

New creative formats

Explore the latest formats available from Creative Studio and discover new ways to bring campaign ideas to life. This chapter introduces each format through clear explanations, visual examples and practical guidance on where it works best. You'll also find the creative assets, specifications and briefing information required to get started. Use it when planning a campaign, preparing a client proposal or looking for a more engaging alternative to standard display advertising.

- [Breakout Ads](#)
- [Contextual Creative](#)

Breakout Ads

*Preview [here](#).

BREAK THE FRAME: BANNERS THAT BLEND SEAMLESSLY INTO YOUR SITE

WHAT ARE BREAKOUT ADS?

A 300x600 3D Banner that flows across your full screen within from Publisher Websites.

This new format uses dynamic animations to pull attention out into the page and guide it back to the banner **as you scroll down the page**.

BENEFITS OF BREAK OUT ADS

☐ Disrupts the Scroll

- Gets users to pause by breaking passive browsing

☐ Expands in Page

- 3D assets dynamically grow and change within a publishers website

☐ Heightened Immersion

- Attention verification paired with 3D assets pulls users deeper into the brand story

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See Creative Requirements [here](#).

*Preview [here](#).

SET UP REQUIREMENTS

This table outlines the end-to-end SSP campaign workflow, the standard campaign setup process for AdOps, and the test campaign setup process for the Creative Studio team.

Requirement: SSP availability is strictly mandatory for this implementation. Creative planning and discussions will remain on hold until SSP is supported in the market.

SSP CAMPAIGN WORKFLOW

STEPS	CLARIFICATION	OWNERSHIP
1. Make a deal with the client	-	BDM
2. Receive a brief from the client	-	AM / BDM <i>(Depends on the market and client, based on the internal agreement between the AM and BDM teams)</i>
3. Check the availability of placements in the Eskimi SSP inventory	Scenario 1: If client wants placement on specific sites with whom we didn't make deal yet: • Inform the client that this will postpone the campaign start, as we need to make deals with the named publishers • Find the publisher contacts and introduce the publisher to the Eskimi SSP team, together with information about the types of creative that will be potentially launched Scenario 2: If no specific sites mentioned or publishers are exist in our Eskimi SSP inventory: • Check with the SSP team whether the existing publishers can commit	AM / BDM <i>(Depends on the market and client, based on the internal agreement between the AM and BDM teams)</i>

4. Create the placement and send the tag to the publisher	• This is mandatory only when a new publisher or placement must be created • In all other cases, confirm with the SSP team whether the previously shared pixels are still valid on the publisher side	SSP team
5. Prepare the campaign media plan	• Once the placement is confirmed by the SSP team, the AM must prepare the media plan • Estimates can be based on information from the SSP spreadsheet and historical campaign results	AM

6. Develop creatives	The process depends on the creative type: Scenario 1: static banners or templated Rich Media: • AdOps receives the images from the client, AM or BDM, and uploads them to the system • AdOps shares the preview with the client for confirmation Scenario 2: Custom Rich Media or high-impact ads: • The AM or BDM collects the client's creative workflow expectations, and all materials needed for development • The AM or BDM sends the collected materials and scenario to the Creative team • The Creative team prepares the creative, ensures all requested event measurement is included, and confirms that it works correctly in the actual creative environment at display.eskimi-creatives.com • The Creative team provides the preview link to the AM or BDM, who sends it to the client for confirmation	Scenario 1: AdOps Scenario 2: AM / Creative team
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7. Confirm creatives with the publisher (optional; depends on the agreement with the publisher)	For some high-impact campaigns: • The creative preview must also be shared with the publisher • Some publishers approve the campaign only after seeing the actual creative • This also allows the team to confirm that the banner displays correctly on the live site without any issues When the creative is ready: • The Creative team provides the preview link to AdOps and the SSP team • AdOps sets up a test campaign for the publisher • The SSP team requests test traffic from the publisher and obtains confirmation to run the creative • When the test campaign is live, the Creative team checks that the banner looks and works as expected in the live environment	AdOps / SSP team / Creative team <i>(Responsibilities are described in the clarification column)</i>
8. Set up the campaign	Once the media plan and creative preview have final approval, the campaign is ready for setup	AdOps

