



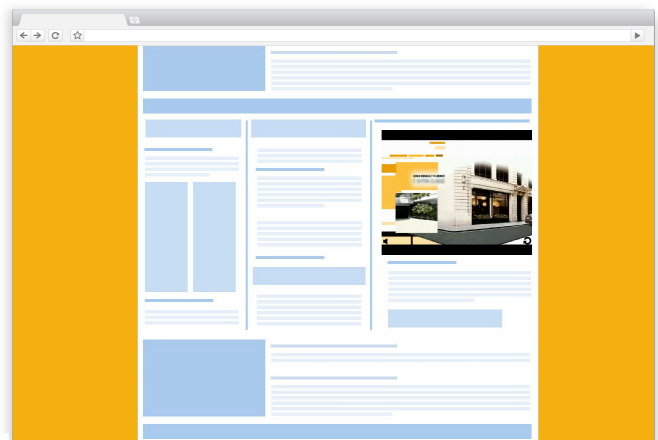
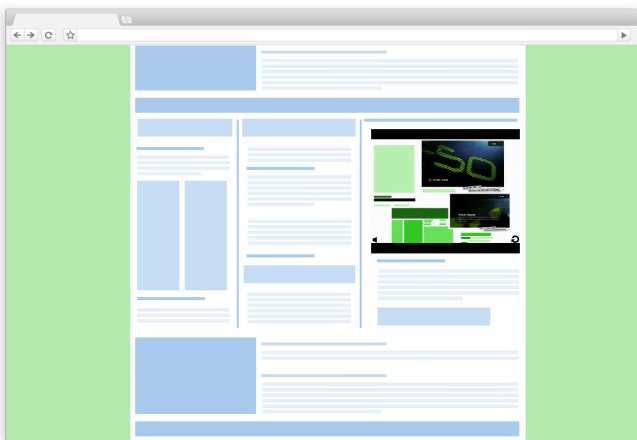
## Mood Skin

### Introduction

The Mood Skin focuses on brand awareness, engagement and recognition by taking the most prominent colour in the video placement as it plays, dynamically changing the background colour of the site to match.

Many top brands are already strongly associated to a particular colour - the Mood Skin allows brands to leverage this association to naturally draw user attention to the video message.

With the frequency of these colour changes controlled by the advertiser within the ad unit, the Mood Skin is compatible with any site and any Rich Media placement. The only requirement is that the placement contains video.



# Build & Delivery

A sample file for this can be found below:

AS3

**NOTE:** This is **only** available in AS3

The format consists of two files. The parent file contains the main function setting the time cue point when the colour is to change and colour of the background skin. The file also contains the skinning component and local connection component used to pass colour data to the child file.

## 1. Parent File - AS3\_Mood\_Skin.fla

- > The parent file contains the Enabler, skinning component, local connection component and the video component.
- > All the code within this file should not be amended other than the function named "colourChanger"

The function "colourChanger" contains the key data around the color of the background skin and time in seconds after the start of the video that the colour should be applied. The following function should be duplicated as required to add additional colour cue points:

```
if (Time==2) {  
    bgColour = 0xEB565B;  
}
```

The variable "Time" is where the time in seconds is set.  
The variable "bgColour" is where the HEX colour code is set.

## 2. Child File - bgAnimation.fla

- > This file is loaded by the skinning component and should not require any editing. Data regarding the Hex colour is passed by the parent to this file where it is applied to a 1920x1200 area.

## 3. Uploading to Studio

- > Setup your creative within Studio as an 'In-Page with Floating' uploading the bgAnimation.swf , AS3\_Mood\_Skin.swf and backup image.

**NOTE:** For additional information around uploading a creative to Studio please check out our Help Centre [here](#)

## Additional

## Notes

Further information on the skinning component can be found below:

[Skinning Component](#)

## Resources

- > [\[DEMO\] AIAB - Mood Skin](#)
- > [Example Mood Skin AS3 FLAs](#)
- > [DoubleClick Rich Media Help Centre](#)
- > [DoubleClick Rich Media Studio](#)
- > [DoubleClick Rich Media Gallery](#)
- > [@rmgallery - DoubleClick Rich Media Gallery Twitter Account](#)

## Contact

## Us

If we haven't quite covered everything in this document, please contact your local Rich Media Technical Support or email [dclk-drmtechnical@google.com](mailto:dclk-drmtechnical@google.com) with any follow up questions.

# About

# DoubleClick

For advertisers and publishers who need to reach a target audience, the DoubleClick product suite is an advertising platform that maximizes revenue growth and return on advertising spend through a unique and innovative ad targeting process. The experience and innovative spirit at DoubleClick drives a constant evolution of products and solutions, ensuring the best, most effective advertising tools are always at our customers' command.

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