

Halifax

First time buyers

Digital Display - Animated Storyboards

May 2024



Frame 1: We open to see the “BAD MOVE” message alone against the dark blue gradient.



Frame 2: The lighter blue shape animates in from the right. As it does, the GOOD MOVE message, logo and T&C's are revealed.



Frame 3: The lighter blue shape animates left and up to takeover the canvas. GOOD and BAD messages fade out to reveal the end frame message and CTA.