

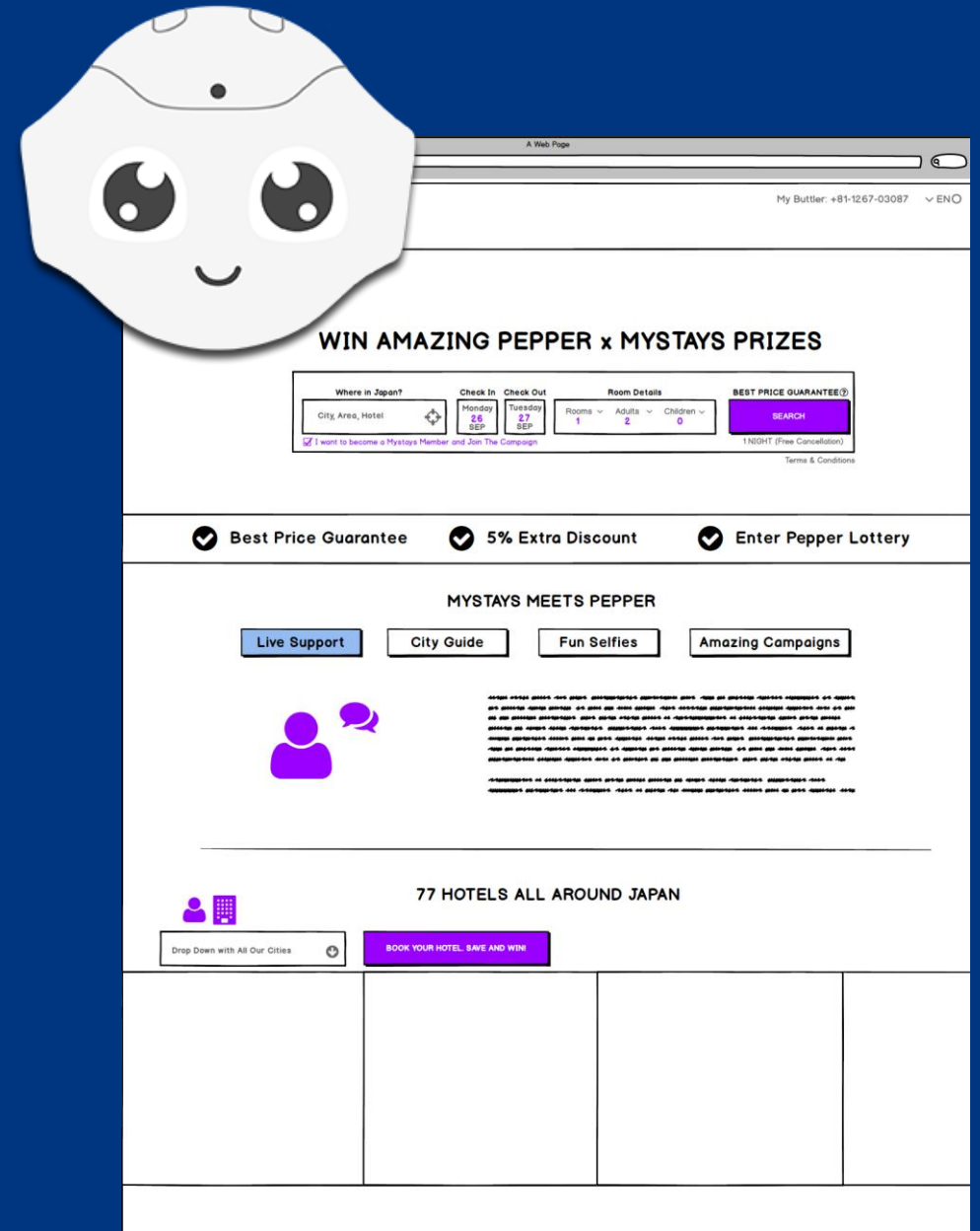
PEPPER X MYSTAYS CAMPAIGN



THE CONCEPT

MYSTAYS newest employee “Pepper The Robot” will introduce to the world our latest lucky draw campaign in 5 languages. The landing page will be built in a way it will:

- Draw attention to our SBR x Mystays Partnership through cute illustrations and animations
- Allow our guests to immediately turn into members, book online and enjoy an automatic 5% discount
- Introduce Mystays x Pepper branded prizes and goodies. These will be presented by an animated hero area thanks to an illustrated Pepper
- Highlight our 3 Languages Live support with Pepper and other functionalities as Selfies and City Guide
- Showcase our portfolio of hotels all around Japan



PAGE BREAKDOWN: HERO SECTION (in 5 Languages)

Logos images lead to Mystays.com Home Page

Takes here
(each language)

Takes here
(each language)

5 Languages, we should be able to switch to Japanese, English, Traditional Chinese, Simplified Chinese, Korean

H1 Simple styled copy
Font and sizes in Zeplin

Win Amazing Pepper
× MyStays Prizes!

