iRewind

#relivethemoment

EMPOWERING DIGITAL MARKETING

Intro, Outro and Overlay Options
-
Extra Features

- This documentation outlines the specifications and options for the composition of personalized videos. A personalized video is generally composed of an intro and an outro and features an overlay.
- We differentiate between simple, standard and advanced video concepts
- To further enhance the video experience and increase the level of personalization, we offer different features that can be added to the requested video concept

Simple Video Concept

Element	Example	Description	Specification
Intro		· A 5-10 Second piece of video is delivered · Either with the relevant logos for the event already integrated or sent separately · No personalization · iRewind will do final composing	
Outro		· A 5-10 Second piece of video is delivered · Either with the relevant logos of the event already integrated or sent separately · No personalization	
Overlay		· Designed by iRewind · Various personalization options. In this case: · Name · Race Time · Stays throughout the personalized video footage	· Design by iRewind · Personalization information to be decided by customer
Extras		· The customer wanted to place their event logo and their sponsors' logos in the video. · This was sent along and integrated by iRewind.	· .jpg format

Simple Video Concept

SIERRE ZINAL

In cooperation with UBS and EMILE CHOURIET, iRewind creates the finisher clip for the Sierre Zinal mountain race. Sierre-Zinal has been hailed as the "New York Marathon" of mountain races.

Standard Video Concept

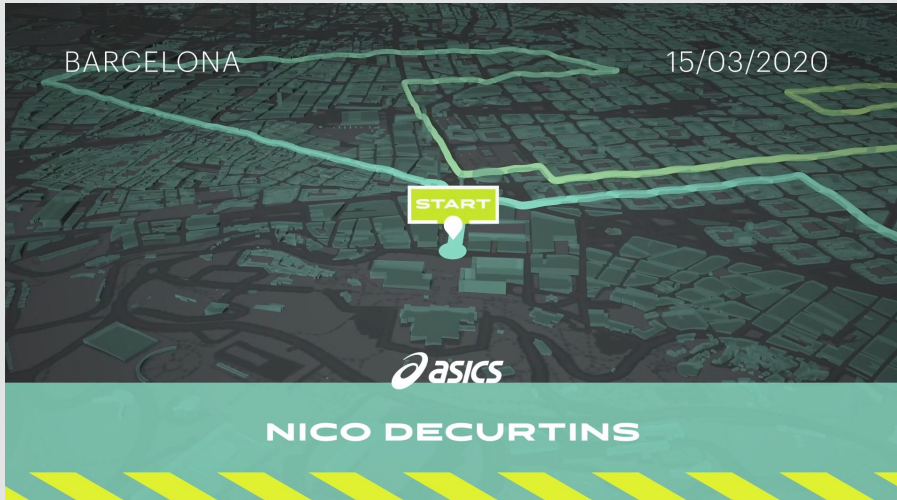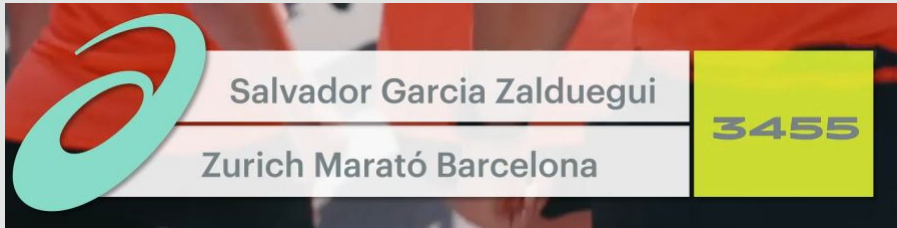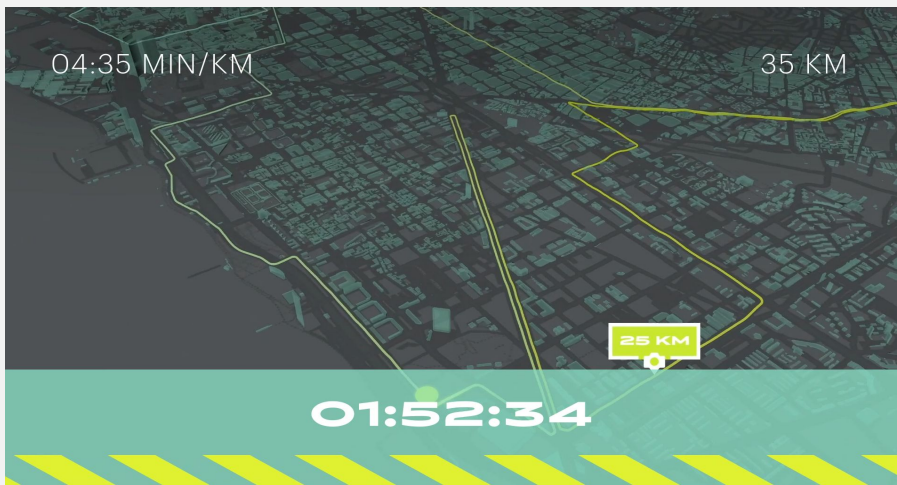| Element	Example	Description	Specification
Intro		· A 5-15 Second piece of video is delivered · Either with the relevant logos for the event already integrated or sent separately · iRewind adds simple personalization in the intro. In this case: · Name · Race Date	
Outro		· A 10-20 second piece of video is delivered · Either with the relevant logos of the event already integrated or sent separately · iRewind adds simple personalization in the outro. In this case: · Name · Ranking · Finish time	
Overlay		· Designed by iRewind · Various personalization options. In this case: · Name · Race Time · BIB number · Stays throughout the personalized video footage	· Design by iRewind · Personalization information to be decided by customer
Extras		· After the personalized outro, the customer added a frame with a clickable CTA, promoting the download of an app · This frame was delivered by the customer but animated and made clickable by iRewind	· .jpg format

