



tag

Land Rover
Ipad ad
Storyboards
JULY/2013

RANGE ROVER EVOQUE
HORIZONTAL IPAD AD



AD SIZE: 980 X 670

HORIZONTAL IPAD AD

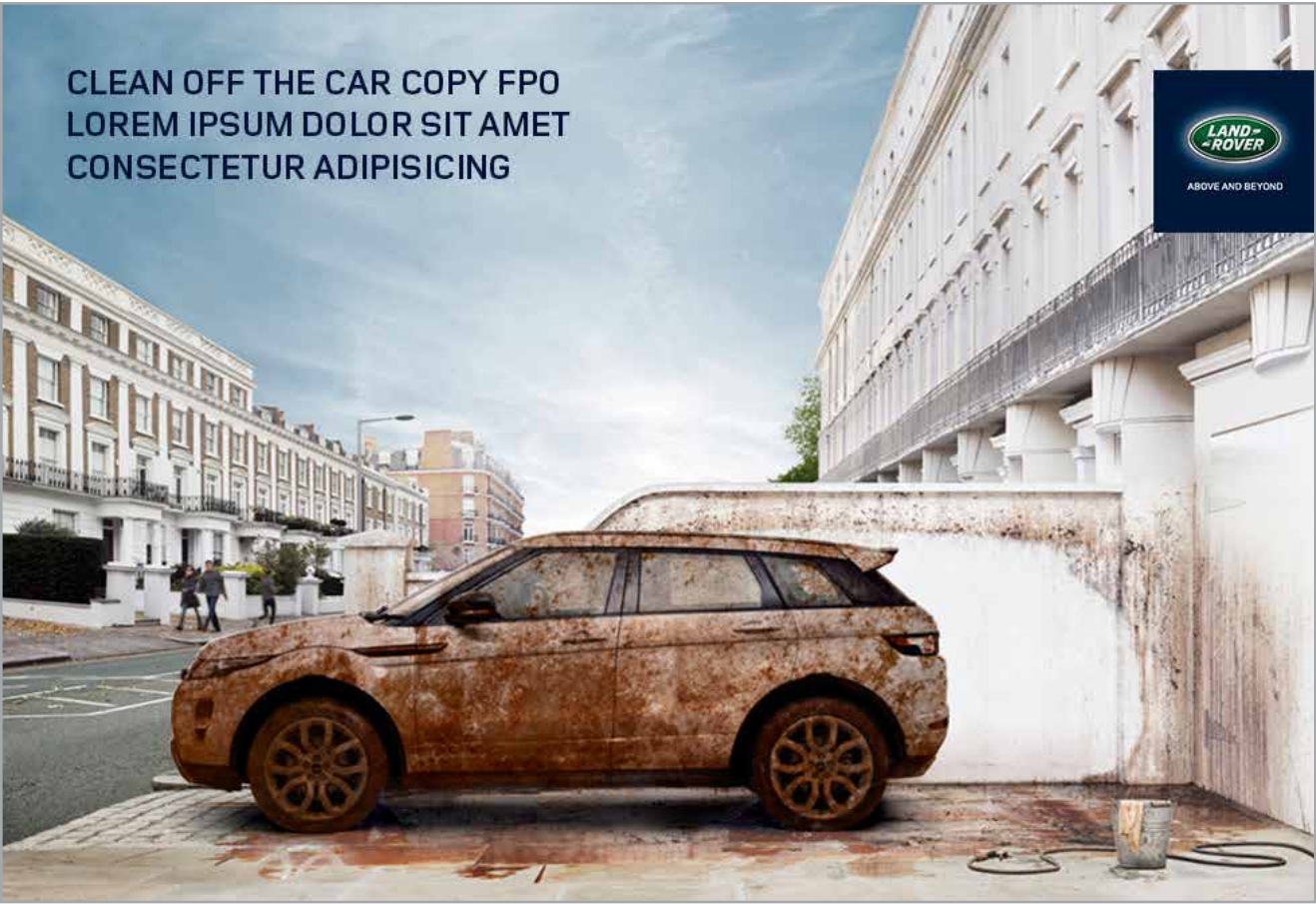


Image and “clean off car instructions” for the user will fade in per standard LR animation guidelines.



