tag

Land Rover
Ipad ad
Storyboards
JULY/2013

RANGE ROVER EVOQUE
HORIZONTAL IPAD AD
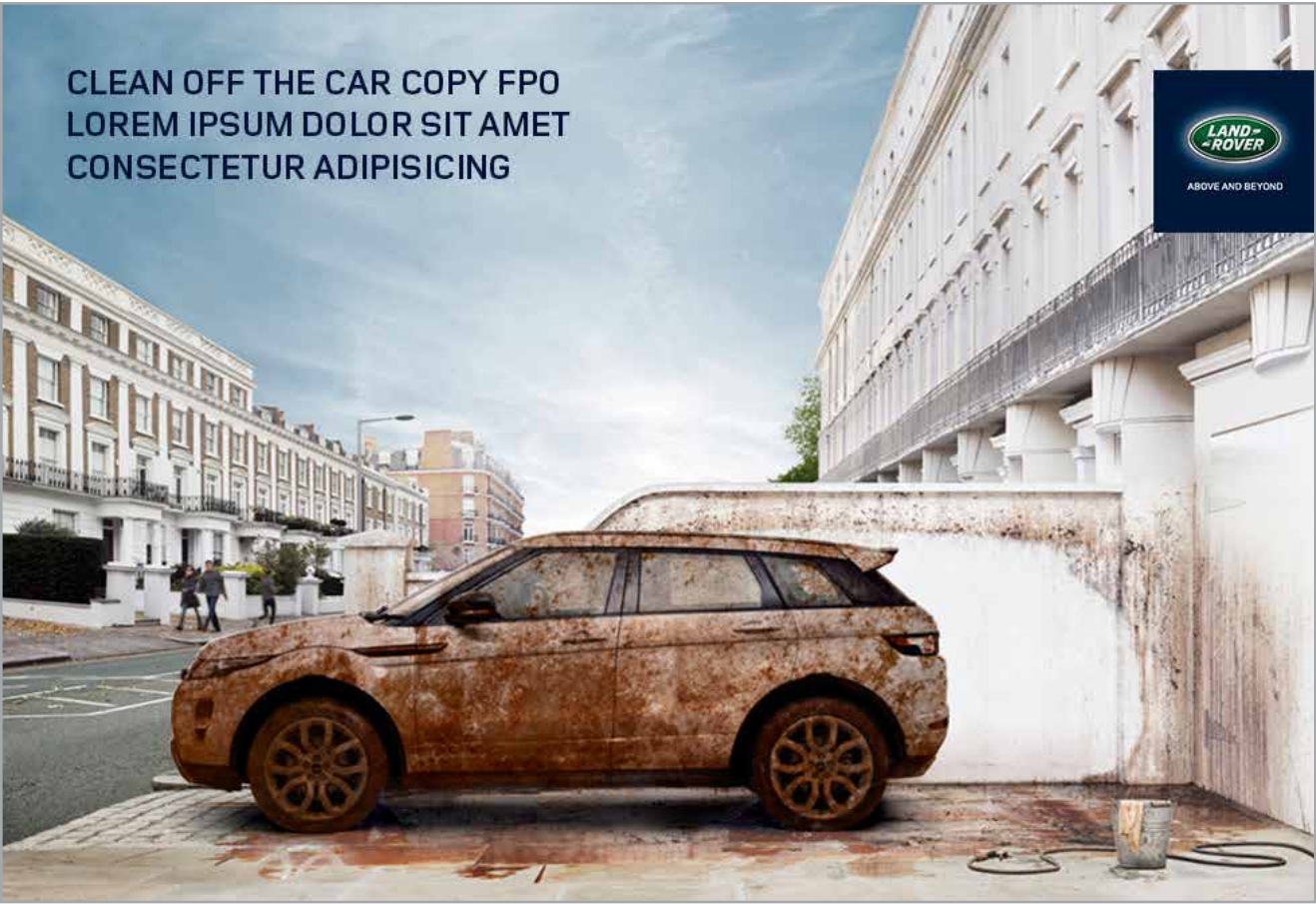
tag

HORIZONTAL IPAD AD

Image and "clean off car instructions" for the user will fade in per standard LR animation guidelines.