VIDEO EXAMPLE

Standard Video Concept

CRAILSHEIMER SPARKASSENLAUF

For the INTERSPORT RunClub, iRewind creates the finisher clip for local races. Beside of a sharable, digital souvenir, the target was that the audience download the INTERSPORT EVENT APP.

Advanced Video Concept

Element	Example	Description	Specification
Intro		• A 10-20 second intro is designed by iRewind based on customer's assets, VI/CI/CD • Personalization in the intro already integrated. In this case: 　• Name 　• Race Date 　• Race Place	
Outro		• A 10-20 second outro is designed by iRewind based on customer's assets, VI/CI/CD • Personalization in the outro already integrated. In this case: 　• Name 　• Finish time	
Overlay		• Designed by iRewind • Various personalization options. In this case: 　• Name 　• Race Name 　• BIB number • Stays throughout the personalized video footage	• Design by iRewind • Personalization information to be decided by customer
Extras		• In-betweens • Personalized and animated frames between the personalized footage • Various personalization options. In this case: 　• Race Time 　• Pace 　• Km section	• Based on customer wishes

Advanced Video Concept

BARCELONA MARATHON

In cooperation with ASICS, iRewind creates the finisher clip for the Barcelona Marathon. In this example video is the concept design 2020 / 2021.

ISTANBUL MARATHON

In cooperation with Vodafone, iRewind creates finisher clips for the half marathon in spring and the marathon in fall. This is the example video from 2019.

