

Vive MeJOR

ViveMeJOR 2104 Equity Banner Concepts
Presented: December 20, 2013

Brief

Objective

- Drive quality visitors to Vivemejor.com

Primary Audience

- Savvy Blenders consuming Spanish content

Communication Requirements

- Leverage the new VM.com look and feel and brand essence (lifestyle)
- Introduce sifter functionality and consumer payoff/benefit
- Support food and personal care messaging (destination would be food and beauty landing pages)
- Evergreen concepts (these banners will likely be up all year)

Brief continued

Format

- Sizes: 728x90, 300x250, 160x600 and mobile (sizes based on publisher specs TBD)
- Rich media optional
- Food/beauty executions for each size

Concept #1

Banner Concept #1:

Personalized results for your needs

Creative Strategy

- PREMISE: Sifter is a tool that helps you get the results tailored to your needs.
- This concept will give the consumer a chance to interact or see how the sifter works. The user will easily identify this powerful tool on the site and will know how to use it to their benefit.
- The primary goal is to illustrate the benefits of getting personalized results by introducing the sifter functionality and consumer payoff/benefit.

Banner Concept #1: Storyboard



Concierge bell introduced in beginning frame. Sits on screen subtly waiting to be rung.

Please note: These do not represent frames but more a sequence of screens to try and convey the animation. The actual duration of the banner will stay within 15 seconds to stay within best practices.

Banner Concept #1: Storyboard



(with interaction)

As the user's mouse hovers over the banner, it will turn into a person's hand.

(without interaction)

Hand appears on screen after allotted time.

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Banner Concept #1: Storyboard



(with interaction)

User is able to move hand with extend finger around the screen and ring the bell.

(without interaction)

Hand with extend finger reaches out to ring the concierge bell. As the finger hits the top of the bell, a bell ding is heard (if sound is on) as the word “ding” appears.

(The bell can be rung numerous amounts of time within an allotted time period)

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Banner Concept #1: Storyboard



After the bell rings a bright ***poof*** appears.

Then the concierge bell disappears behind the poof.

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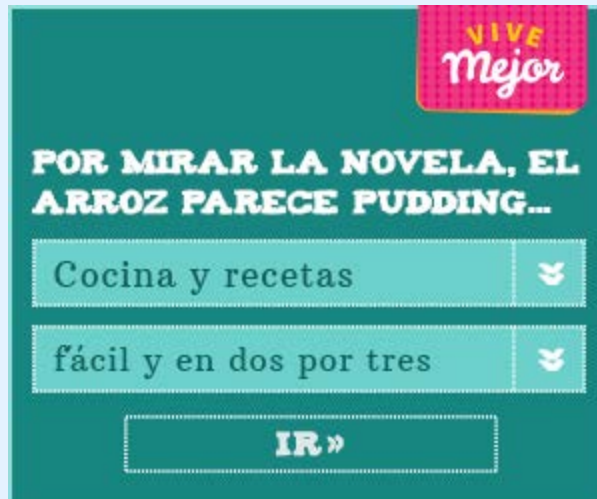
Banner Concept #1: Storyboard



The Vive Mejor sifter appears in place and “Un tres leches más rico que el de tu suegra...” copy appears above the sifter.

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Banner Concept #1: Storyboard



After an allotted amount of time the copy changes to another common need/situation “Por mirar la novela, el arroz parece pudding”.

(There could be 2-3 statements cycling through. Another example could be: “acelga en sus boquitas, y no en tu cara”.)

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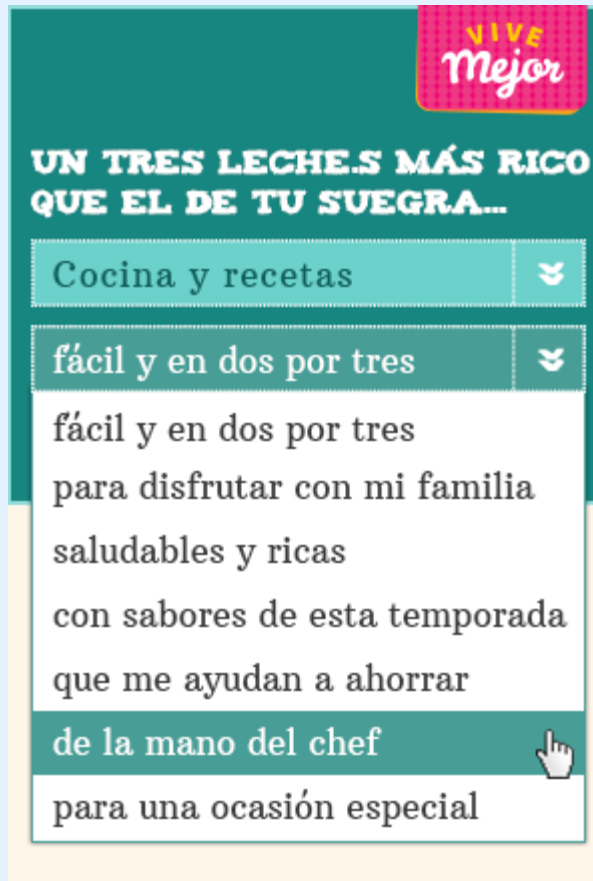
Banner Concept #1: Storyboard