White circle denotes user interaction with the Ipad unit.
User can scratch the tablet to clean dirt off of the Range Rover Evoque.
After one swipe headline appears.
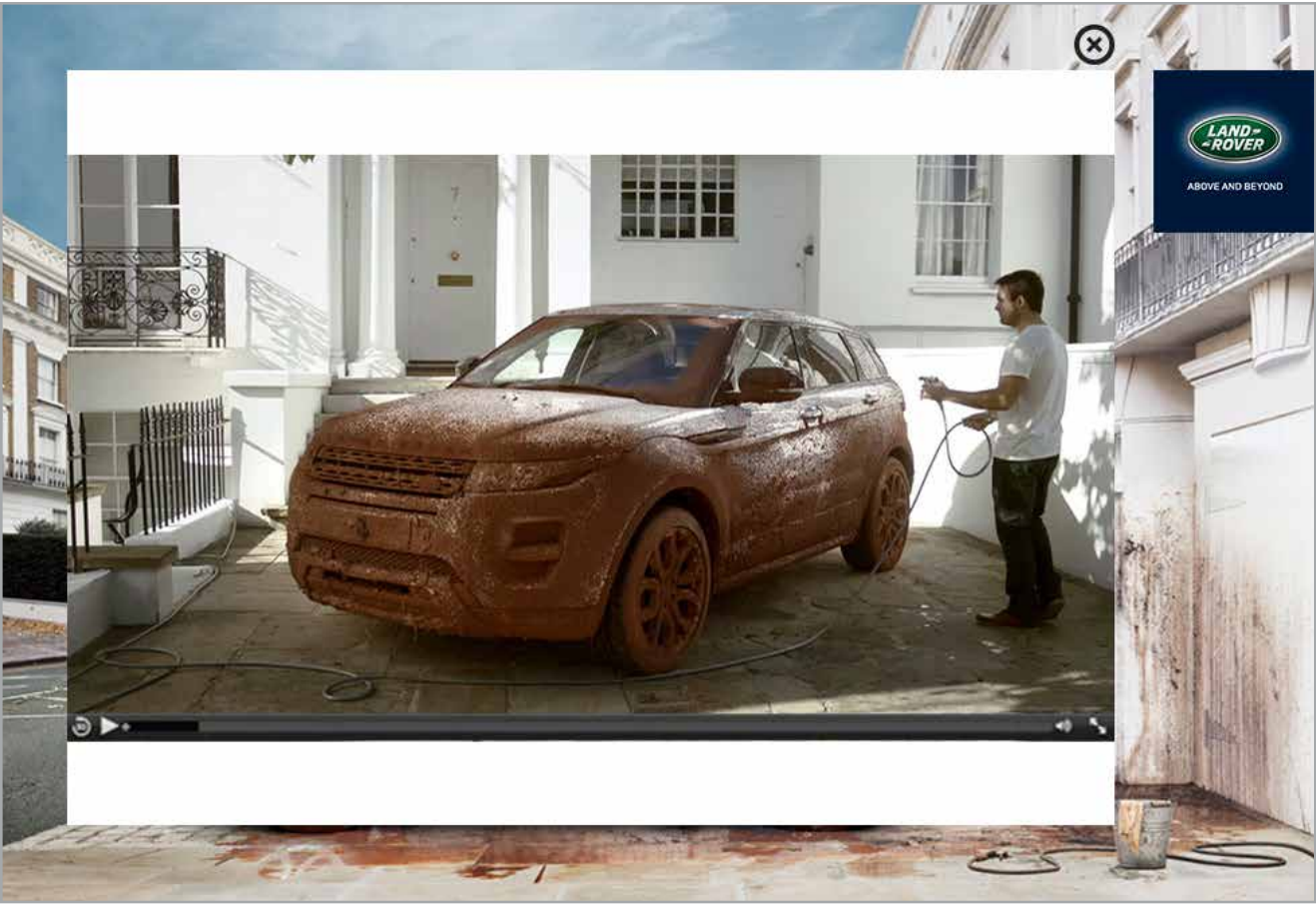
HORIZONTAL IPAD AD

Upcoming cleaning after three swipes, the unit will transition to the next frame and open up the video frame.

