



# CREATIVE SPECS

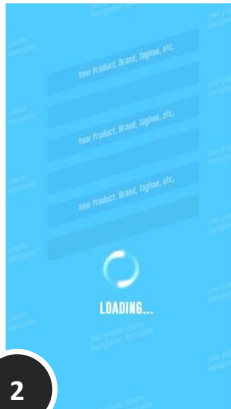
## Mini Game



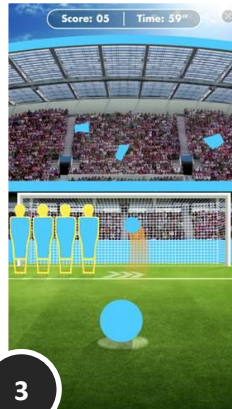
<b>HTML5 Mini Game</b>	Mini Games is developed in-house – Gameloft’s expertise
<b>ASSETS TO PROVIDE:</b>	Mood board of the campaign/brand/product TV or print ads, preferably with a link to view them
	Logo in PSD/PNG/JPG
	Product in PSD/PNG/JPG & in High Definition
	Texts and copies in English Fonts (if any, with legal clearance)
	Specific background images (psd/png-transparent background) to use in design.
<b>MINI GAME SCREENS’ BACKGROUND REQUIRED ON:</b>	
	<b>Screen 1 / Start Screen / Full Screen Interstitial</b> <b>Screen 2 / Loading Screen / Full Screen Interstitial</b> <b>Screen 4 / End Screen / Full Screen interstitial</b>
<b>DESIGN REQUIREMENTS</b>	Call to action text on end screen (default: "Check it out")
<b>OTHER REQUIRED ELEMENTS</b>	Assets in other Languages if to be supported Redirection link (optimized for mobile) 3 <sup>RD</sup> Party tracking link(s) (if applicable)
<b>PLATFORM</b>	



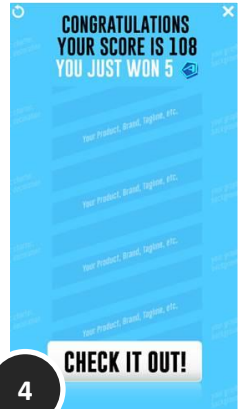
1



2



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4