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

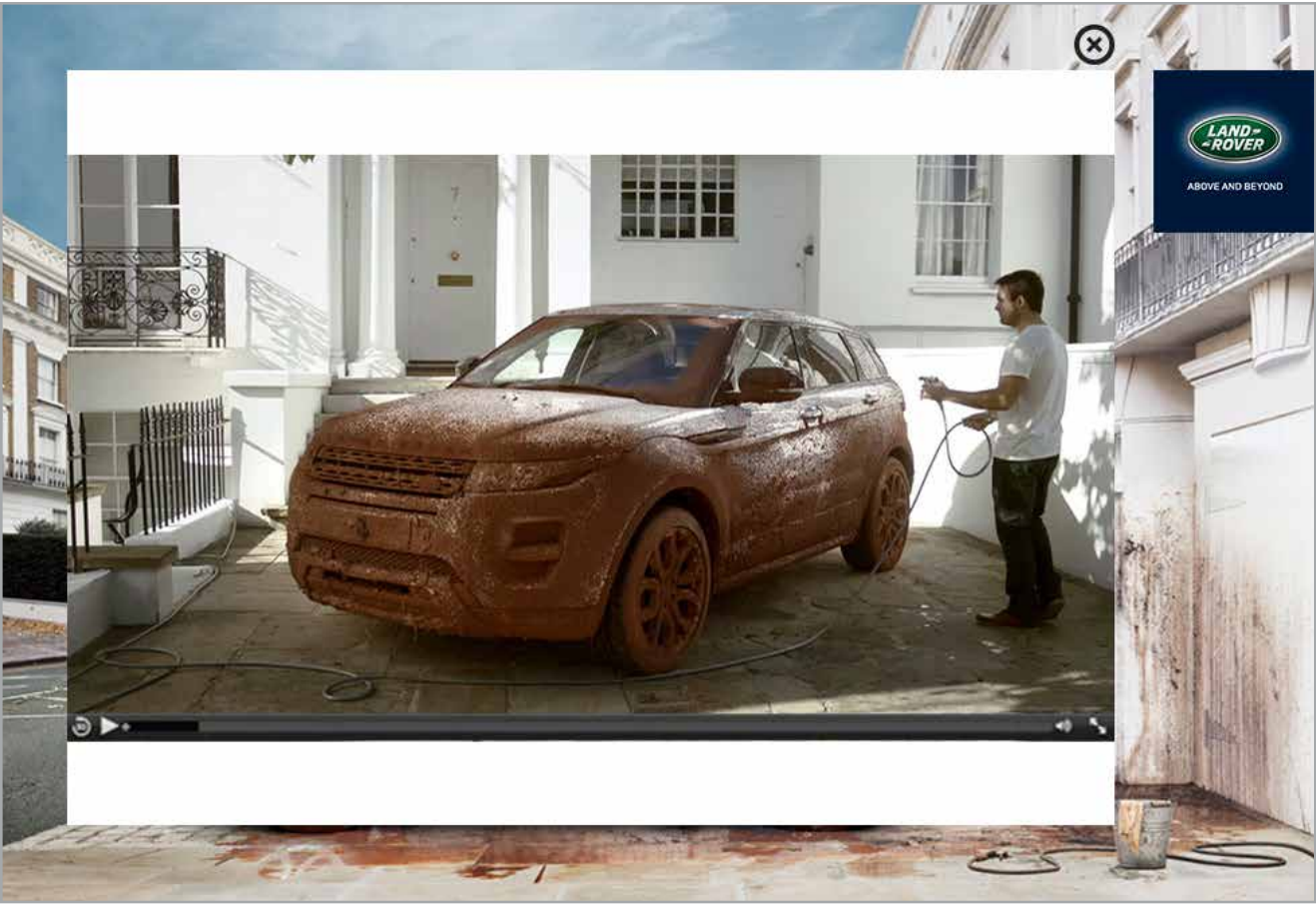


Upcoming cleaning after three swipes, the unit will transition to the next frame and open up the video frame.



Video container pops into frame.