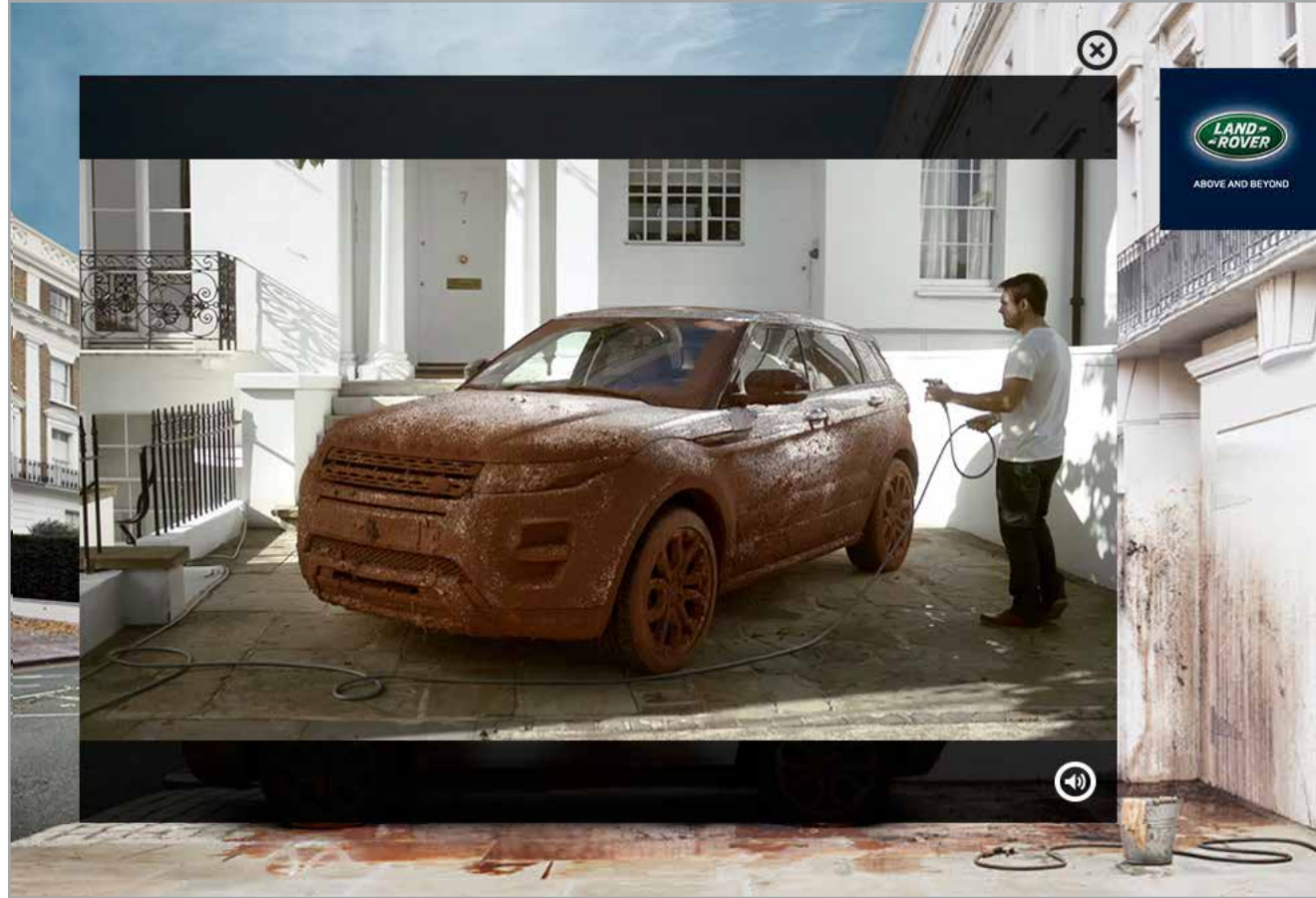Video container pops into frame.

HORIZONTAL IPAD AD

Video auto plays

Upon video playback finishing, video player will fade out and reveal a clean car.

HORIZONTAL IPAD AD

Option 2 with a transparent black background.

HORIZONTAL IPAD AD

The unit end frame copy will begin to fade in.

Final frame includes video and CTA along with web button.
User will have the option to replay the video

Web button is mandatory for this unit to denote click-thru area.
In this case, it will be the entire CTA and offer copy above it.

