

MERCEDES-BENZ STADIUM CONTENT CREATION GUIDE

INVENTORY BREAKDOWN - ATLANTA FALCONS

	TIME	DISPLAY ILLUSTRATIONS
360 SPECTACULAR	1:20	
COMMERCIAL MOE	4:00	
HALO AD PLACEMENT	6:00	
INNER BOWL FEATURE	:30	
INSTANT REPLAY	:05	

This display is being controlled with the ROSS Tessera system.

CONTENT OPTIONS

We are challenging designers to set the benchmark high, rivaling animations as seen in places such as Times Square or Las Vegas, with something like [this](#) or [this](#).

Our canvas is unique and allows for out of the box thinking to generate content that really resonates with people when they engage with your brand.

We understand there is a significant investment associated to creating content at this level. With that being said an alternative option would be to utilize something like the examples [here](#). Still powerful, these types of animations would be a more economical approach that would be generated using a 3D transition template that would be altered to compliment your brand.

NOTE: Please ensure the visuals deliver the message. While it's optional, audio should be used only for ambience or to compliment the visual.