Overlay promotion
item

Background Hero Image will be replaced by animated GIF introduction the prizes

The hardest part of the Project

We should mimic the function

Of the Mystays.com booking widget for both Japanese and International (2 booking Engines)

The links will be similar to current website

But we have to add a parameter to the URL

To carry the 5% promotion

i.e [Japanese Link without promotion](#)

[Japanese Link with off5 promotion code](#)

[International Link without promotion](#)

[International Link with 5% promotion code](#)

The final code will be given later on

The International and Japanese booking widget

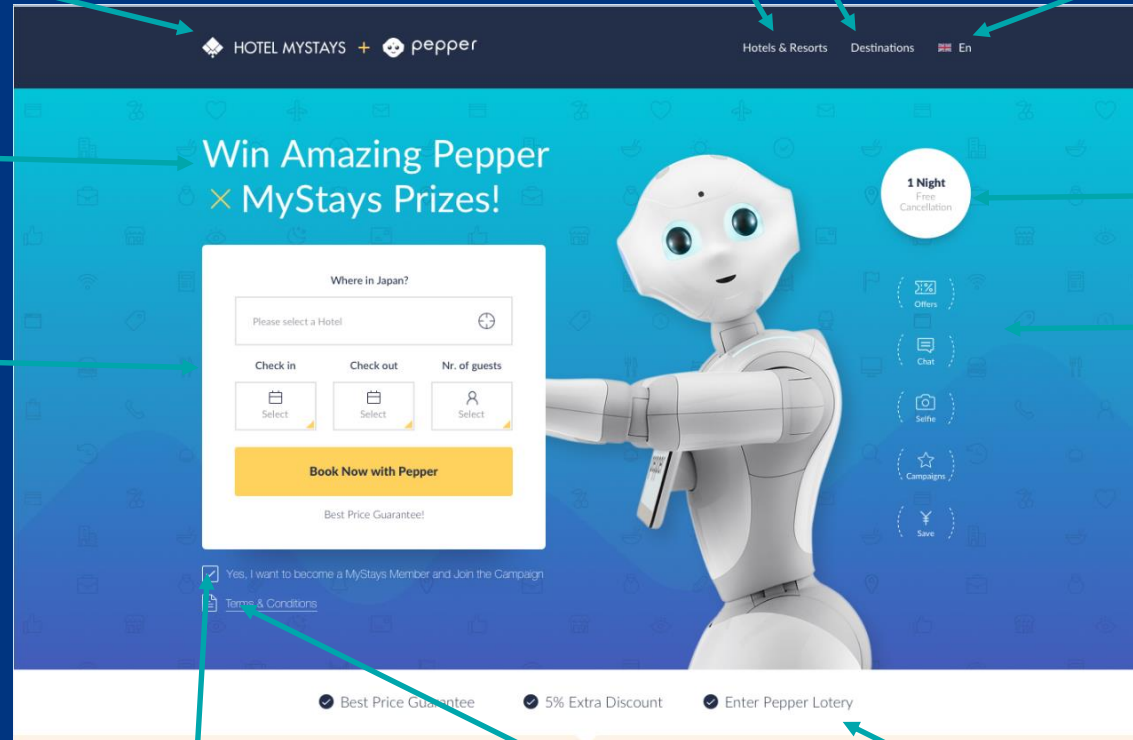
Would be a bit different. International will have autocomplete

While Japanese will only have dropdown menu like the current one

Ticked by default. If Unticked the Book now button turns gray and we write: Members' Only Campaign

