Clear Channel

Quick guide
to dynamic HTML material

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What is HTML material?

HTML is a file format that makes use of the HTML 5 markup language. This markup language is commonly used to create websites.

HTML5 language has been used for years in online advertising for its easy and fast customisation and responsiveness. Responsiveness means that the advertisement is automatically resized to a suitable size for each device.

HTML material and all its features can also be used for out-of-home advertising.

With the help of HTML material, you can dynamically bring your brand to life on digital out-of-home advertising surfaces — only your imagination is the limit!

The material consists of photo and video material, rules guiding the material and possibly databases, such as weather websites.

53% of people understood the environmentally friendly advertisement better. 18% noticed the advertisement better, compared to the generic one, as pointed out in Posterscope's research [1].

[1 Posterscope, The Dynamic Difference,2013

When should you use HTML material?

HTML material is more local and up-to-date than images and videos. Consumers react positively to content that is targeted by place and time[1]. Local advertising is more likely to attract a consumer's attention than a regular campaign.

Since HTML material can be fully equated to conventional image and video files, it can be used in any out-of-home advertising campaigns!

Make use of HTML material, when:

• You want to advertise on our Shopping Wall network and want to use more than one advertisement subject

• You want to use a counter or otherwise time-bound message

• You want to change the message of your advertisement by using external data based on, for example, weather or likes on social media

• You want to implement something new. HTML material advertising opportunities are endless!

Kotipizza's dynamic campaign made use of train timetables as its external data.

(1 Posterscope, The Dynamic Difference, 2013

Why should you implement a campaign in HTML?

You want to advertise on our Shopping Wall network. You need the material in different resolutions and at the same time you want to make use of six different subjects.

With the HTML material you can create a singular material package that includes, for example, six backgrounds, texts and logos as separate elements.

Element positions are defined in the HTML code, so that the material can adapt to each screen.

There can be two different materials (horizontal and vertical) or one adaptable version.

If you create the material in URL format, you can make changes to the material directly without our assistance!

In the traditional way, you send us the modified material via the material portal to be shown on different surfaces. Changes to image and video material are updated onto the digital surfaces within 24 hours of sending them.

Using HTML material is available on almost the entirety of Clear Channel's Shopping Wall network. Please check the exact locations before the campaign begins.

Paasosen Polttaritoimisto campaign materials fitted well onto Shopping Digital and The Wall surfaces.
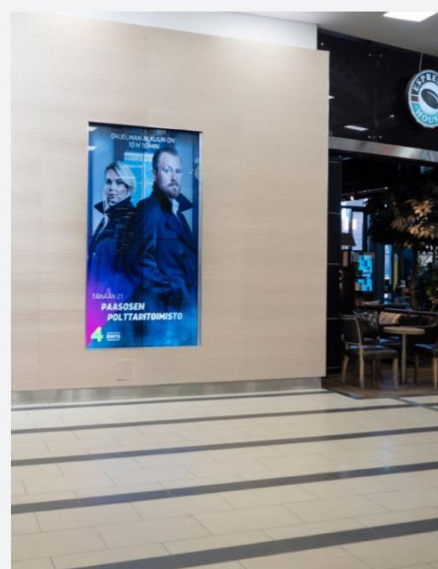
Case
Nelonen Media

Nelonen Media implemented a dynamic campaign between 5–9 January 2020. Paasosen Polttaritoimisto campaign reminded interested viewers of the series' start time and attracted them in front of the television. The countdown clock in the upper corner of the advertising material showed to the exact minute how much time was left until the start of the programme. The advertising material was updated in real-time according to the time of day. Read more about the case here.

Nelonen Media prefers to deliver dynamic material in HTML format, which is also used for display-advertising. This way, materials for several different media can be created with minimal editing and trouble.

"We can utilise the possibilities HTML5 provides simultaneously in both display and out-of-home advertising. The dynamic nature of out-of-home advertising enables everything that is possible when producing websites, excluding direct consumer interaction. I am certain that in the future we will create campaigns where the material makes use of, for example, already existing, changing data or the material itself can live in a certain time or place. We are also contemplating using social media content in out-of-home advertising, now that it too is possible", Says Creative Designer Anu Rytkönen from Nelonen Media.

How is dynamic HTML material built?

Source material
Dynamic material is based on one or more sources, which can be either in image or video format. Any dynamic element (e.g. time) is left empty.

Rules
The rules define the extent to which source material can be scaled, which source material is being shown and which part is being changed.

Database
Rules can be based on databases such as train timetables or weather data.

Final material
The finished material is either a local zip folder in HTML format or a browser-based URL that is run on digital advertising screens in exactly the same way as more common image and video files.

HOK-Elanto held a campaign that made use of weather information.

HTML material design steps

Follow these steps to produce your own HTML material in cooperation with Clear Channel:

1. **Contact our** [sales!](#)
   Together we can make the most effective campaign implementation just for you. A timetable for sending the source material and the rules for the HTML material will be agreed on, after which you will receive an estimate from us for the production of the HTML material.

2. **Send your source material and rules to Clear Channel within the agreed timeframe, or at least six working days before the start of the campaign.**
   We will finalise the material together with our partner before the campaign begins, so that there's still time for final touches.

3. **Enjoy the free time that the easy HTML format can bring you!**

Follow these steps when implementing the HTML material yourself:

1. **Send the finalised material to Clear Channel at least four working days before the start of the campaign.**
   Send the HTML material to Clear Channel by email to the following email address: digitalcampaigns@clearchannel.fi. We will check and time your material at the cost of the material management fee!
2. **Enjoy the free time that the easy HTML format can bring you!**

We will gladly help you identify your out-of-home advertising needs. Contact us!

Sales
Tel. +358 207312010 email address
sales@clearchannel.fi
or by filling in [a form](#).

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More information

You can find examples of completed campaigns with HTML material on our website. Read articles and case examples here (in Finnish) or discover a few of our articles in English here.

#SYÖULKONA-CAMPAIGN CAPTIVATED THE METROPOLITAN STREET SCENE IN SUMMER

MYLLY'S DYNAMIC OUT-OF-HOME ADVERTISEMENT CAMPAIGN WAS DELIGHTFUL

DISTANCE-MEASURING OUT-OF-HOME CAMPAIGN WAS A SUCCESS

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