9. AdOps informs the SSP Operations Specialist about the campaign	Request traffic in the Slack channel #ssp_adops, or in the channel for the specific market, EG: #ssp_croatia or #ssp_greece - include: • Campaign name • Country • Creative type, such as standard sizes, floating or takeover • Campaign duration • Required publishers, if the client supplied a list or you want to choose the publishers • Required daily impressions Publisher availability must be checked and confirmed with the SSP team before this step <i>(See Step 3)</i>	AdOps
10. Check traffic and delivery	• During the live campaign, AdOps monitors delivery in the DSP report and ensures the campaign receives enough traffic to meet the client's needs • The SSP team controls supply and ensures the campaign fill rate meets the publisher's needs and agreement	AdOps / SSP team
11. Request screenshots from all publishers	• Campaign screenshots can usually be requested directly from the publisher • Screenshots may be requested according to the client's needs and depending on who manages communication with the publisher • Usually, AdOps communicates with the client and passes the request to the SSP team, which manages communication with the publisher	AdOps / SSP team

12. Campaign ends	• Reporting • Invoicing This follows the usual process for any other Eskimi DSP campaign	AdOps
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NOTE: Inform the SSP team about the traffic you will need as far in advance as possible. This allows time for traffic ordering, implementation and optimisation where required. Weekends and national holidays may delay traffic opening by SSP partners.

NOTE: Allow up to 24 hours for creative testing after the creative has been approved. This time is needed to confirm that the creative performs correctly and that all required metrics are measured accurately.

SSP CAMPAIGN SETUP FOR ADOPS

Eskimi SSP campaigns are set up differently from standard Eskimi DSP campaigns. Follow these steps:

1. Start with the usual campaign setup and creative upload
2. Check SSP publisher prices in the online document: <https://bit.ly/384waVQ>
 - You must have access from the SSP team to open this file
 - The campaign bid after margin must not be lower than the amount listed in the document
3. Do not select targeting options for SSP campaigns unless the campaign is running too quickly or the client does not allow targeting to be removed; do not add impression capping or auto-optimisation
4. Create a package containing the required domains
 - If the site list is large, one common package may be used
 - If you need to control delivery separately for each publisher, create a separate package for each publisher
 - Find site IDs here: <https://stats.eskimi.com/admin/adops/AppsSitesLookup/>
 - Select IDs for the required exchange and add them to the package
 - In some cases, **placement_id** must be added instead of **site_id**
 - This is used when several campaigns run with one publisher at the same time, helping to keep trackers organised and control delivery by campaign or placement
 - The SSP team will confirm which ID is required
5. If delivery is required on specific subdomains or site sections:
 - Prepare a keyword list containing the section names used by the subdomain, such as lifestyle or sports

- In targeting settings, select **Context options**, then **Find in URL**
 - Under **Match options**, choose **Exact word type match**
 - Upload the keyword list in CSV format
 - Set Default to **No** and Status to **Enabled**
 - Assign the targeting to the relevant account user
6. If the publisher provides traffic through a PMP Private Marketplace deal, AdOps must contact the publisher and request:
 - Buyer ID
 - Brand
 - Country
 - Creative type and sizes
 - Campaign duration
 - Position and targeting, if required
 7. After the publisher confirms the setup and provides the Deal ID, complete the deal setup in the DSP
 - Select the exchange where the deal was created instead of the default Eskimi exchanges
 - Use deal targeting in a separate campaign split where possible to improve performance control
 - Select **Allow multiple bids** for all SSP campaigns, unless the client specifically requests that ads are not shown this way
 8. Select the correct exchange:
 - **Eskimi standard** for standard banners
 - **Eskimi floating** for floating banners
 - **Eskimi takeover** for takeover banners
 - **GroupM or GroupM floating** for campaigns running for WPP Kenya
 9. Check the CPM for every publisher added to the campaign
 10. Add and check the margin. The buying CPM must not be lower than the publisher CPM
 11. When setup is complete, use the [following form](#) to check whether anything has been missed
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SSP TEST CAMPAIGN SETUP FOR CREATIVE TEAM