HORIZONTAL IPAD AD

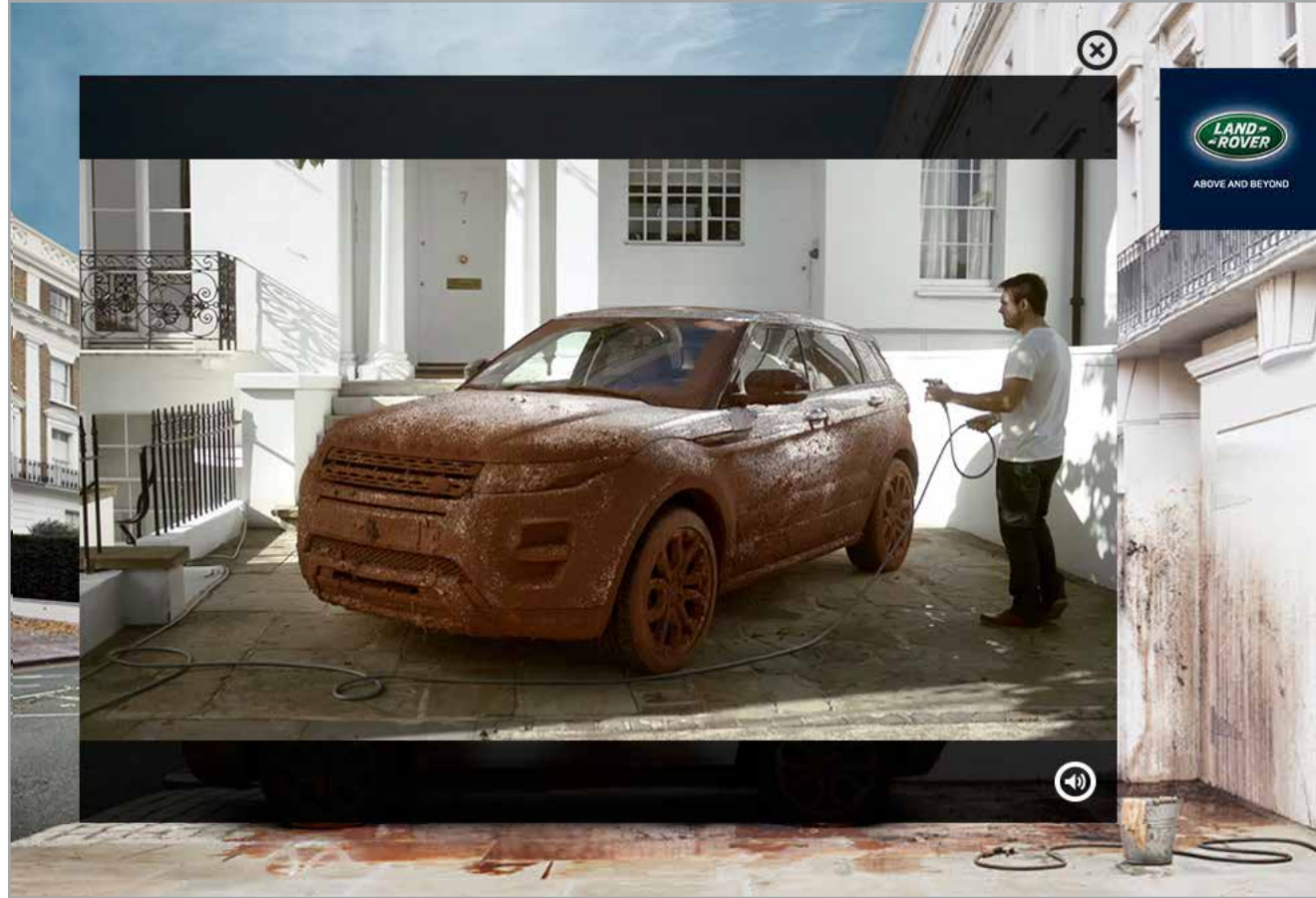


Video auto plays



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

Une connexion Internet est requise pour visualiser correctement certaines parties de cette annonce.

RANGE ROVER EVOQUE

PLUS QU'UNE BELLE BÊTE

Comme tous les véhicules Land Rover, le Range Rover Evoque 2013 optimise performances et capacités sous toutes les conditions, sur route comme hors route. D'une allure compacte et audacieuse, c'est le Land Rover le plus efficace jamais construit.

