

**ORDER FORM**

**CORPORATE ADVERTISING**

Please fill out the following form and send it to

[**hd-advertising@totalenergies.com**](mailto: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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