HORIZONTAL IPAD AD

Offline mode final frame: if the user does not have online connection video will not play and offline mode message will appear. This is mandatory per La Presse guidelines.

Option 2 No video thumbnail

RANGE ROVER EVOQUE
VERTICAL IPAD AD

AD SIZE: 670 X 980
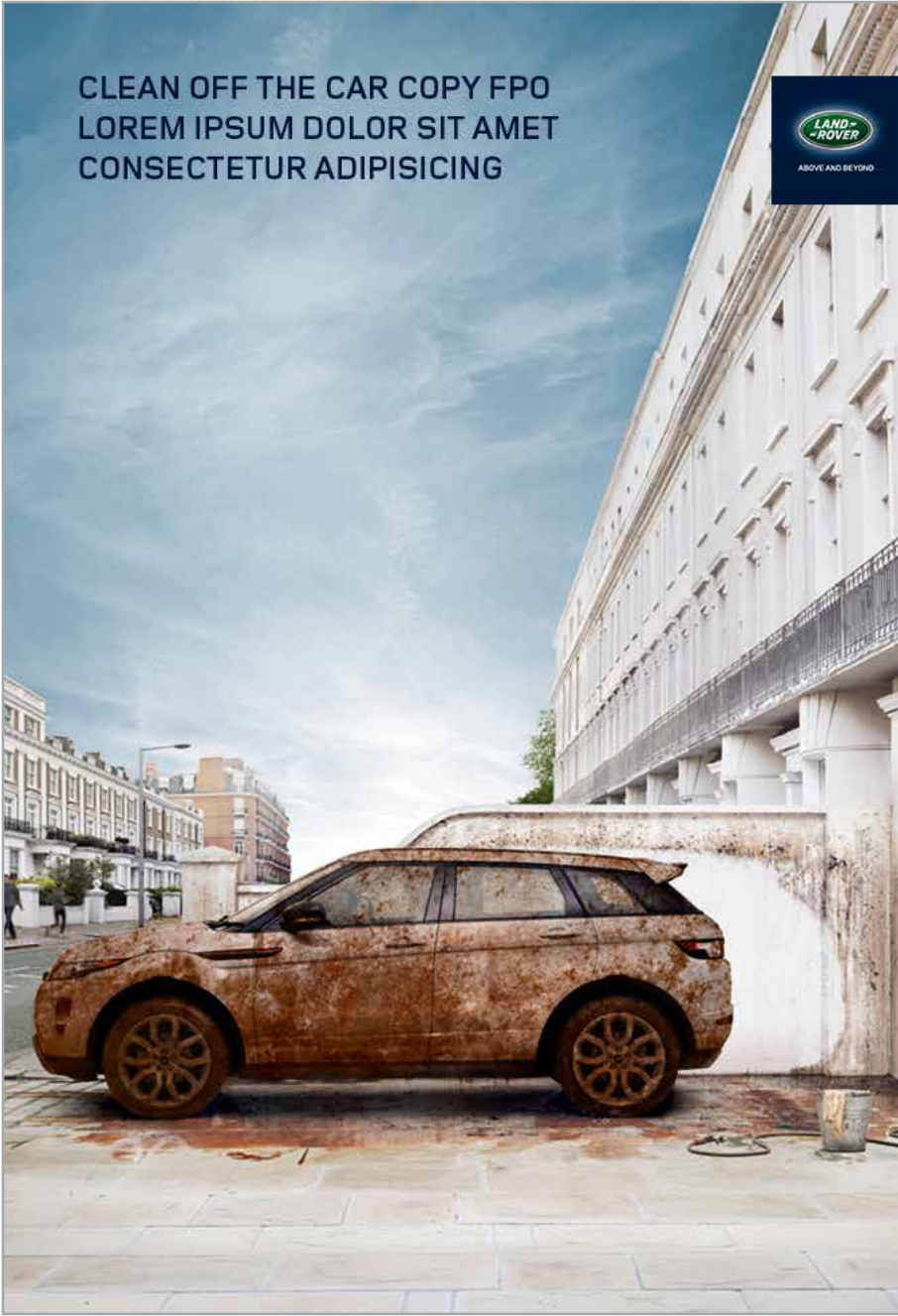
VERTICAL IPAD AD

Image and "clean off car instructions" for the user will fade in per standard LR animation guidelines.
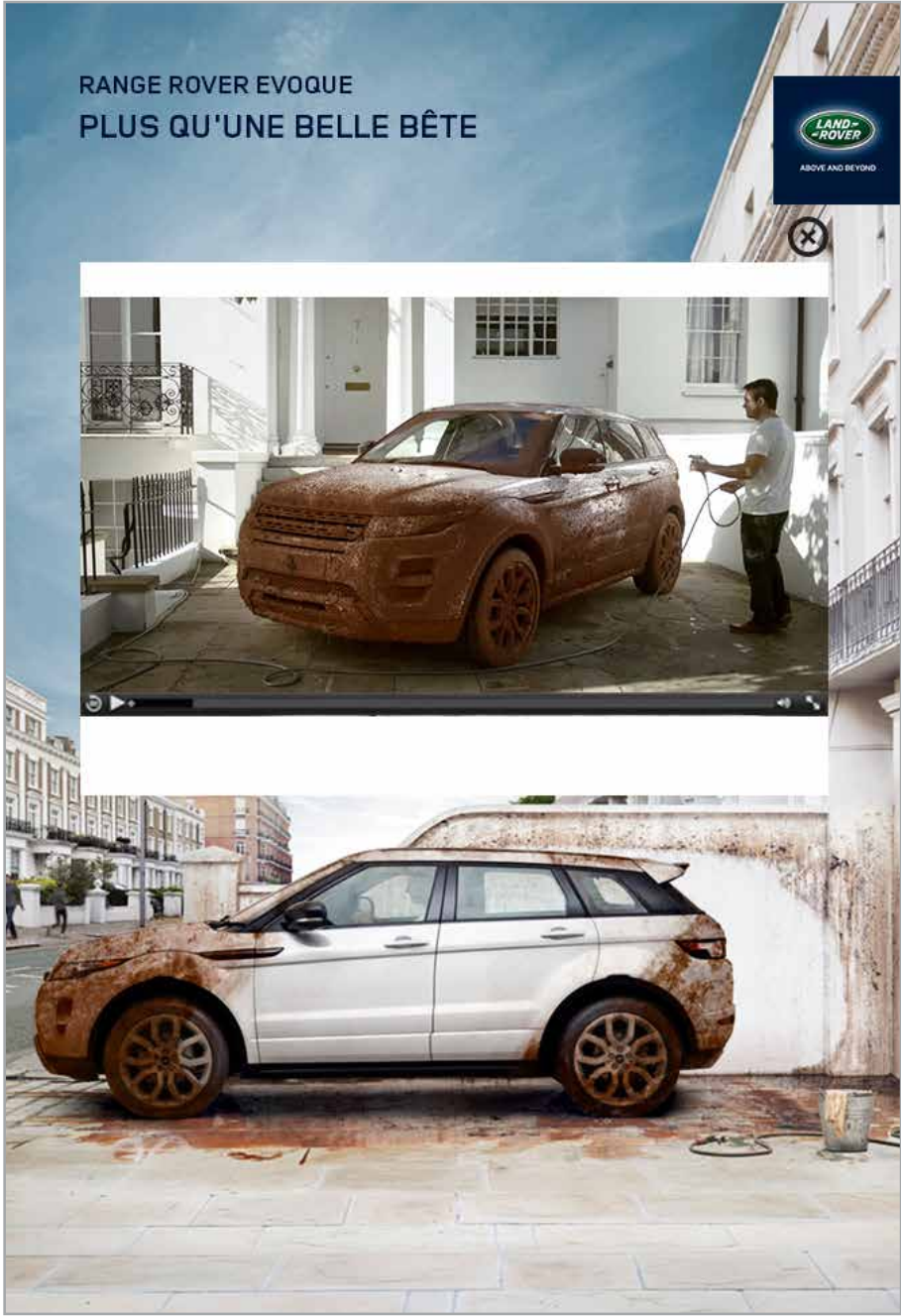