CTA

xx% extra copy

+

WEB

LAND ROVER

ABOVE AND BEYOND

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.

RANGE ROVER EVOQUE

PLUS QU'UNE BELLE BÊTE

Comme tous les véhicules Land Rover, le Range Rover Evoque 2013 optimise performances et capacités sous toutes les conditions, sur route comme hors route. D'une allure compacte et audacieuse, c'est le Land Rover le plus efficace jamais construit.

Watch again

>

+

WEB

CTA XX% extra copy

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor

LAND ROVER

ABOVE AND BEYOND

Option 2 No video thumbnail

RANGE ROVER EVOQUE
VERTICAL IPAD AD



AD SIZE: 670 X 980

VERTICAL IPAD AD

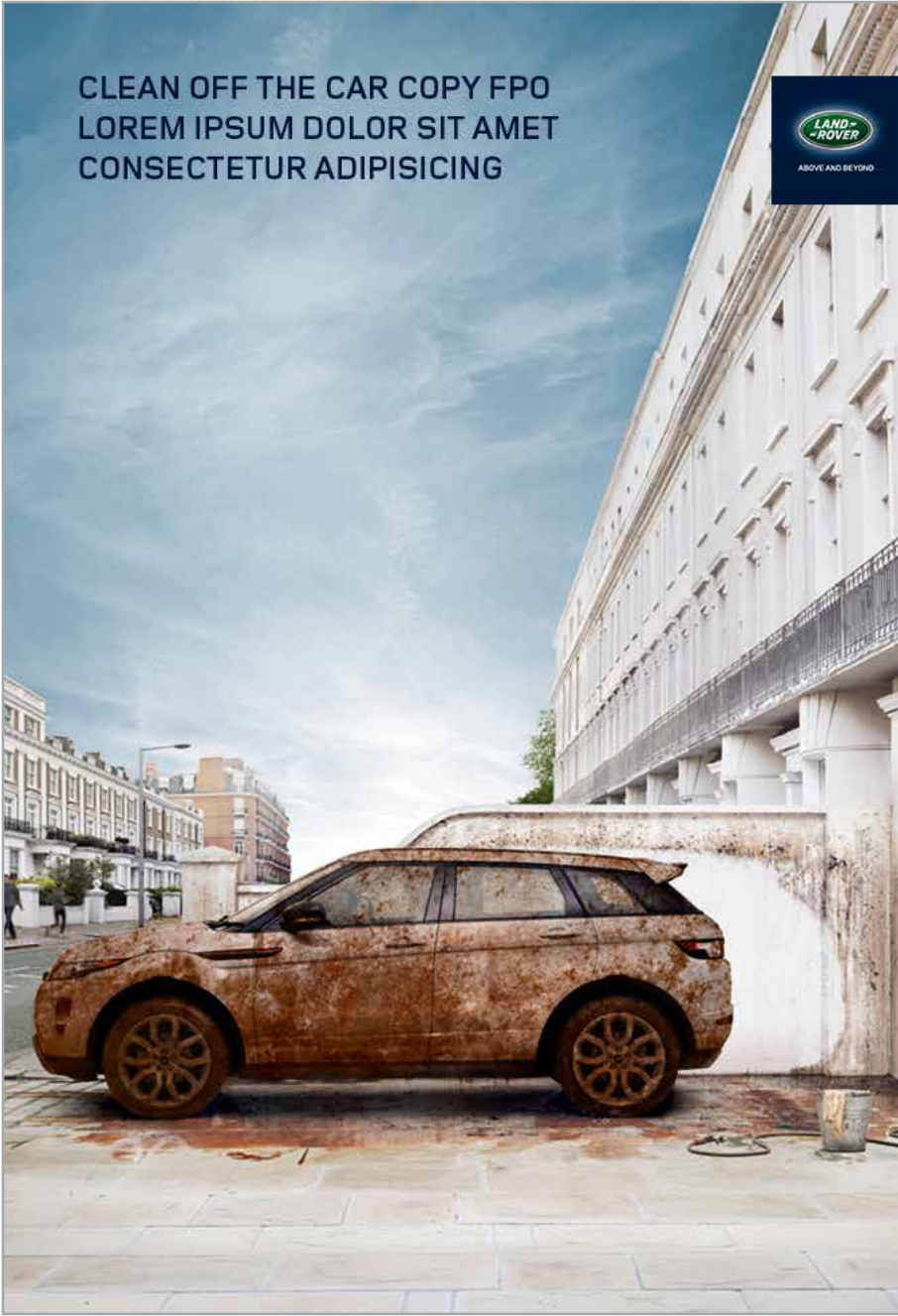


Image and “clean off car instructions” for the user will fade in per standard LR animation guidelines.

