



Production Guide

OD SOLUS IMPACT & SOLUS SPOT



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.



SOLUS IMPACT

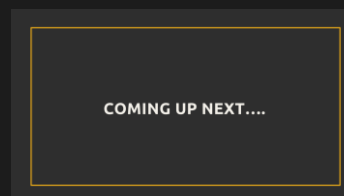


The Solus Impact is made up of 3 visual components: a bespoke 10 second intro sting, the brand's TVC, and a 5 second brand outro sting.

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

COMING UP NEXT...

Copy on-screen: "Coming up next..."

SFX Music Template

Ubuntu font template

02

GREAT AUSSIE WALKS
AD-FREE, SO YOU
NEVER MISS A
STEP

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



NOTE: Copy can be created bespoke to client
– subject to caveats outlined later in guide

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	

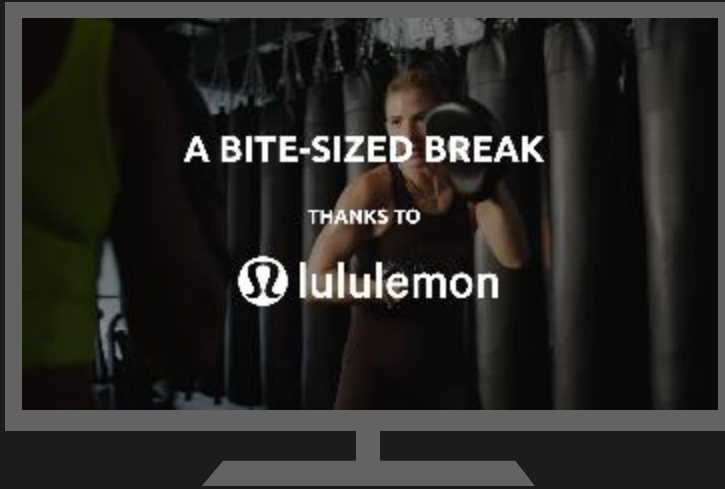
NO LOW RES ASSETS
TO BE SENT VIA EMAIL.
HIGH RES ASSETS TO
BE SENT VIA DIRECT
FILE TRANSFER LINKS

Fill in this form and send it to your Creative Services representative

WHAT IS THE SOLUS SPOT?

A non-VO, graphics-based product

Video example available [here](#)



SBS On Demand's original Solus ad format. Grants advertisers the ability to run the only ad in the mid-roll break.

Viewers enjoy a shorter ad experience, with the mid-roll crediting the brand.



SOLUS SPOT



The Solus Spot is made up of 2 visual components: a 5 second branded sting, and the brand's TVC.

NOTE: the Solus Impact and Solus Spot utilise the same graphical template. No voice over is available for either product.

Creative Treatment

Intro: 5 second sting built in-house by SBS; dynamic lock up.



On Demand Content

5 second sting

Brand TVC

On Demand Content

Audience is streaming their favourite content on SBS On Demand

Audience is treated to 5" sting in mid-roll, informing them of a shorter ad break, BTYB the brand

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

Audience returns to streaming their favourite content on SBS On Demand

SOLUS SPOT STORYBOARD MOCKUP – 5 SECOND STING

Copy on-screen (no VO is available):

“A bite-sized break. Thanks to...”

On-screen logo branding in mono white

Client TVC playing in background

SFX music template

Ubuntu font template



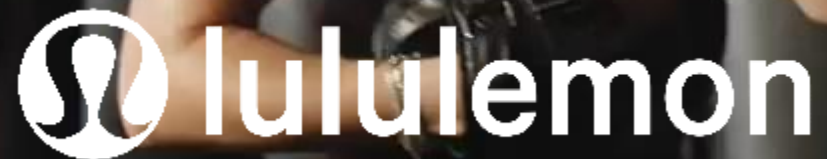
NOTE: Copy can be created bespoke to client
– subject to caveats outlined later in guide



Can be bespoke copy

A BITE-SIZED BREAK

THANKS TO



Solus Spot Briefing form

SBS Media Sales Representative/Coordinator to fill and send 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>
Script:	
 NOTE: Font template is Ubuntu	

SOLUS SPOTS SCRIPT COPY OPTIONS:

- “A bite-sized break...thanks to <Client>.”
- “Zero ads...except for this one. Thanks to <Client>.”
- “Don’t go anywhere! A bite-sized break thanks to <Client>.”
- Bespoke:
 - Copy must be able to fit and play out within the 5 second sting.
 - Clients are entitled to 1 revision to copy.

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 AND SOLUS SPOT BESPOKE SCRIPT

We can create bespoke copy for both the Solus Impact and Solus Spot, providing the following criteria is met.

Solus Impact:

- 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

Solus Spot:

- If no bespoke copy is required, then the default template copy will be:
 - “A bite-sized break. Thanks to <Client>”
 - “Zero ads...except for this one. Thanks to <Client>”
 - “Don’t go anywhere! A bite-sized break thanks to <Client>”
- Copy must be able to fit and play out within the 5 second sting
- Clients are entitled to 1 revision to the copy

NOTE: Copy must avoid language that mirrors Billboards

LEAD TIMES

Material Delivery	Lead time: 2 weeks (10 business days) prior to live date • Brand ad as per <u>SBS Technical Delivery Specifications</u> • Brand logo in mono, EPS or PNG format 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 <u>SBS Media Advertising Terms and Conditions</u>.
Spot Spot/ Solus Impact Approval	Solus Impact/Spot creative will be produced and delivered to the client 7 business days prior to live date Approval: 4 business days prior to live date Approval must be granted no less than 4 days prior to live date
Solus Impact/Spot Master and Delivery	3 business days prior to live date Solus Impact/Spot to be mastered, tech-checked and delivered no later than 3 standard working days prior to live date



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

Revisions and Extra Versions

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

