

WeatherBug® BrandWrap™ Technical Development Guide



WeatherBug®

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Technical Development Guide

The following issues will be covered in this document:

- **Pre-Production:**
 - **Picking Graphics**
 - **Colors**
 - **Title Bar**
 - **Thermometer**

- **Development:**
 - **Overview**
 - **Animation guidelines**
 - **Using interactivity in banners**
 - **Splicing your BrandWrap**

- **Going "Live"**
 - **Overview**

This guide is written as an informal, informational piece to familiarize yourself with the development process of your BrandWrap. It is a valuable document whether you are developing your own or collaborating with WeatherBug.

Pre-Production

Picking Graphics

Once the creative has been decided upon, It is time to gather the graphics that you will use to create your BrandWrap, or for sending to WeatherBug. It is important to provide or use clean, crisp graphics in any of the following formats:

Photoshop PSD file

JPG

GIF

EPS

TIF

(Other forms may be acceptable, contact your Account Executive for details)

If WeatherBug is developing your BrandWrap, then graphics are preferred on a CD. Digital transfer is acceptable, but not as good for record keeping purposes, especially if you plan to run multiple BrandWraps.

The artwork you send should be clean, with white or no backgrounds. Please do not send animated banners, graphics with collage effects (unless they are either layered, or intended for a specific use, i.e. the background) or screen grabs. It is not necessary for the graphics to be high-res, unless there is a special circumstance.

Colors

WeatherBug dynamically populates the application with its own text, the majority of which can be changed in color. But there are a few limitations that need to be addressed, which directly affect the development process.

Title bar

The title bar text remains white with a black backdrop. This area communicates to the user the location from which WeatherBug is streaming its data. So when developing your title bar area, it is important to choose colors that will contrast with the white text, as it is easily lost when using brighter colors. There are prepared title bar graphics that you may use or choose to be implemented.

Thermometer

The thermometer area can be changed in color, but not in content. It will always be a solid color. So developing graphics for "road" type effects or blocks of different colors or things of this nature are unnecessary.

Development

In this phase, your BrandWrap is being assembled from the graphics that you have provided based on the agreed upon creative. There are some fabulous things you can do with WeatherBug's capabilities to provide both current and future customers with an eye-popping, rich, interactive advertisement. There are a few things that you should know before you begin:

Animation Guidelines:

One of the best features of having your BrandWrap is the animation. There are two 468x60 areas in which you can use HTML and animated gifs to make your BrandWrap a memorable experience to WeatherBug users. There are a few limitations to consider:

Your animation absolutely may not exceed 15k in size, per banner. This will limit your choice of colors and the amount of animation that you can actually do, so you will need to plan accordingly before you sit down to develop your creative.

It is also recommended that you create the animations once to have spliced the BrandWrap, not before. This gives you a better idea of the area you're working with, and helps to cut down your splicing time.

Interactivity:

One really handy feature is that the banner area can read HTML. This means that you can use forms and search boxes to add extra interactivity to your BrandWrap. This then makes WeatherBug a direct portal to your site. Here some thing to keep in mind:

WeatherBug does not support JavaScript. So you cannot use things like mouseovers, or layers, or anything that requires WeatherBug's engine to read anything other than HTML. WeatherBug will accept a thing like image maps however, and code that is processed server-side. Examples of this are ASP or Cold Fusion. WeatherBug uses ASP.

When processing forms or using links, it is important to make sure that WeatherBug's HTML spawns a new browser, or you will load the page within WeatherBug's 468x60 banner area.

Now that your creative is done, it's time to go through the final phase...

Going "Live"

Splicing your BrandWrap:

At this point, your WeatherBug is ready to go live. All the final changes have been made and its time to start the process of cutting up the images. This is probably not a process that you or your company will undertake, but it is important to understand what happens to the BrandWrap.

- 1.) **The individual pieces are extracted from the template** – The top and bottom banner areas are extracted, as well as the branding locations on the bottom right and top left of WeatherBug. It is at this point that the banners are exported to another application to be animated.
- 2.) **The background is created** – The "on" position graphics are made for the button bar on the right, various other things are added in. At this point, WeatherBug would look incomplete if you were to see it.
- 3.) **The graphics are uploaded to a server for replication** – once the graphics are sent to the server, it will take two hours to fully replicate out to the WeatherBug servers. At this point, all changes should have been made, as every new change will take up to two hours.
- 4.) **Test Run** – Now the BrandWrap will be sent out to several internal locations for testing and approval.
- 5.) **Client approval** – this is the last step in the development process. The final BrandWrap is presented to the client.
- 6.) **Going "Live"** – The banner areas are sent for tracking purposes and put into a loop. This process could take anywhere from 48 to 72 hours, so we ask for a 72 hour allowance before the BrandWrap is distributed to the general public. Once the BrandWrap has run its course, it will take another 72 hours to insure that it is taken off all the bugs that it was distributed to.

It is our hope that this guide has proven to be useful and informative to you and your team. Whether you are developing your own BrandWrap or working with WeatherBug, you should now have a broader understanding of what it takes to produce a BrandWrap. If you are unclear as to any of the content, please do not hesitate to contact your Account Executive.

WeatherBug Development Team