An Eskimi SSP test campaign is set up in a similar way to a standard SSP campaign:

1. Upload the creatives
2. Create the package for the site or placement where the creative will be tested
 - Go to Tools > Packages > New package
 - Enter the package name
 - Select the package type and country
 - Upload a CSV file containing comma-separated values
 - Before uploading, confirm that you copied the correct publisher or placement ID for the creative type, such as takeover or floating
 - EG: To test a floating ad in Lithuania, copy the floating-ad publisher or placement ID, place it in Excel, save it as a CSV file, and upload it

3. Complete the **campaign setup page** as follows:

- **Creative type:** Banner
- **Campaign type:** Display Ads
- **Name:** Enter the name of the test
- **Campaign goal:** Awareness
- **Primary campaign objective:** CPM, then enter the bid value
- **Pre-optimisation based on historical placement stats:** Unselected
- **Impression capping:** Removed
- **Date:** Select the test date
- **Total budget:** Enter a small test budget, for example USD 10
- **Daily Budget Pacing:** Spread daily budget ASAP
- **Bid (CPM):** Enter the same value used for the primary campaign objective
- **Country:** Select the relevant country
- **Deals and packages:** Confirm that Eskimi floating or Eskimi takeover is selected, depending on the test
- **Package:** Select the test package (test sites and placements for Lithuania and Latvia may be found in the pinned messages in [#ssp_lt](#) and [#ssp_lv](#))
 - For a site package:
 - Select Include Only
 - Disable impression capping
 - Disable auto optimisation
 - Disable budget pacing for this package
 - Disable App/site category exclusion
 - For a placement ID package, select Include Only
- **Click URL:** <https://www.eskimi.com/campaigns>
- **Ad domain:** eskimi.com
- **Selected creative sets:** Select the creatives
- Select **Publish**

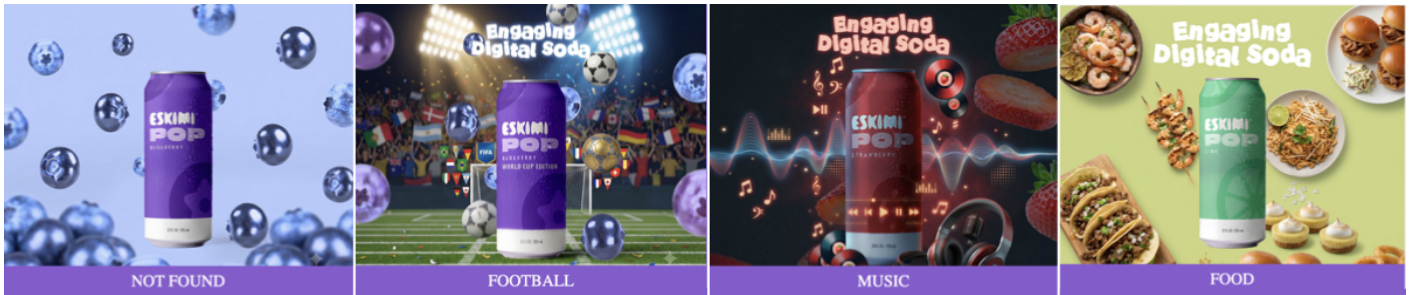
The campaign will now have Pending status. The final step is to approve it:

- Go to Approve page → **Ad Exchanges**
- Scroll to the end and select **E-SSP Partners**
- Select the exchange that matches the banner type: **Floating or Takeover**

**Download Creative Requirements as a PDF [here](#).*

**Preview [here](#).*

Contextual Creative



⚡ QUICK ANSWER

Dynamic Contextual Creative allows **one banner to display different creative versions depending on the content of the page** where the advert appears.

Instead of showing the same message everywhere, the banner can adapt to relevant topics such as food, football or music.

The banner contains:

- Several pre-built creative versions
- A list of keywords linked to each version
- One default version

When the advert is served, Eskimi receives contextual keywords describing the page. The banner compares these with the approved keyword lists and displays the most relevant creative version.

If there is no matching keyword, the default version is shown.

[**View the interactive preview here.*](#)

One banner automatically selects the creative version most relevant to the page.

