

Quickguide • Wii U Trailers and video footage

General information

- The following guidelines are binding for all kind of trailers and video footage (e.g. TV spots, online trailers etc.) independent of the purpose for the Nintendo of Europe territories (NOE).
- All kind of videos must be approved by Nintendo prior to public release (contact: advertising_publisher@nintendo.de). If your video is a gameplay video only and does not show any Nintendo brands (sound, text or visual), an approval is not needed.
- Please send the script or rough layout, including the voice over, if you want to double-check with us first.
- Age Ratings
 - If your trailer/video is supposed to be for the Nintendo eShop or for the Nintendo website please don't show a Age Rating at the beginning of the trailer because the Nintendo systems will add the Age Ratings automatically.
 - If your trailer/video is supposed to be for an external platform (e.g. YouTube, TVC, etc.), please show the respective Age Rating of your game at the beginning.

What your trailer has to contain:

- 1. Wii U animated Intro
- 2. Nintendo eShop logo (either after the Wii U intro or on the endslate)
- 3. End slate with the following contents:
 - Game title logo
 - Your Publisher logo
 - Wii U logo (please make sure to keep needed clearspace around the logo)
 - Nintendo eShop logo (if not already shown after the Wii U intro, please make sure to keep the needed clearspace around the logo)
 - Wii U legal lines „Wii U is a trademark of Nintendo. © 2012 Nintendo.“ (need to be readable)
- 4. Outro (only mandatory for TV commercials)

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Explanation & Good to know

1. The Wii U Intro is mandatory if a Wii U game is advertised or if Wii U gameplay is shown. It must be used unaltered without change to length or sound. The transition from the Wii U Intro to trailer can be achieved through a cut or a dissolve to the trailer. In case your trailer is a multi-platform trailer no intro is needed. If your video is a gameplay video only and does not show any Nintendo brands (sound, text or visual) or additional information no Intro and approval is needed.
- 2/3. If the title will be available for purchase in the Nintendo eShop, the Nintendo eShop logo need to be shown either after the Wii U Intro and/or on the end slate. Additionally the Nintendo eShop disclaimer "Broadband Internet access required for online features. For more info, go to support.nintendo.com." is required on the end slate (for localized versions, please refer to chapter "Nintendo eShop" in the NOE European Marketing Guidelines).
3. At the end of the trailer (or before the outro starts) an end slate needs to be shown. The Publisher logo, Wii U logo, packshot or game title and corresponding legal line "Wii U is a trademark of Nintendo. © 2012 Nintendo." is required on the end slate of a trailer.
4. Usage of the Wii U Outro is mandatory for TV commercials only. For all other videos the usage is optional. Please use it unaltered without change to length and just amend the packshot and screens accordingly. The transition from the trailer to the Wii U Outro can be achieved through a dissolve to the Outro.
 - If lifestyle footage gameplay is shown, please show it in a natural way. Show the gamers with some distance between each player and the surrounding. Showing damage or misuse of the hardware and/or controllers is not acceptable.
 - When showing the Wii Remote (with or without the Nunchuk) the wrist strap must be worn by the gamer (even if the gamer is a comic figure), and the Wii Remote Jacket (either in transparent/white or black) must be installed on the Wii Remote.
 - If the trailer is intended for the Nintendo eShop, please make sure that the technical configurations match with the video specification mentioned on the Wii U Asset Overview (e. g. resolution 1280x720px, 30fps, .mp4 format, etc.).

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Please also have a look at the NOE European Marketing Guidelines. The NOE European Marketing Guidelines as well as the animated, logos etc. can be downloaded from our marketing fileshare. Please find the login details below:

<https://fileshare.nintendo-europe.com>

Login: DownloadMarketing

PW: MarketingPub1

If you have further questions, please don't hesitate to get in touch with digital_publisher@nintendo.de and please add advertising_publisher@nintendo.de on copy.

Thank you.

Your Advertising Team