TWO VIDEO EXAMPLES

Portrait Video Concept

GENERALI GENEVE MARATHON

We created a concept of portrait videos with live delivery, containing all the graphical elements of a general, landscape video, but limited to one finish line camera, allowing for a super fast, live video delivery (3min30 delivery time to participant, in total, after them crossing the finish line)
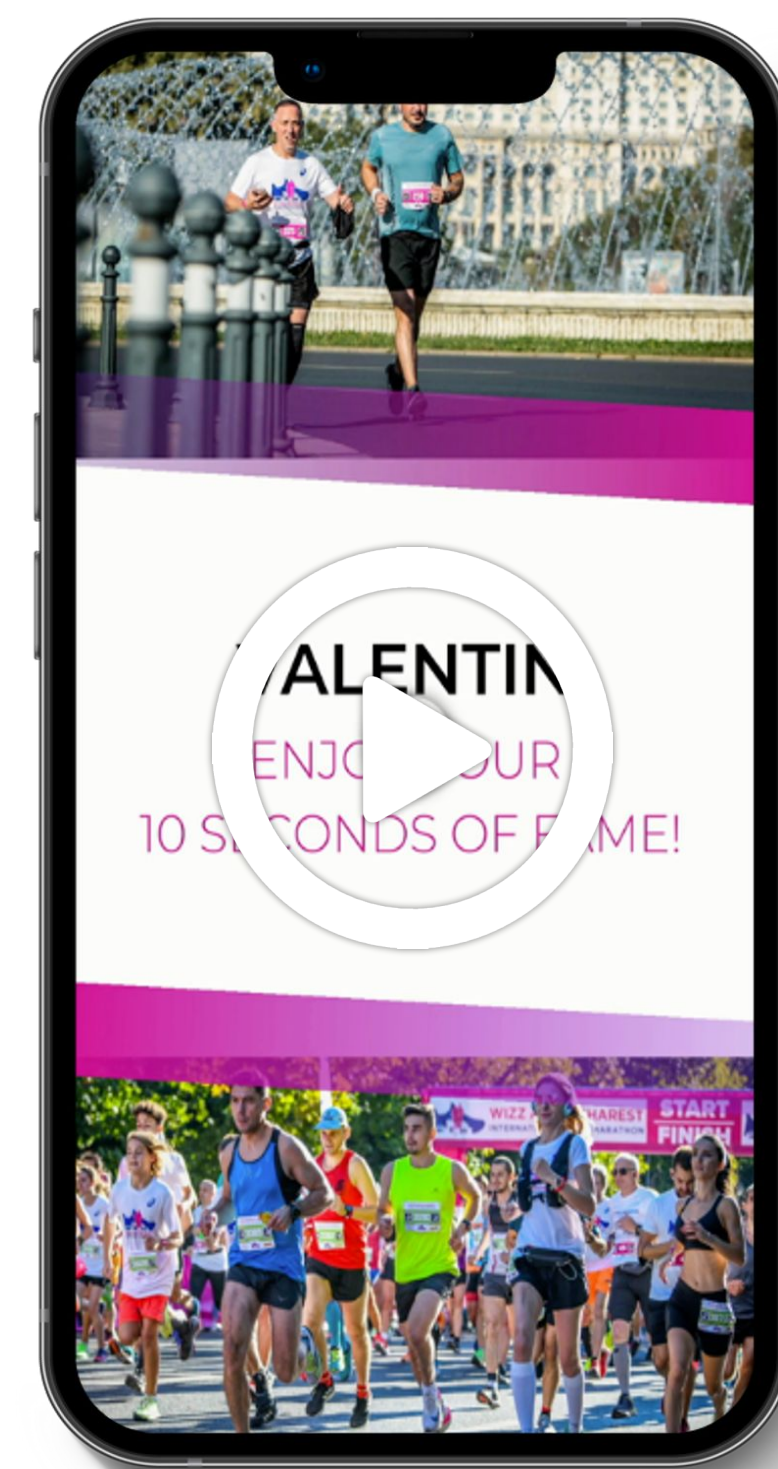
WIZZ AIR 10K

Under the ""10 seconds of fame" concept, we created a portrait video, with a simple yet powerful message, with 2 cameras showcasing the exact moments when the participants cross the Finish line and enjoy & are able to share the moment