User interacts with the first form field on the sifter and selects “Cocina y recetas”.

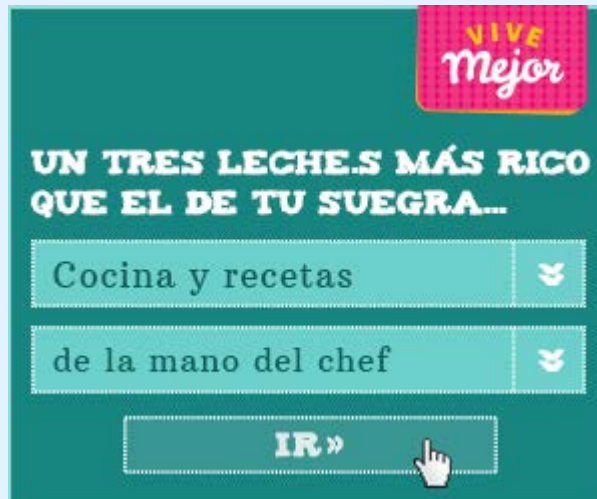
Please note: These do not represent frames but more a sequence of screens to try and convey the animation. The actual duration of the banner will stay within 15 seconds to stay within best practices.

Banner Concept #1: Storyboard



User interacts with the second form field on the sifter and selects “de la mano del chef”.

Banner Concept #1: Storyboard



User prompts "IR" button to find the relevant content. They are then sent to the corresponding content page on Vivemejor.com

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Concept #2

Banner Concept #2:

Personification of the Sifter

Creative Strategy

- PREMISE: Sifter is a tool that helps you just like your ideal best friend/concierge would.
- This concept gives character to the sifter. This gives the consumer a chance to interact with a personification of the sifter in a fun and engaging way. The user will easily identify with the scenario and “character”.
- An honest and trendy friend is what every woman wants. This banner will show a texting conversation between a woman and her “in-the-know friend”. The sifter will be personified as this reliable “in-the-know friend” who can find the solutions to those everyday “little emergencies”.

Banner Concept #2: Storyboard



Text alert box pops open on screen...Text alert from Sonia appears.

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Banner Concept #2: Storyboard



Text alert copy “**Alexxxx, HELP! Tengo un evento...tonite**” fades in as alert signal fades out.

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Banner Concept #2: Storyboard



Home screen window fades away as text correspondence between Alex and Sonia begins. Text bubbles pop into view then dialogue begins to flow up along visible cell phone window.

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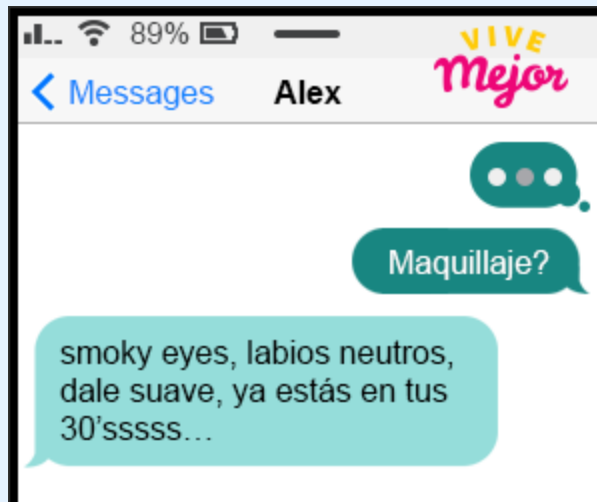
Banner Concept #2: Storyboard



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Banner Concept #2: Storyboard