□ SIMPLE CLIENT EXPLANATION

“ Dynamic Contextual Creative allows one banner to adapt its visual or message according to the topic of the page. We create several approved versions in advance and connect each one to relevant keywords. When contextual keyword data is available, the banner automatically displays the best-matching version. If

there is no match, it displays the approved default creative.

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Need more detail? Read the explanations below

WHAT DOES “CONTEXTUAL” MEAN?

Contextual advertising uses the subject of the page to determine which advert or creative version to show. For example:

PAGE CONTENT	CREATIVE SHOWN
Recipes, restaurants or food	Food creative
Football results or sports news	Football creative
Artists, concerts or playlists	Music creative
No matching topic	Default creative

This helps the advert feel more relevant to what the person is currently reading.

**It does not use the person's identity or require us to know who they are.*

HOW IT WORKS

1. WE CREATE THE CREATIVE VERSIONS

Creative Studio builds several approved visual versions inside one master banner. For example:

- Food
- Football
- Music
- Default

These versions must be created and approved before the campaign launches.

2. WE CREATE KEYWORD LISTS

Each creative version is connected to a list of relevant words and phrases - the delivery logic is built with hard coded keywords. For example:

CATEGORY	EXAMPLE KEYWORDS
Food	Recipe, chicken, vegan, crispy, restaurant
Football	FIFA, match, striker, goalkeeper, Premier League
Music	Playlist, concert, festival, remix, Afrobeats

The final keyword lists should reflect the campaign, market, language and content the client wants to target.

3. THE PLATFORM PASSES THE PAGE KEYWORDS

When available, the Eskimi platform passes contextual keywords into the banner using the `{contextual_keywords}` macro.

A **macro** is a placeholder that the platform automatically replaces with information when the advert is served.

4. THE BANNER SELECTS THE BEST MATCH

The banner checks the contextual keywords against the approved lists and displays the matching creative version. If no relevant keyword is available or no keyword matches, the banner displays the default creative.

A suitable creative is always available, even when contextual keyword data is not.

❏ WHAT THIS PRODUCT IS - AND IS NOT

IT IS	IT IS NOT
One master banner containing several approved creative versions	A new banner generated live for every page
Based on the topic of the page	Based on the identity of the user

Controlled by predefined keyword lists	AI making independent creative decisions
Designed to improve contextual relevance	A guarantee that keywords will be available on every impression
Supported by a default fallback creative	Dependent on a match for the advert to display

The banner does not independently scan the page. It uses contextual keywords supplied by the advertising platform when they are available.

❏ WHAT IS IT GOOD FOR?

Dynamic Contextual Creative is useful when one campaign can connect naturally with several content categories.

It can help advertisers:

- Make one campaign relevant across different page topics
- Adapt the visual message without creating separate campaign setups
- Match products or messages to suitable content environments
- Reduce the repetition of showing one visual everywhere
- Test different creative approaches within one campaign
- Scale a central campaign idea across multiple interests
- Maintain a relevant fallback when no context matches

❏ POSSIBLE USE CASES

- **FMCG:** Show different products or serving occasions alongside relevant recipes, food articles or lifestyle content
- **SPORTS SPONSORSHIP:** Display a sports-themed version on football or tournament content while using a broader brand version elsewhere
- **MUSIC AND ENTERTAINMENT:** Use different creative versions around artist news, streaming, festivals or entertainment content
- **RETAIL:** Match product categories with relevant page topics, such as fashion, electronics, homeware or beauty
- **TRAVEL:** Adapt the creative around destination, food, culture, adventure or family-travel content
- **AUTOMOTIVE:** Show different messages around performance, technology, family travel or sustainability

❏ WHEN TO RECOMMEND IT

This format works best when:

- The campaign has one central brand idea
- The idea can be adapted into at least two meaningful contexts
- Each context has a clear visual or message
- The client has enough assets to build the variations
- Relevant page topics can be described using clear keywords
- A suitable default creative can be created
- The campaign will run across enough relevant content to make adaptation valuable

WHEN IT MAY NOT BE THE RIGHT FORMAT

It may not add value when:

- The campaign has only one message and one visual
- The client cannot provide assets for multiple versions
- The categories are too similar to create meaningful differences
- The required context cannot be identified through clear keywords
- The client expects unique content to be generated in real time
- The campaign depends on every impression receiving a contextual match
- The selected inventory does not consistently provide contextual keywords

Speak to Creative Studio before promising the format or the number of contextual versions.