Open a simple lightbox with the T&C

Simple copies

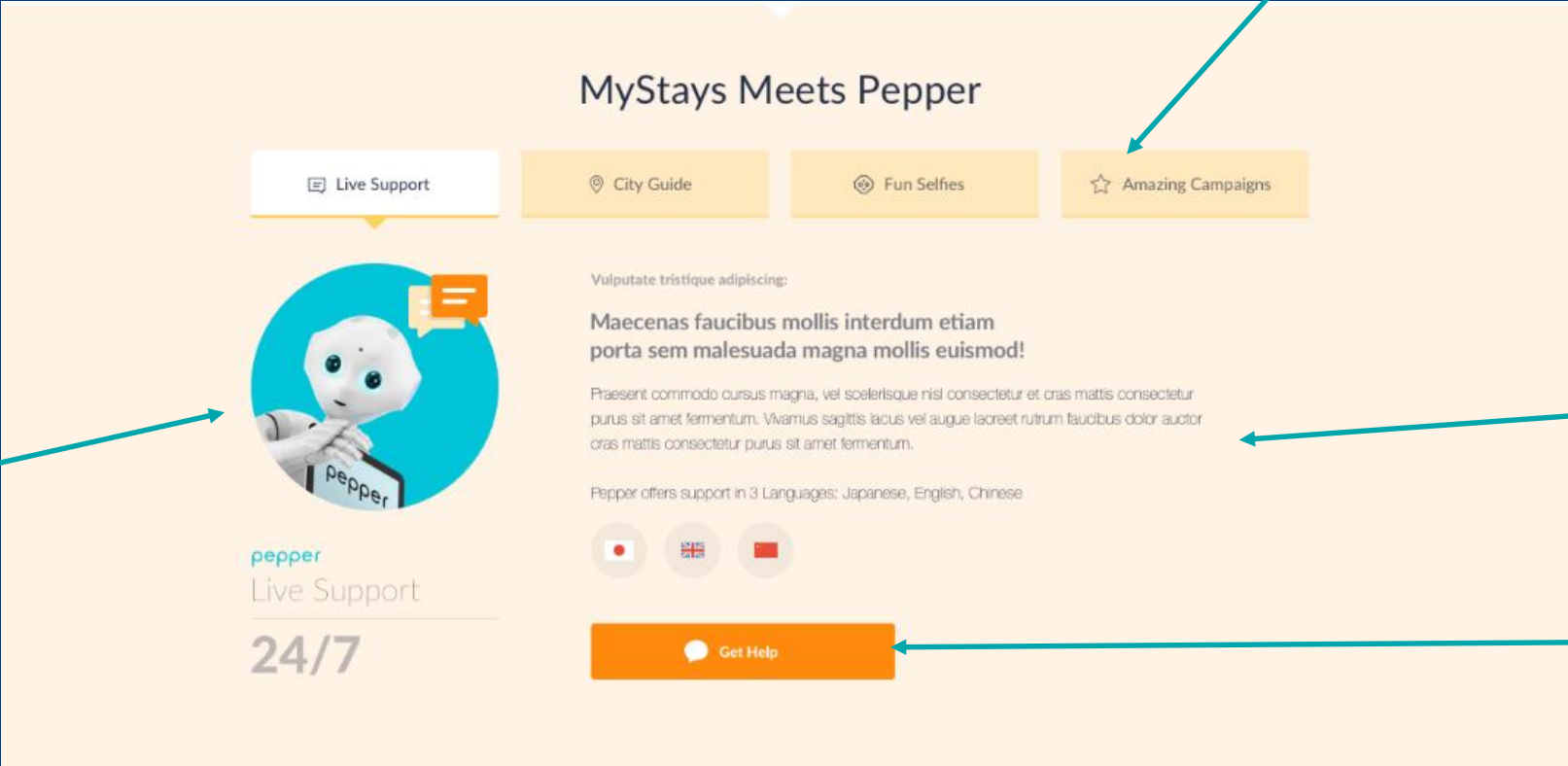


PAGE BREAKDOWN: MYSTAYS MEETS PEPPER (in 5 Languages)

Simple tabs as the [one here](#)



Temporary illustrations
And copies



Copies and images depend
On the tab. Will be provided later

Trigger the chat. The CTA
Will only be in the first 2 tabs

PAGE BREAKDOWN: HOTELS SECTION (in 5 Languages)