Overlay Options

- The overlay is one of the key components of every video. Below are a few options to show what's possible.
- Generally speaking, we are able to accommodate any creative wish.
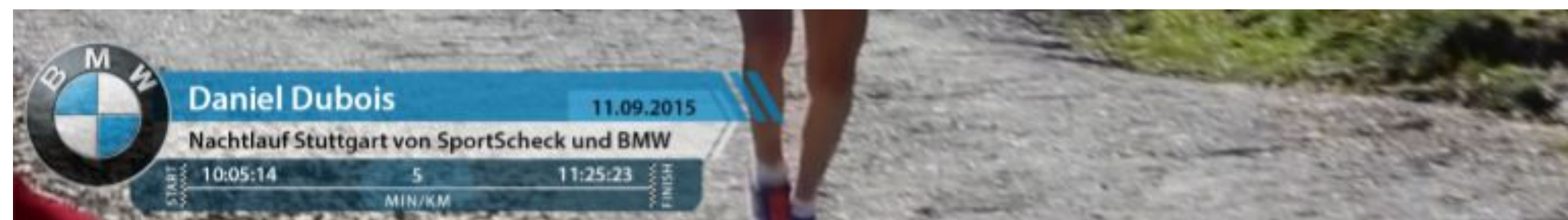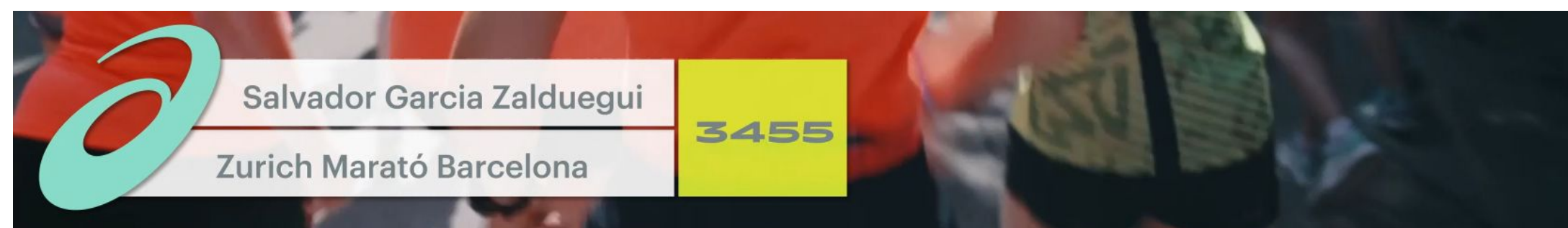
Special Features: Ads

There are different possibilities to implement advertisements (ads). Add a short commercial before the actual personalized video starts or stop the personalized video briefly for a CTA. Both are clickable and redirect the receiver.