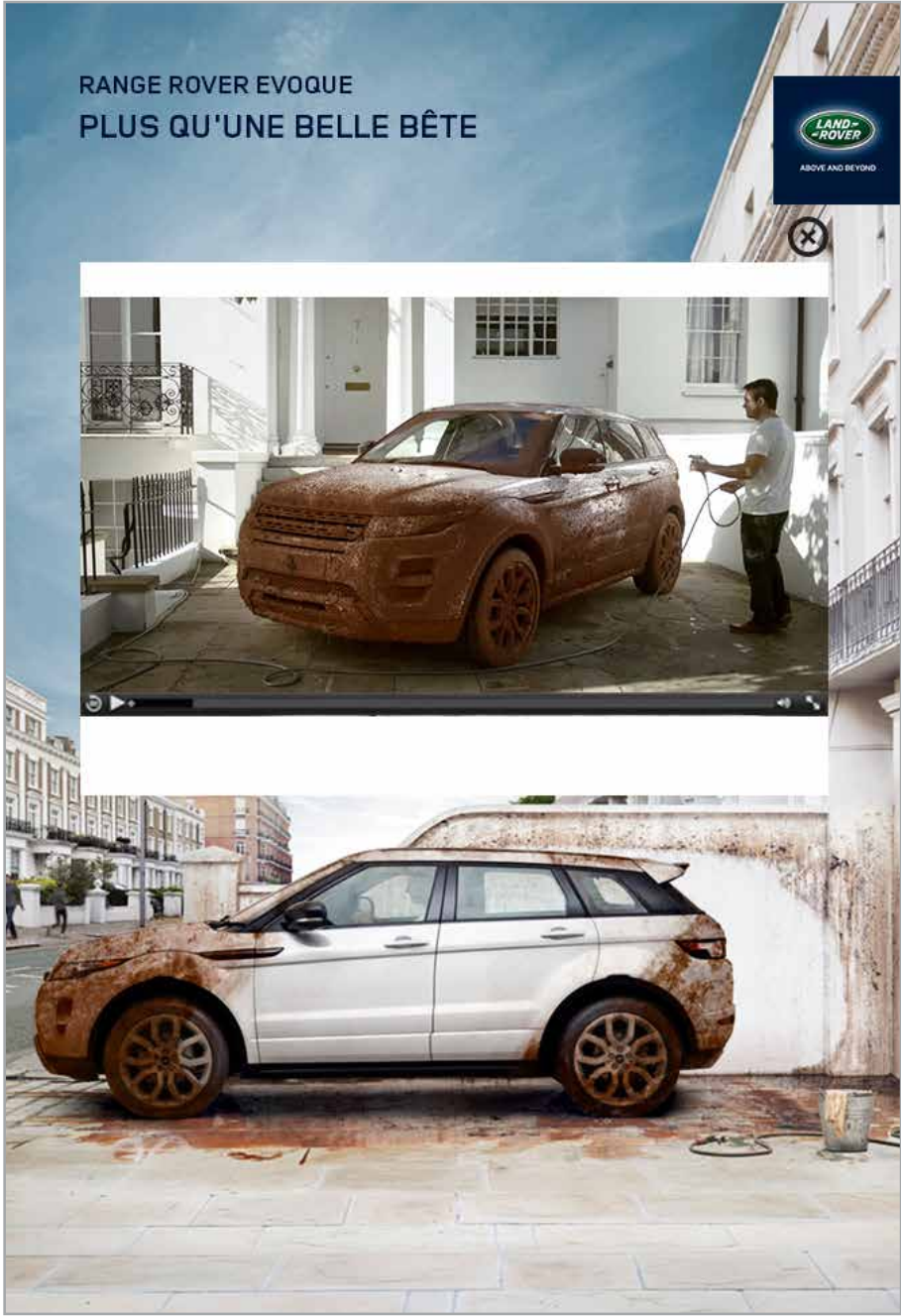


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VERTICAL IPAD AD

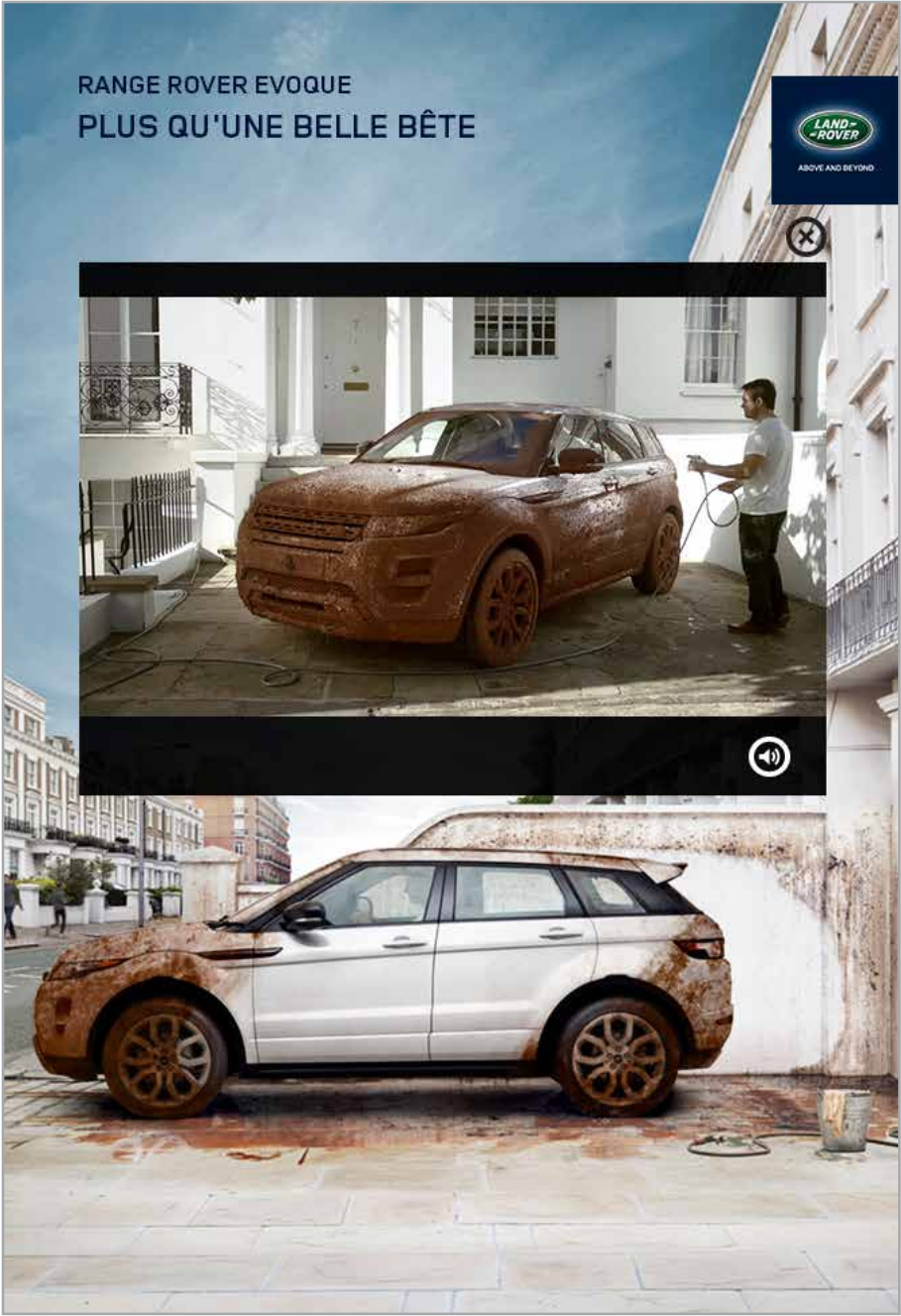


Upcoming cleaning after three swipes, the unit will transition to the next frame and open up the video frame.