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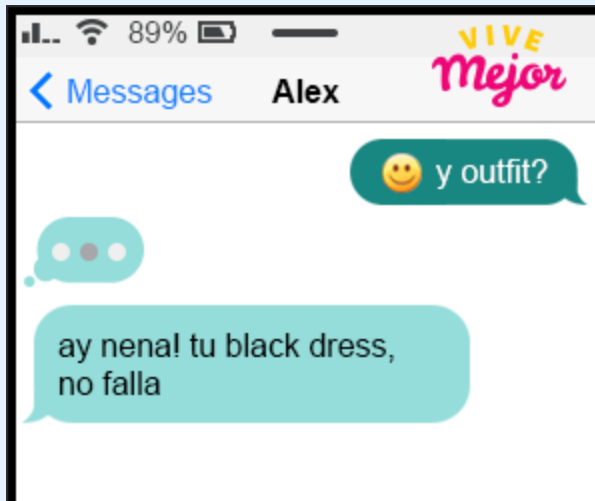
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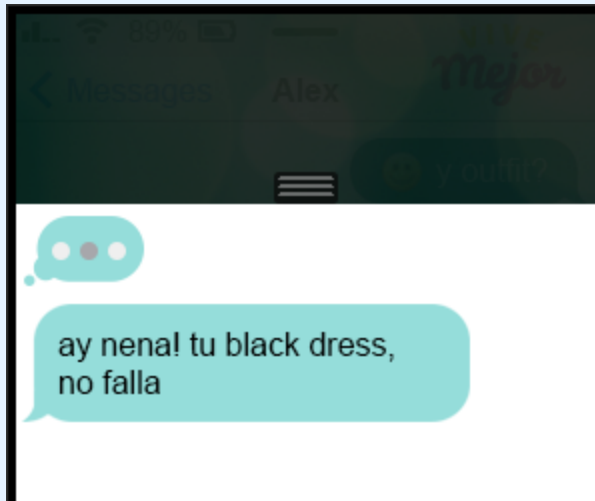
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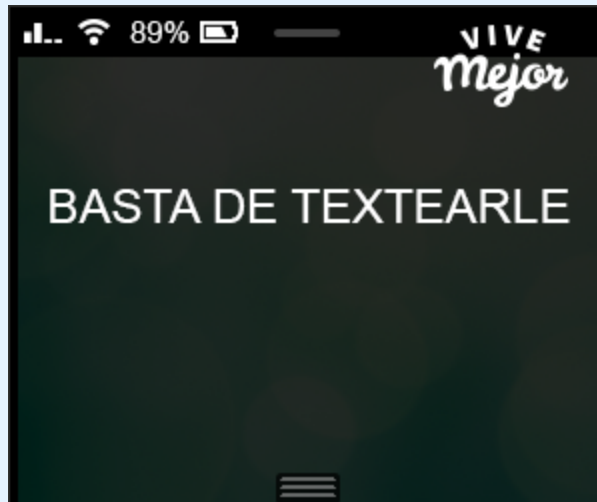
Banner Concept #2: Storyboard



Home screen window starts to close in on text window between Alex and Sonia.

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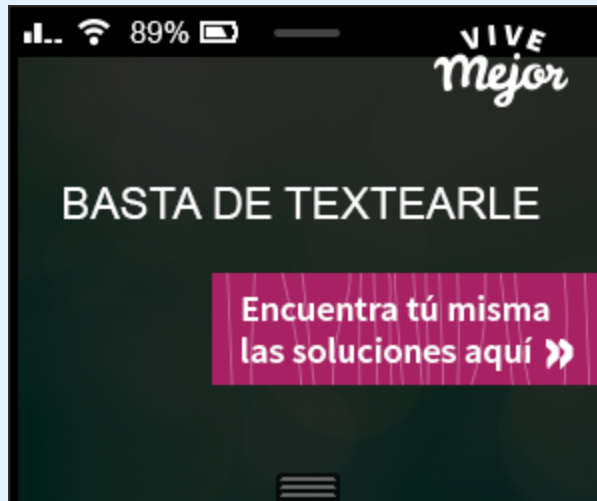
Banner Concept #2: Storyboard



“Basta de textearle” disrupts the conversation and appears on the screen.

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Banner Concept #2: Storyboard



CTA button slides in from the left prompting the user to click on the banner to find solutions.

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Timeline

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- 12/12 Ideas presentation; feedback and selection of 1 concept for development
- 12/20 Presentation of creative execution of concepts (storyboards); selection of 1 concept for development and feedback on selected storyboard
- 12/23 – 1/6 – Limited creative resources due to Christmas/New Years Holiday
 - Revisions to storyboard (copy/visuals) for final execution
 - Final layouts
 - Flash animation
- 1/9 Present animation for selected concept
- 1/10 Client feedback and approval for final production
- 1/10 – 1/22 – Final production of all sizes and creative executions
- 1/22 Delivery to Mindshare for trafficking