White circle denotes user interaction with the Ipad unit.
User can scratch the tablet to clean dirt off of the Range Rover Evoque. After one swipe headline appears.
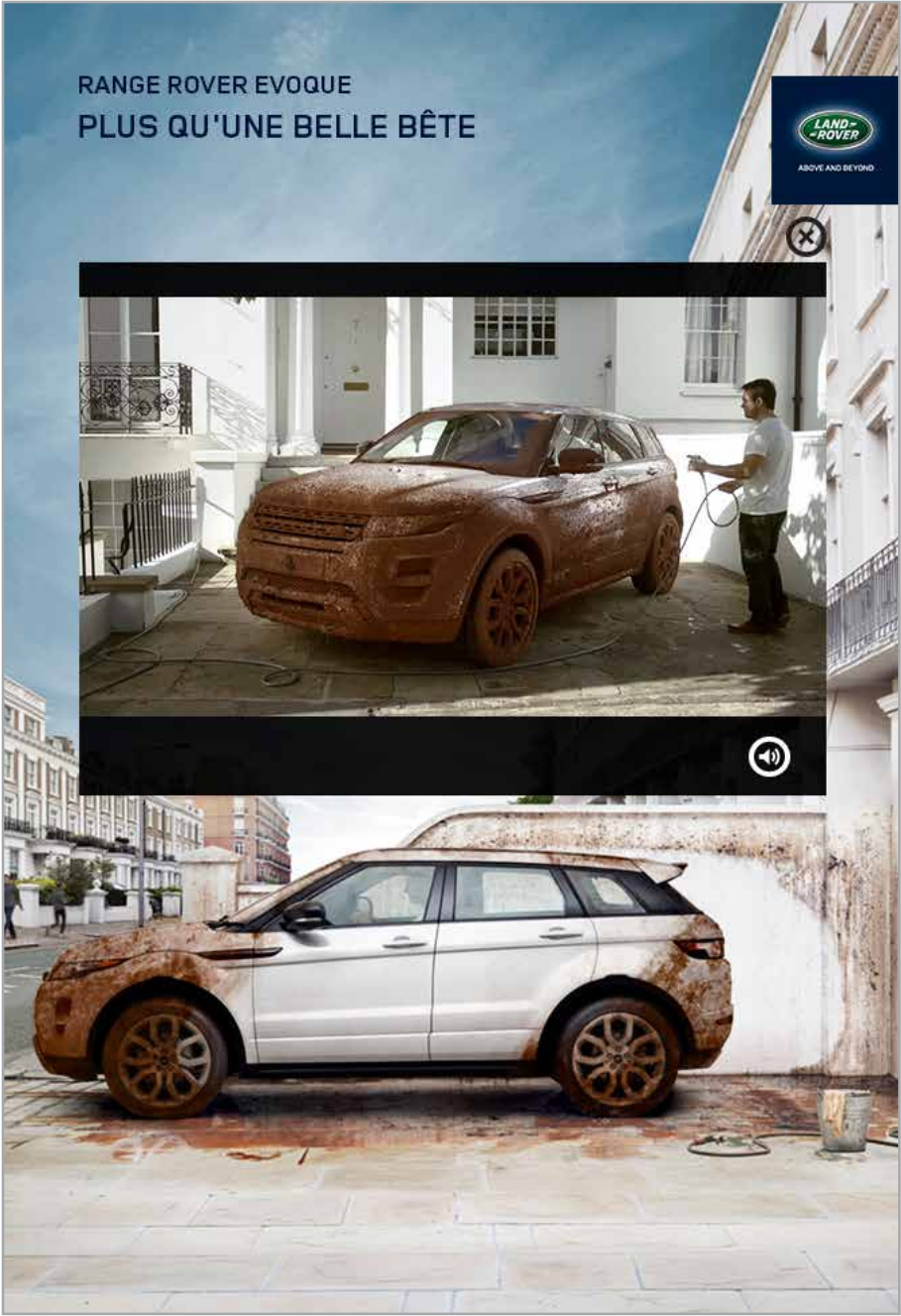
VERTICAL IPAD AD

Upcoming cleaning after three swipes, the unit will transition to the next frame and open up the video frame.

Video player pops up and auto plays video. (background can fade out?)

VERTICAL IPAD AD

Option 2 with a transparent black background.