ASICS AD

By means of a personalized pre-roll ad, the participant will be linked directly to the store. This can be extended as desired.
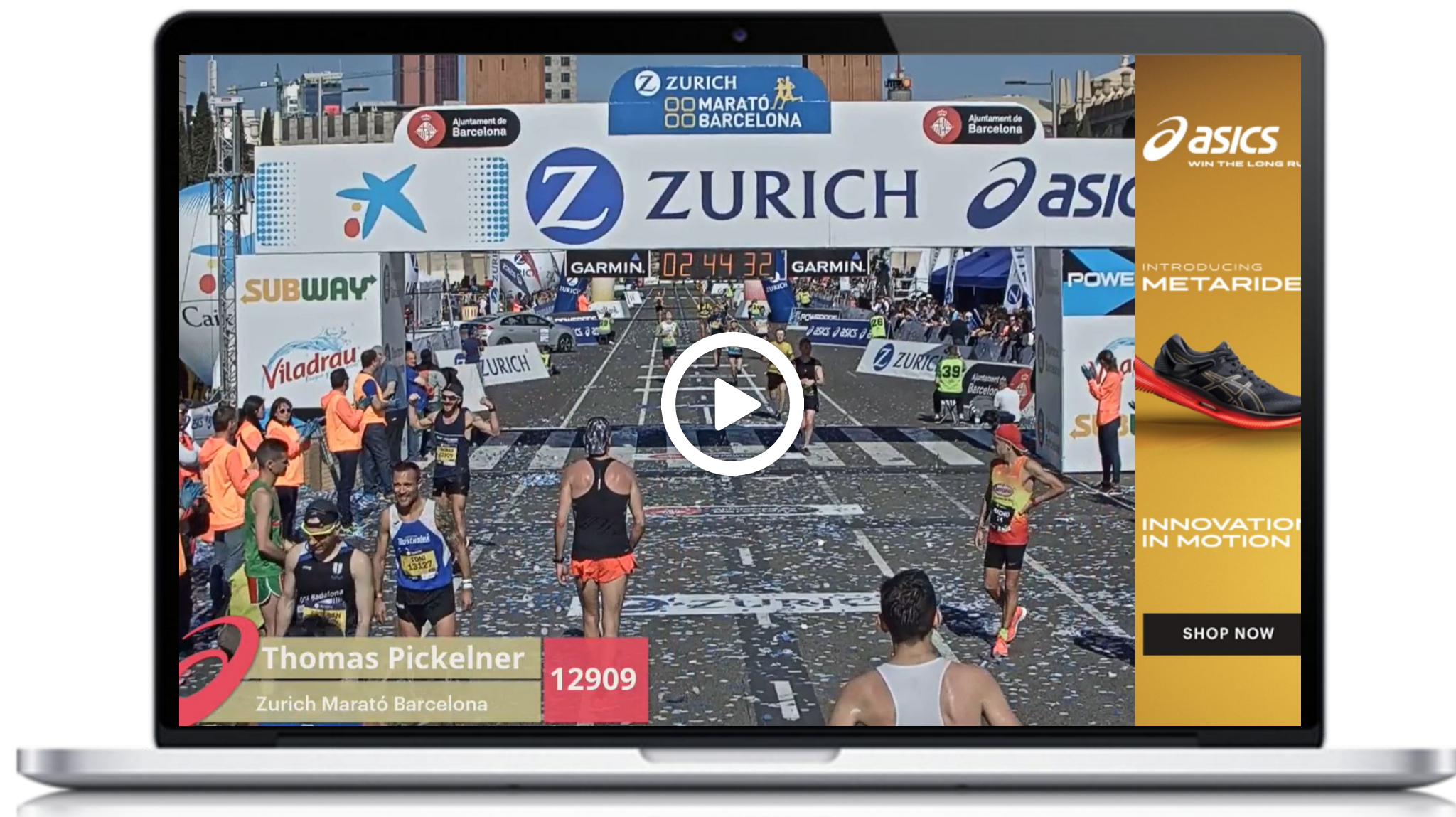