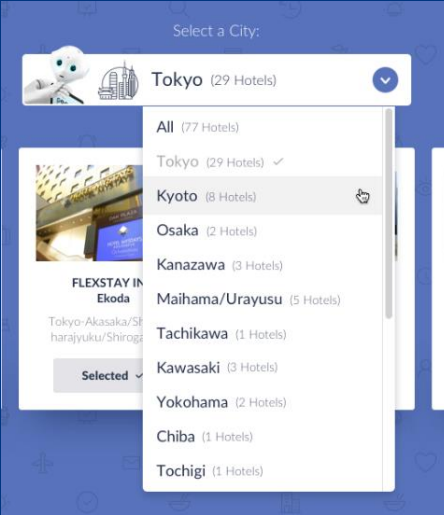
Ideally we will want to change the illustration depending on which city is selected (we are working on the illustration)

H2

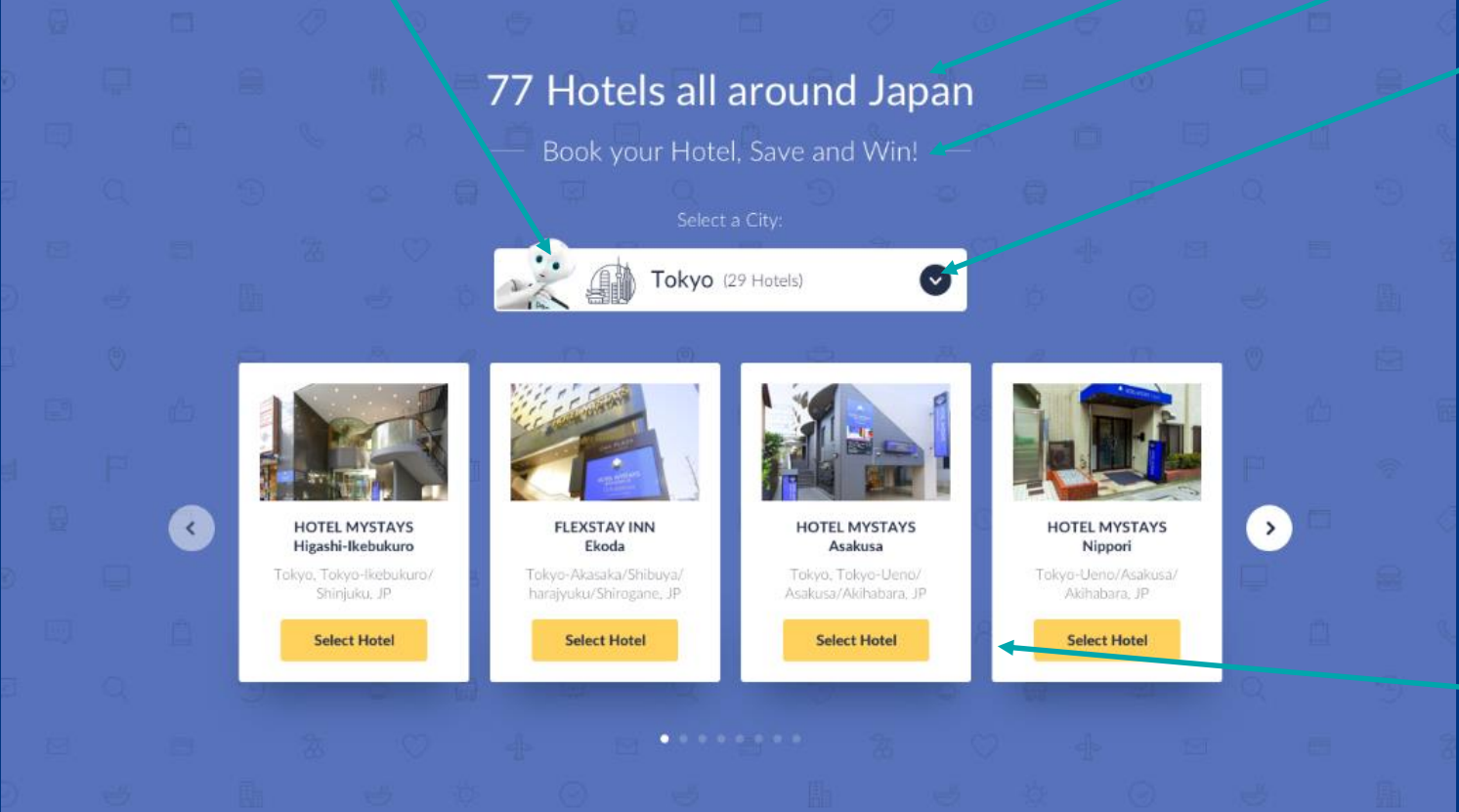
H3

Opens a dropdown to select a city
From the list available on Mystays.com

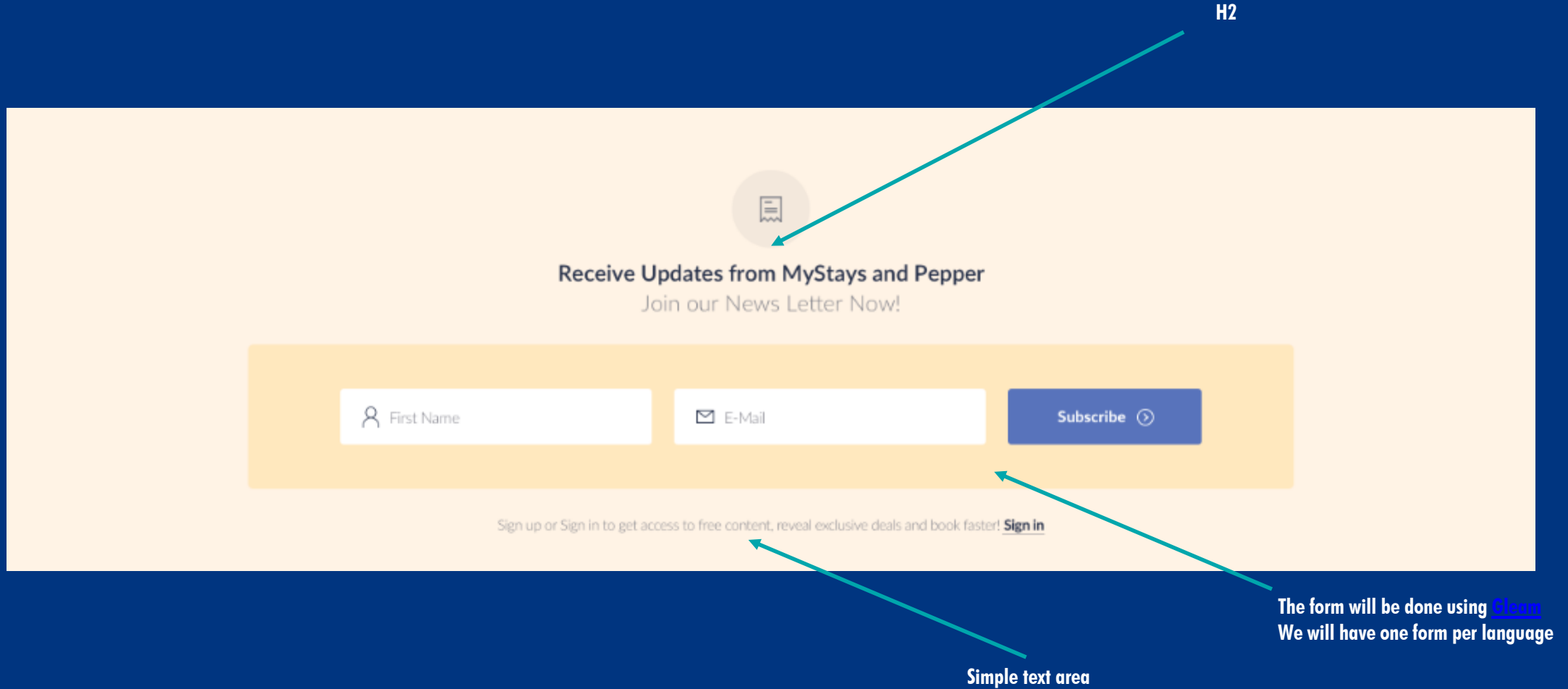
Then the Carousel shows the hotels available in that city and the count



Carousel shows the hotels of the city, picture, name of the hotel and address. Clicking on the CTA selects the hotel in the Hero Booking Widget



PAGE BREAKDOWN: GLEAM CAPTURE (in 5 Languages)



The image shows a newsletter sign-up form on a light yellow background. At the top center is a circular icon with a document and checkmark. Below it, the text reads "Receive Updates from MyStays and Pepper" and "Join our News Letter Now!". The form itself is a yellow rectangle containing three input fields: "First Name" with a person icon, "E-Mail" with an envelope icon, and a "Subscribe" button with a right arrow. Below the form, there is a line of text: "Sign up or Sign in to get access to free content, reveal exclusive deals and book faster! [Sign in](#)". Three teal arrows point from text annotations to specific parts of the form: one from "H2" to the top icon, one from "Simple text area" to the bottom text line, and one from "The form will be done using Glean. We will have one form per language" to the "Subscribe" button.