VERTICAL IPAD AD

Upon video playback finishing, video player will fade out and reveal a clean car. The unit end frame copy will begin to fade in.
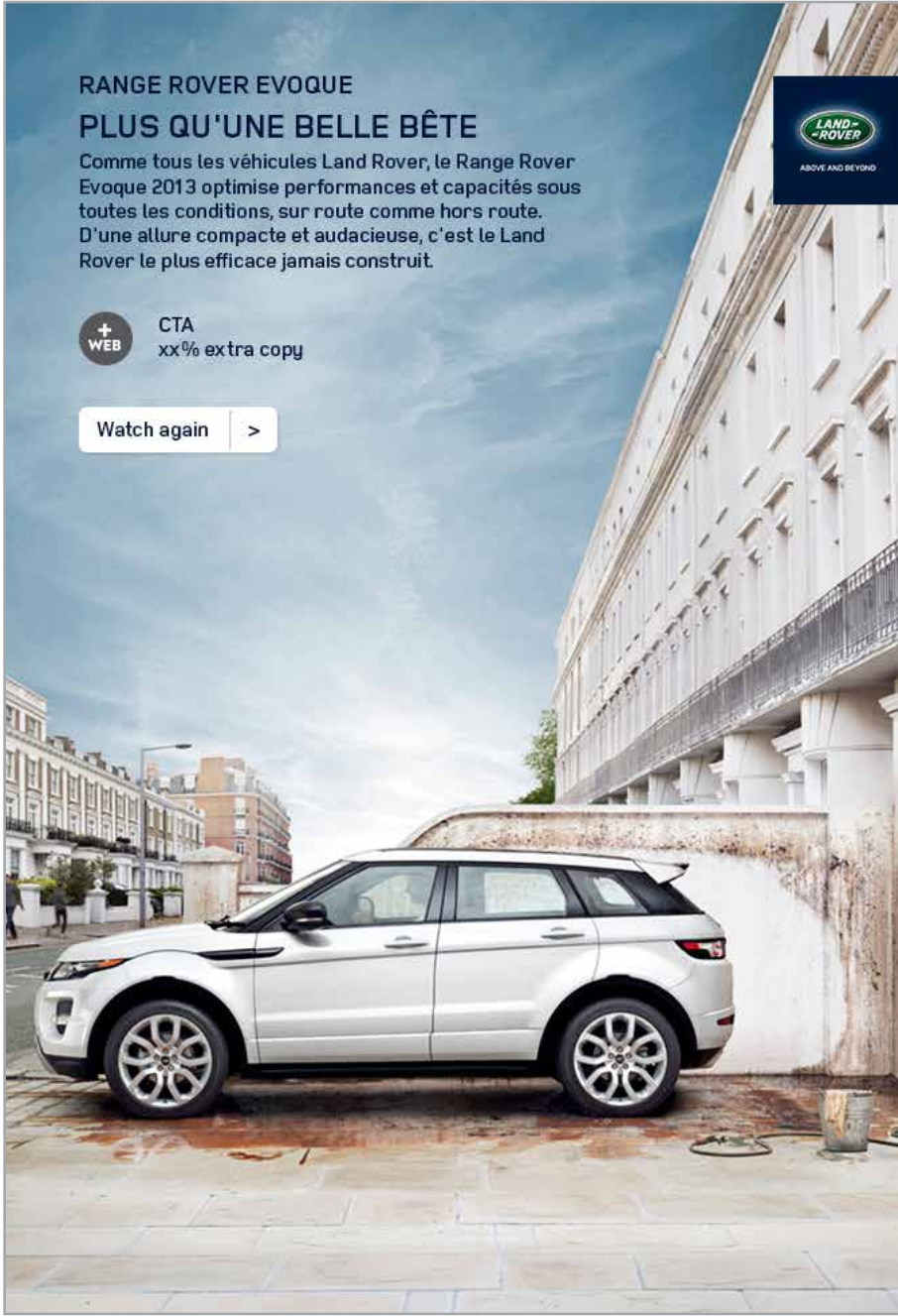

Final frame includes video and CTA along with web button.
User will have the option to replay the video

Web button is mandatory for this unit to denote click-thru area.
In this case, it will be the entire CTA and offer copy above it.

VERTICAL IPAD AD

Offline mode final frame: if the user does not have
online connection video will not play and offline mode
message will appear. This is mandatory per La Presse guidelines.

Option 2 No video thumbnail