

RTÉ

Marketing & Communications Assets Guidelines

Why do we need these assets?

In the current competitive landscape, it is now more important than ever to have compelling creative to reach audiences in the right way.

We need top quality imagery and footage to ensure yours stands out from the rest and reach as many people as possible.

By sending us these assets, we can look to promote your programme on TV, radio, online, press and social media, and partner platforms such as Sky, Virgin and Eir.

This document outlines what we need – it is essential that we receive these in order to promote the great content you've created.

This is what we need from you:

General Information

1. Programme/Series Description

- **Series title**
- **Series blurb**
- **Episode names**
- **Episodic information** (blurb per episode)
- **Target audience** (what audience do you expect to bring in)

Imagery

2. Photography/Imagery

General Guidelines

Images should clearly convey the tone and feeling of the content, featuring the key concepts and talent throughout. Compelling imagery is essential for creating the content artwork, promotional assets and engaging audiences.

Please Do:

- Use a minimum 24-megapixel DSLR camera at a minimum of 300ppi.
- Provide a range of wide/mid/close-up shots in a variety of poses, both individual & group.
- Give ample space around the subject to allow for scaling/resizing across platforms.

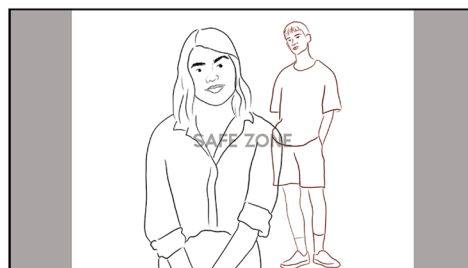
- Include an option with clear/non-complicated background to allow for post editing/cut out.

Please Don't:

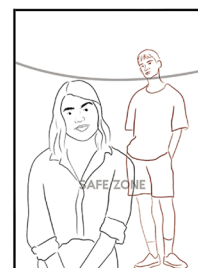
- Feature any brands, text, logos or product placement in any imagery.
- Use alcohol, smoking, nudity or violence in any imagery.
- Provide imagery taken from a smartphone or low-res stills – this imagery is not accepted for creating the content artwork.

Required Images (min 2 of each):

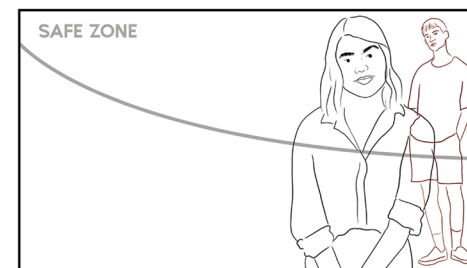
1. Centred landscape images
2. Portrait images
3. Right aligned landscape images



Centred



Portrait



Right Aligned

3. Episodic Imagery (min 3 per episode)

Engaging images conveying relevant context for each individual episode/piece of content.

Imagery can feature key episodic moments or in-action shots with talent.

4. Press Imagery

Cast imagery, press shots (e.g. photo call images) and any other imagery available.

Example Images

Good

- Required images supplied
- High-res
- Features key concepts/talent



Centred



Portrait



Right Aligned



Centred



Portrait



Right Aligned

Against These Guidelines

- Low-res
- Dark/blurry
- Images taken on smartphone



Graphics

5. Logo/Series Title

- Vector logo or high-res PNG
- Include font in .ttf or .otf format and font name
- Brand guidelines (where available)

6. Audio Visual Footage

You should be in a position to provide the below footage if contacted by RTÉ.

For use in programme trailers.

Promos/Creative

Please send full programme file – unmixed – delivered as full res OP1a MXF (if delivered on Drive, then it must be for PC).

This is the optimum delivery to allow programmes to be understood in their full context.

OR

In instances where due to production schedules the full programme cannot be supplied:

Please send a minimum of 10-15 minutes, **full res OP1a MXF quality clips, from at least the first three episodes (where applicable). The clips can be graded or ungraded but must have unmixed audio** and be delivered as MXF (if supplied on Drive, then it must be for PC).

- Clean footage/images (no captions)
- Clean dialogue to be embedded into the MXF (not by WAV)
- Clean opening sequence and opening sequence elements

In both cases:

- If possible, 30 secs of theme music, clean with music details.

Social

Access to full programme 1 week pre-TX.

- MP4/downloadable Vimeo
- Graded

If sharing clips, we need MP4 files without graphics and without commercial music.

No endboards (these are created internally).

Checklist

Have you supplied the below?

- ☐ 1. **Programme/Series Description**
- ☐ 2. **Photography/Imagery**
- ☐ 3. **Episodic Imagery**
- ☐ 4. **Press Imagery**
- ☐ 5. **Logo/Series Title**
- ☐ 6. **Audio Visual Footage**

Please ensure you supply the above assets as part of your contracted deliverables.

Note: The Marketing and Communications team work 16 weeks out from air date and it would be optimum to receive the above assets at that point. Our team may then get in touch with you regarding your campaign.

We may require talent/set access – please let us know your shoot date in advance.