Switzerland Marathon

Implement a mid-roll ad into the finisher clip to increase sharing and loyalty from the runners.
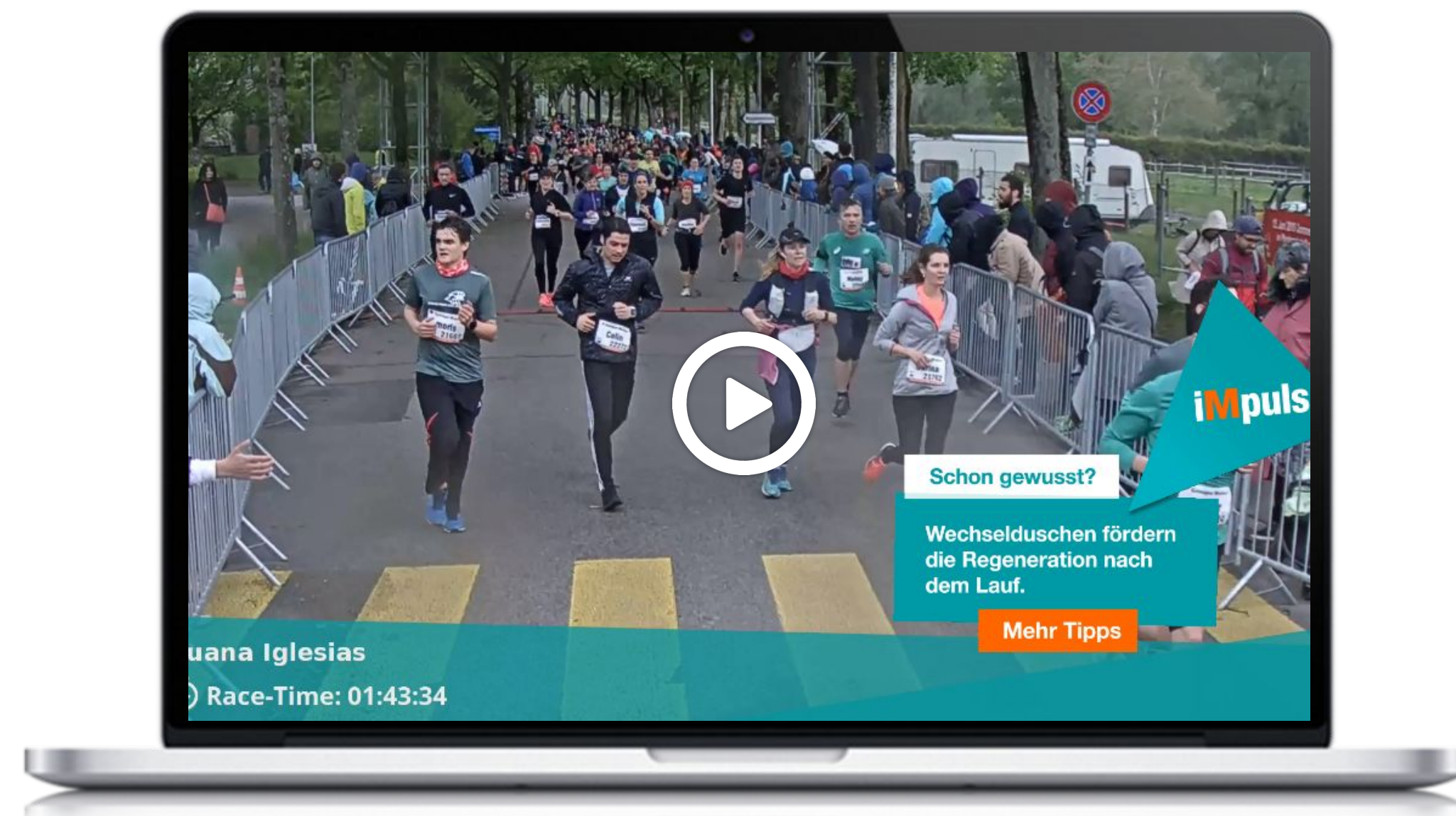
Special Features: Fly-in CTA

Add a fly-in call-to-action (CTA) that appears during the video without interrupting it. This CTA can be personalized, i.e. have different content depending on the receiver.

Barcelona Marathon

Depending on the finish time of the runner, a performance specific advertising can be displayed in the finisher video.

