

## Narrative

### In App | Display

Two different video trailers for pre and post launch rotate, based on release date timing. CTA messaging changes from pre order to order now. Also included is a dynamic timer that counts down the days until the release. Further driving excitement with contextual relevance. Messaging also highlights the trailer footage is from ps5 gameplay, driving excitement about ps5.

The **320x50 in-banner** video is edited by our creative services team in house, to communicate critical storytelling points. So the video within the unusual ratio translates clearly and nothing is missed. UX icons and messaging are always clear. Pre order and Order now CTAs are applicable to the different timings of the campaign

Once tapped, a vertical video is played in the expanded panel. The vertical video is also recomposed from client assets in-house. To maintain key storytelling elements at an unusual ratio. The CTA in the expanded panel also changes for pre and post release messaging. And, the countdown is present in the pre launch creative expanded panel.