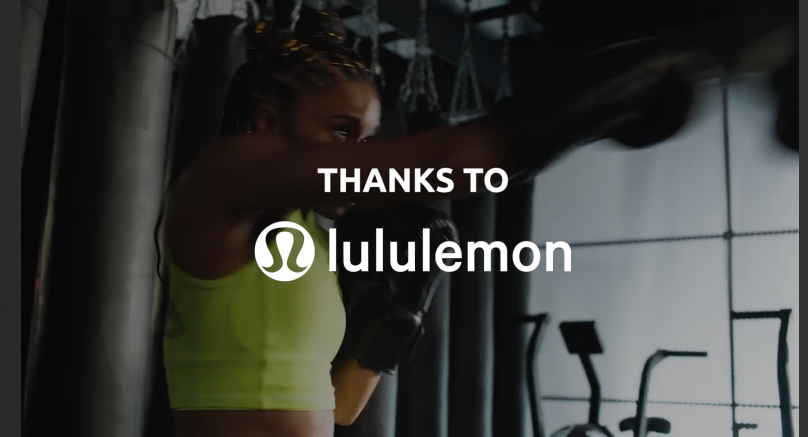


Copy on-screen: "Great Aussie Walks. Ad-free, so you never miss a step."

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


Solus Impact Bespoke Script

We can create bespoke copy for the Solus Impact, providing the following criteria is met:

- 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

Lead Times

Material Delivery	<p>Lead time: 2 weeks (10 business days) prior to live date</p> <ul style="list-style-type: none">• Brand ad as per SBS Technical Delivery Specifications• Brand logo in mono, EPS or PNG format <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 SBS Media Advertising Terms and Conditions.</p>
Solus Impact Approval	<p>Solus Impact creative will be produced and delivered to the client: 7 business days prior to live date</p> <p>Approval: 4 business days prior to live date</p> <p>Approval must be granted no less than 4 business days prior to live date</p>
Solus Impact Master and Delivery	<p>3 business days prior to live date</p> <p>Solus Impact to be mastered, tech-checked and delivered no later than 3 business days, prior to live date</p>

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

Revisions and Extra Versions

Sponsors are entitled to 1 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 Impact, or extra versions requested by the client before the 4 week period will incur a **\$500 production fee** per version, per Solus Impact.

