



VRC 2020
LED
FLEMINGTON RACECOURSE

VERSION 1

THIS PROPERTY IS PRESENTED IN COMMERCIAL CONFIDENCE.



MKTG

VRC 2020

SUBMISSION, DEADLINE & CONTACT

Upload your finished content to mktgdrop.com

*All content **must** be provided to MKTG 4 working days before first event*

MKTG has an expert in-house studio, specialising in stadium content

Contact Elizabeth Cook for more information

ecook@mktg.com

0432 530 115

For MKTG Drop information contact Christie Bence

cbence@mktg.com

(03) 9693 5969

For more specs visit mktgspecs.com.au



VRC 2020

LED

FULL
8960x192

MKTG MAKING THE MOMENT MEAN MORE **MKTG** MAKING THE MOMENT MEAN MORE

ANIMATED

Format: QuickTime .mov
Codec: ProRes LT
Duration: 30 seconds
Frames per second: 50

TILE
1120x192

MKTG

STATIC

Format: JPG or PNG
Colour mode: RGB
Density: 72dpi

The **FULL** spec is for out-of-race content which can be animated or static.

The **TILE** spec is for in-race commercial partners only. Content must be static.

DESIGNING FOR LED



WHAT WORKS BEST:

- High contrast graphics
- Bold logos and type
- Dark backgrounds with light text / logos
- Short messages
- Having consistent empty space between all elements (logos, image, copy)
- Consider having some animation happening throughout your creative
- Consider having the brand logo or main message on screen for majority of the time
- Animations should loop in case your creative is played back to back
- When creating animations (looped or otherwise), consider having the main content visible on the end frame, in case the animation needs to pause for any reason



DESIGNING FOR LED

THINGS TO AVOID:

- Flashing or overly distracting graphics
- Very fast movement
- Long messages or content spaced far apart. Not easily visible on broadcast or in person
- Small or thin text
- Changing logo or font size
- Two lines of text on top of each other
- Too much use of footage or photos
- White backgrounds
- Don't cover seams with logos or text, they will get cut in half at the edge of the screens
- Limit unbranded time and space