WHAT WE NEED FROM THE CLIENT

CAMPAIGN INFORMATION

- Campaign objective
- Target market
- Campaign language or languages
- Target audience
- Planned media investment
- Campaign dates
- Required banner sizes
- Final destination URL

CREATIVE DIRECTION

- The central campaign idea
- The required contextual categories
- The message for each category
- The default message
- Final CTA
- Visual references

- Any mandatory legal copy

CREATIVE ASSETS

- Editable, layered source files
- Brand guidelines
- Logos
- Font files
- Product images
- Backgrounds or lifestyle imagery
- Any category-specific assets

**See "What Are Open Files?" for accepted editable file types.*

□ HOW TO PLAN THE CREATIVE VERSIONS

Each contextual version should feel clearly relevant while still belonging to the same campaign. For example:

ELEMENT	WHAT CAN CHANGE
Brand identity	NO
Main campaign idea	NO
Product	YES
Background	YES
Supporting images	YES
Headline	YES
Animation details	YES
CTA	YES
Legal copy	NO

The differences should be meaningful. Changing only a small decorative element may not create enough value to justify a dynamic setup.

☐ THE DEFAULT CREATIVE

The default creative is shown when:

- Contextual keywords are unavailable
- None of the keywords match
- The page topic falls outside the planned categories

The default should therefore be a strong, complete advert that can work in any suitable environment. It must not look like an error message, placeholder or less important version.

☐ SETUP PROCESS

STEP 1: CONFIRM THE OPPORTUNITY

Share the campaign objective, market, planned investment, required sizes and proposed contextual idea with Creative Studio.

STEP 2: AGREE ON THE CATEGORIES

Confirm the creative categories before production begins. For example:

- Food
- Football
- Music
- Default

Adding new categories later may affect the scope and delivery timeline.

STEP 3: PROVIDE THE ASSETS

Supply all editable files, copy, logos, fonts, product images, category-specific assets and legal requirements.

STEP 4: AGREE ON THE KEYWORDS

Create and review a keyword list for each category. Confirm languages, local terminology and any excluded topics.

STEP 5: BUILD THE CREATIVE

Creative Studio designs the versions and develops the matching logic inside one master banner.

STEP 6: REVIEW EVERY VERSION

The client must review and approve:

- Each contextual creative
- The default creative
- The keyword categories
- Copy and CTA
- Legal requirements
- The overall banner behaviour

STEP 7: LAUNCH

The campaign team confirms that the `{contextual_keywords}` macro is available and correctly passed into the banner.

Final availability may depend on the selected inventory and whether contextual keyword data is supplied for the impression.

□ FREQUENTLY ASKED QUESTIONS

- **IS THE CREATIVE GENERATED LIVE?**

- No; all creative versions are designed, built and approved before launch

- **DOES IT USE AI?**

- Not to generate the advert at serve time; the banner follows predefined matching rules and approved keyword lists

- **DOES THE BANNER READ THE PAGE ITSELF?**

- It uses contextual keywords passed by the Eskimi platform when they are available

- **WHAT HAPPENS IF NO KEYWORDS ARE AVAILABLE?**

- The default creative is displayed

- **DO WE NEED A SEPARATE BANNER FOR EVERY CATEGORY?**

- We need a separate visual version for each category, but the versions are contained inside one master creative set

- **CAN THE COPY CHANGE?**

- Yes; copy may change by category if this is agreed, supplied and approved before launch

- **CAN WE ADD MORE CATEGORIES AFTER PRODUCTION STARTS?**

- Possibly, but this changes the production scope and may affect the timeline

- **HOW MANY CATEGORIES SHOULD WE USE?**

- Use enough categories to make the campaign meaningfully relevant, but not so many that the assets, keywords and approval process become difficult to manage

- Creative Studio will confirm a practical scope for each campaign
-