H2

Receive Updates from MyStays and Pepper
Join our News Letter Now!

First Name

E-Mail

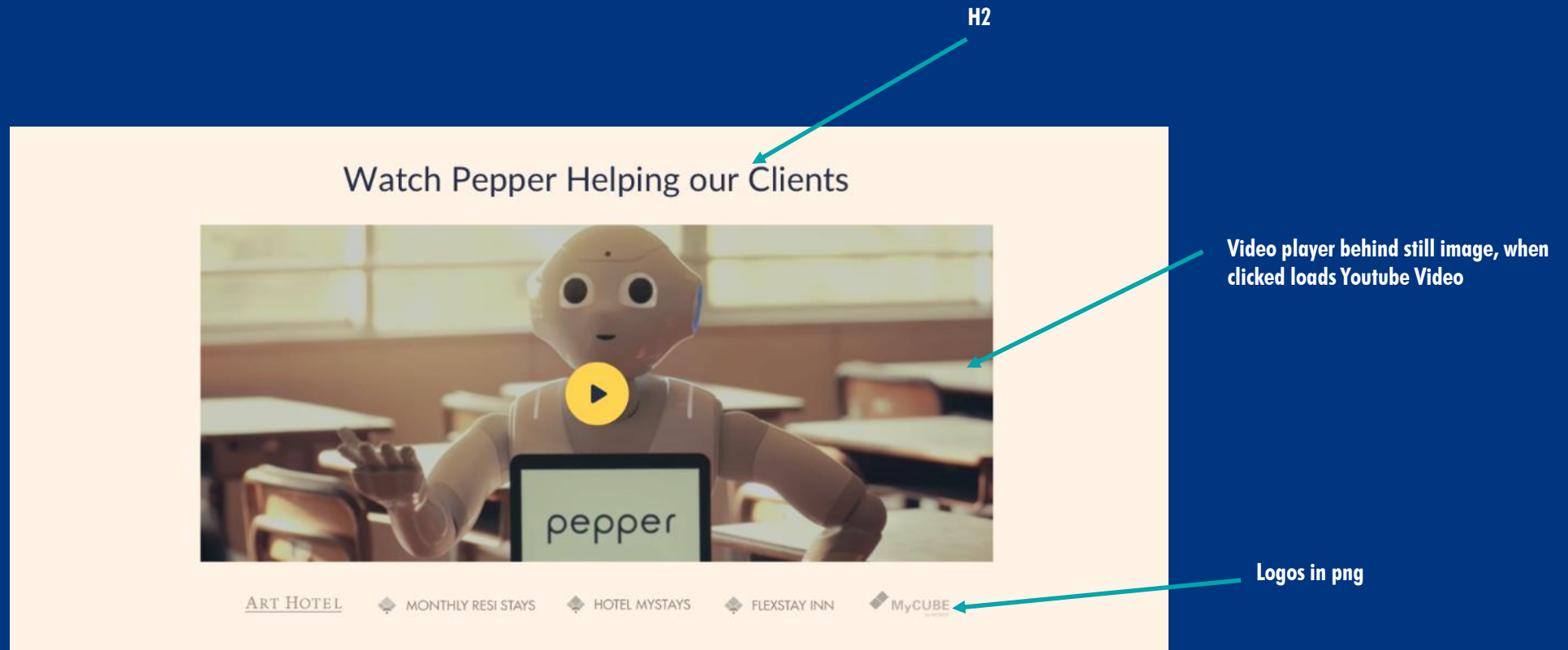
Subscribe >

Sign up or Sign in to get access to free content, reveal exclusive deals and book faster! [Sign in](#)

Simple text area

The form will be done using [Glean](#)
We will have one form per language

PAGE BREAKDOWN: VIDEO SECTION (in 5 Languages)



PAGE BREAKDOWN: PR SECTION (in 5 Languages)

