

# Flight Mode Competitions - Website & Branding Evaluation

## What's Working Well

- Clear, compelling value proposition: 'Win Your Dream Holiday' is aspirational.
- Brand identity is strong with the name 'Flight Mode Competitions'.
- Hero CTA buttons are prominent and easy to access.
- Social proof builds trust: winner count, prizes awarded, user rating.
- Stunning visual of the Maldives helps sell the experience.

## What Needs Improvement

- Logo header lacks contrast on dark backgrounds.
- Body font size could be increased for better mobile legibility.
- CTA buttons could use more visual depth (gradient/shadow).
- 'LIVE NOW' alert can be styled in a more on-brand tone (coral gold).
- Add bullet points in competition descriptions for easier scanning.
- Progress bars should animate and show scarcity (e.g. entries left).
- Footer missing key trust elements (T&Cs, reviews, secure payment icons).

## Suggested Color Palette

- Navy Charcoal: #1C2A3A
- Off Navy: #0F1F2E
- Champagne Gold: #C5A166
- Soft Cream: #F3EDE3
- Coral Gold (Alert): #F49E7D
- Pale Slate: #9BAABF

## Final Suggestions

- Add a 'Why Flight Mode?' section with icons and clear value props.
- Introduce explainer video or animation for 'How it Works'.

## **Flight Mode Competitions - Website & Branding Evaluation**

- Improve mobile margins for better button and text spacing.
- A/B test headline variants like 'Turn £10 into a 5-Star Getaway'.
- Add badges or visuals that reinforce skill-based, legal, secure platform.