Migros Case

This fly-in CTA has different content and is linked to different articles, depending on the runners performance.
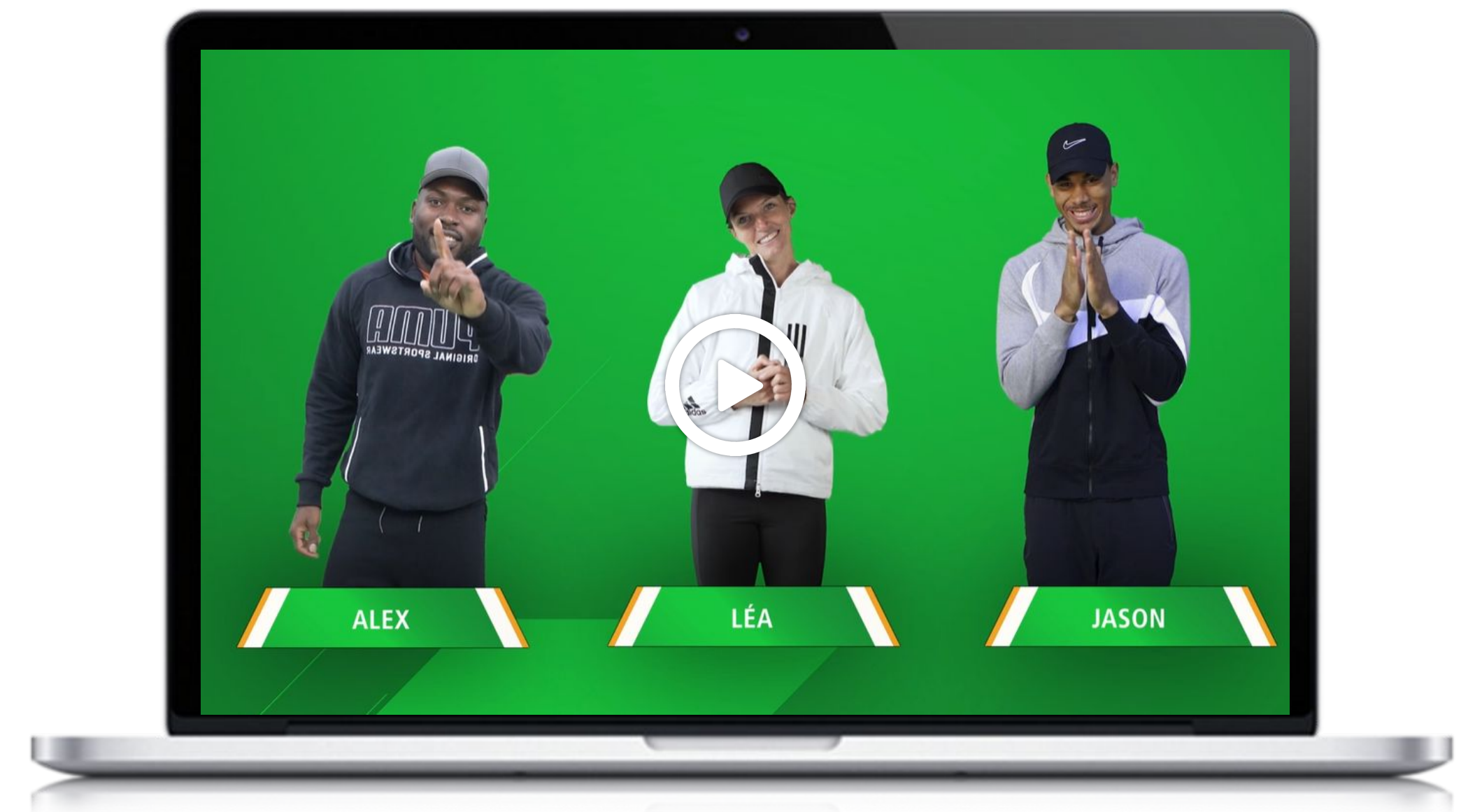
Special Features: Interactivity

Interactivity can be used for different purposes, such as making Ads and various formats of CTAs clickable, but also to enables other features such as gamification, multiple storylines, survey or any other user controlled interaction within the video.

Static CTA

Add a static, simple CTA as part of your intro or outro. A new window will open.

Gamification

Let your audience choose interactively what video of themselves they want to see.

Special Features: Added Personalization & Soundtrack

Focus on building a video story matching the participant's journey. Highly emotional and interactive video with synthetic personalization of the real footage. Purpose oriented and strengthening the brands values.

Synthetic Personalization

Use storytelling to further personalize intros or outros. You can also create fully personalized video without showing a person visually by merely using data.

Notable mention: Soundtrack

Every video can have one or several soundtracks (e.g. for intro, outro, personalized footage). Our customers can either bring their own soundtracks or choose from a variety of options.

THANK YOU

WE LOOK FORWARD TO HEARING FROM YOU

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