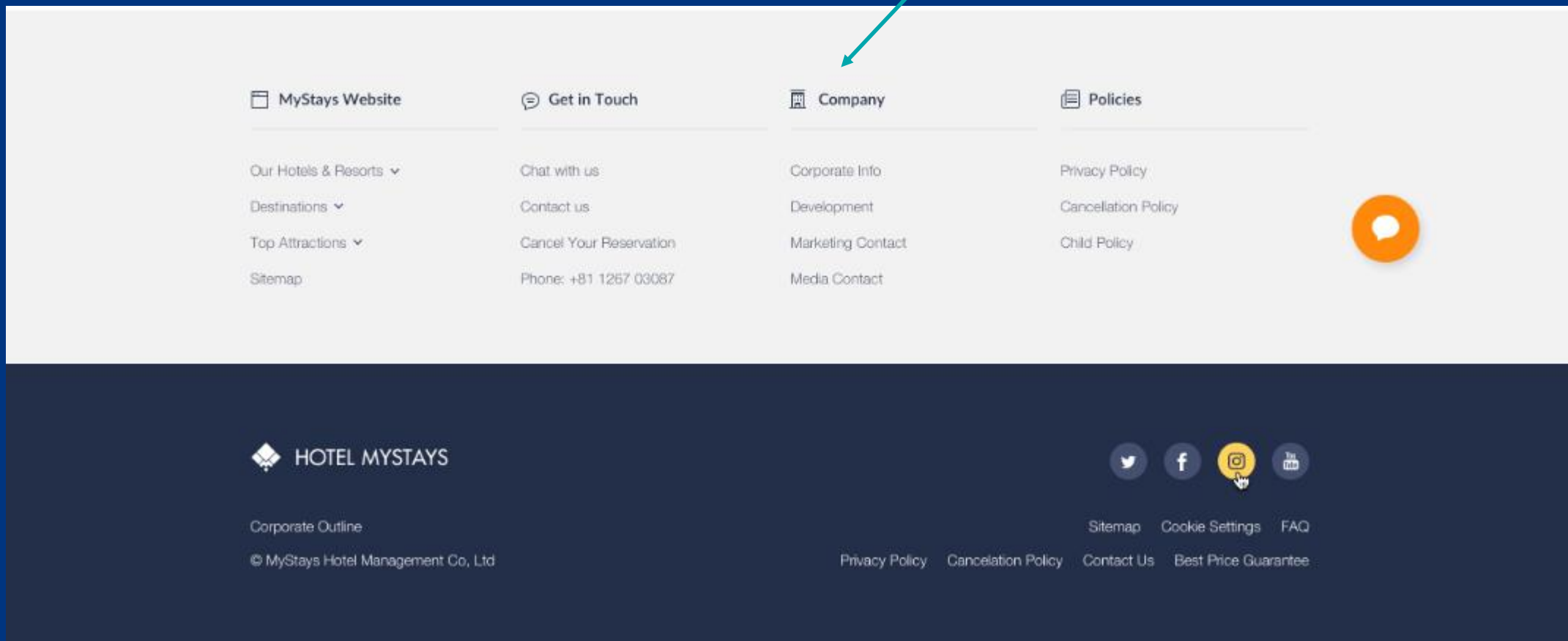
The screenshot shows a PR section with the following elements and annotations:

- H2**: Points to the **MyStays x Pepper** header.
- H3**: Points to the main headline **Aenean eu leo quam pellentesque ornare lacinia!**.
- Simple copy**: Points to the paragraph of placeholder text below the headline.
- Opens PDF in another tab**: Points to the **Read our Press Release** button.
- Takes you back to the top booking widget**: Points to the **Book and Join the Campaign** button.

PAGE BREAKDOWN: FOOTER (in 5 Languages)

Titles as H4 and items as HTML links for which we will provide links in excel

We can eventually provide HTML for this footer



MILESTONES

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDA
				7 th JULY: ILLUSTRATION DRAFT AND SBR VALIDATION		
	11 th JULY: UI/UX DESIGN – FRONT END START	12 th JULY: ENGLISH CONTENT AND SBR VALIDATION				
17 th JULY: MAIN ILLUSTRATIONS DONE	18 th JULY: CONTENT LOCALIZATION					
24 th JULY: QA AND SBR VALIDATION			27 th JULY: LIVE + AD/CRM CREATIVES			



ありがとうございます!