

**ORDER FORM**

**CORPORATE ADVERTISING**

Please fill out the following form and send it to

**hd-advertising@totalenergies.com**

So that the Corporate Advertising Team can meet your specific requirements

and get back to you as soon as possible.

**1 – Print advert (press / magazine…)**

**2 – Web banner**

**3 – OOH format (exhibition booths, display, posters)**

**4 & 5 – Videos / films**



 Please note that the times for delivery **may need**

up to **one to two weeks**

depending on the team and agency workload**.**

**Please anticipate!**

|  |
| --- |
| 1 – Press/ Print ad |
| Context *(Event, media plan, job ads, etc.)* |  |
| Reference of visual(s) selected |  |
| Name of the publication  | * Name of the publication……………………………………..
* Date of publication……………………………………….
* Delivery date expected …………………………….
 |
| Please specify your needs | * Daily press insertion
* Print magazine
 |
| Format | * Full page
* Double page
* Other : ……………. …..
 |
| Dimensions (trim size) | * Width ………………mm
* Height………………mm
 |
| Bleed area | * Width ………………mm
* Height ……………… mm
 |
| Language |  |
| Resolution | * 300 dpi
* 600 dpi

Others : ……………………… |
| File format (please provide specifications if possible ) | * PDF HD
* Jpeg
* other : ……………………………………..
 |

*In case you are not the direct contact, please provide with delivery details (contact & email address)*

|  |  |  |
| --- | --- | --- |
|  |  |  |
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| --- | --- | --- |
|  |  |  |
| 2. Web banner |
| Context :*(Event, media plan, job ads, etc.)* |   |
| Reference of visual(s) selected  |   |
| Name of the website  |  |
| Online parution date  |  |
| Delivery date  |  |
| Dimensions w x h (in pixels)  |   |
| Language  |   |
| Weight of the banner (please indicate max.) |  …..... Ko / ……….. Mo |
| Format  | * JPEG
* GIF
 |  |
| Comments Please indicate if you have some constraints in some placements (text, logotype, spaces, etc) |   |
|  |  |  |
|  |  |  |
| *In case you are not the direct contact, please provide with delivery details (contact & email address).* |
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| 3. OOH Format (exhibition booth, display, poster, …) |
| Context *(Event, media plan, job ads, etc.)* |  |
| Reference of visual(s) selected  |  |
| Event  |  |
| Delivery date of the creation  |  |
| Dimensions  | * Width ………………mm
* Height ………………mm
* Bleed area …………..mm
 |
| Language |  |
| Size of the File (scale) | * 1/10
* 1/4
* 1/2
 |
| Resolution | * 300 dpi
* 600 dpi

Others ……………………… |
| Format *(please indicate details if needed)* | * PDF HD
* Jpeg
* Other : ……………………………………..
 |

*For the booths, please share the overall map with us to know the viewing angle and determine if objects such as chairs or tables will block the visuals*

*Please attach it in annex.*

*In case you are not the direct contact, please provide with delivery details (contact & email address)*

|  |
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| 4. REVEAL VIDEO TotalEnergies (2021) |
| Context *(Event, media plan, job ads, etc.)* |  |
| Expected delivery date |  |
| Language | Main language :* FR (sub- titles in FR)
* ENG (sub- titles in ENG)
* ENG sub- titles in: …………………………...
 |
| Duration | * 12 sec.
* 38 sec.
 |
| Dimensions | * 16/9 (1920 w x 1080 h)
* square (1080 w x 1080 h)
* 9/16 (1080 w x 1920 h)
* other : …………………………………….
 |
| Format | * MP4
* MOV
* Others (to precise)
 |

*In case you are not the direct contact, please provide with delivery details (contact & email address)*

|  |
| --- |
| 5. INTERNATIONAL CORPORATE CAMPAIGN VIDEOS 2022 |
| Context *(Event, media plan, job ads, etc.)* |  |
| Expected delivery date |  |
| Language | Main language :* FR (sub- titles in FR)
* ENG (sub- titles in ENG)
* ENG with sub-titles in : ………………..
 |
| **Videos already available**(delivery by 1 week) | * **50 s**
 |
| * **10 s**
* Gas – Biomass
* Gas – Hydrogen
* Oil – Gas
* Solar – Electric Mobility
* Solar – Gas
* Solar – Storage
* Wind – Electric Mobility
* Wind – Solar
* Wind – Storage
 |
| * **25 s**
* Gas - Biogas- (cooking)\* Hydrogen - (bus hydrogen)\*
* Gas – Solar – (light)\* - Oil – Service-station)\*
* Solar – Electric mobility - (car)\*- Hydrogen - (Hydrogen bus)\*
* Solar – Wind – (light)\* - Biogas – (cooking)\*
* Solar – Wind – (TV)\* - gas - (cooking)\*

*Energies (use cases)\** |
| **Personnalized videos « à la carte » \*****Please send a sheet per video**(time for delivery  : 1 to 2 weeks) | * **10s**

***Choice of energies : 2 among these*** ***ones*** :* Oil
* Natural Gas
* Wind
* Batteries storage
* Biomass
* Hydrogen
* Electric Mobility
* Solar
 |
| **Personnalized videos « à la carte » \***Construction : (energy + energy + use case + energy + use case)**Please send a sheet per video**(time for delivery  : 1 to 2 weeks) | * **25s**

***Choice of energies : 3 among these ones :**** Oil
* Natural Gas
* Wind
* Batteries storage
* Biomass
* Hydrogen
* Electric Mobility
* Solar

**AND*****Choice of those uses cases : 2 among those ones, in line with the energy chosen above (there must be a logical link between the energy chosen and the use case below)**** Taking the Hydrogen bus (thanks to Hydrogen)
* Cooking (thanks to gas or biomass)
* Switching on the light (thanks to electricity from solar or wind, batteries storage)
* Filling the car at the service station (thanks to oil)
* Watching TV in family (thanks to electricity from solar or wind, or storage)
* Charging an electric car (thanks to electricity from solar or wind, or batteries storage)
* Heating (thanks to natural gas or biomass)
 |
| Dimensions | * 16/9 (1920 w x 1080 h)
* Square (1080 w x 1080 h)
* 9/16 (1080 w x 1920 h)
* Other : ………………………………………………..
 |
| Format | * MP4
* MOV
* Other : …………………………………..
 |

***\* Please consult the presentation of the 2022 digital campaign to personalize your videos and fully understand the concept of this campaign***

*In case you are not the direct contact, please provide with delivery details (contact & email address)*

*Please contact us if you need clarification to build your own video :*

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