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.



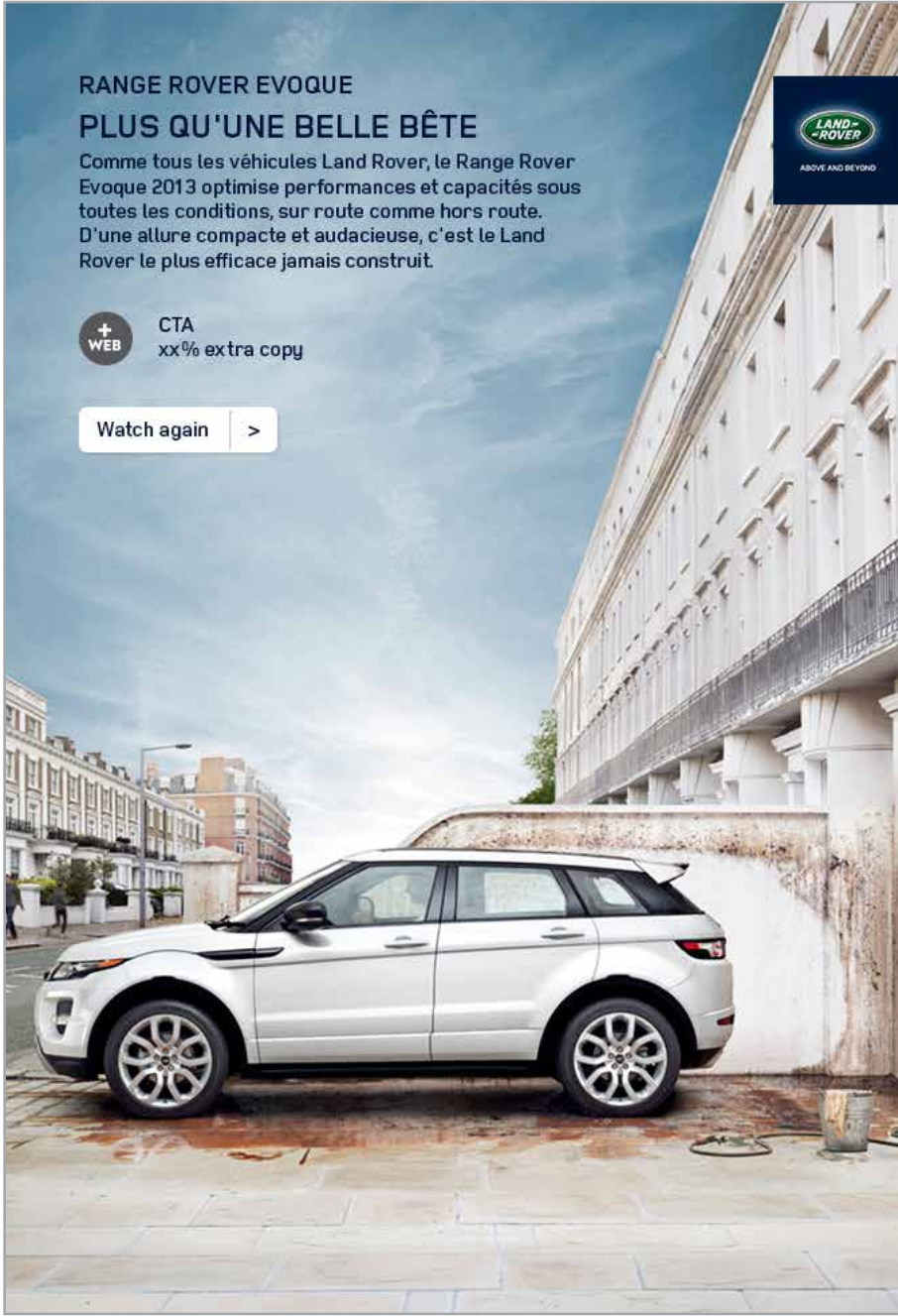
Final frame includes video and CTA along with web button. User will have the option to replay the video

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



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Option 2 No video thumbnail