

# ALMARAI FRESH MILK APP STORYBOARD



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# HYPE

BELOW THE LINE MARKETING

... creating hype across all communication platforms

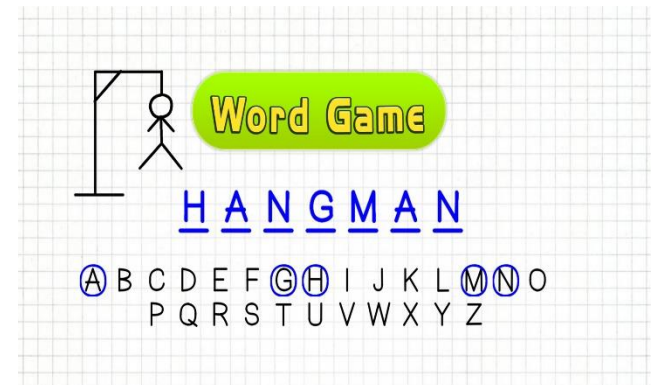


# Mechanics

## Fill in the blanks game

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- ❑ A digital app will be created to reflect the fill in the blanks game (inspired from hangman)
- ❑ A unified phrase will be placed within the blanks and students will need to guess the letters to complete the phrase
- ❑ Each wrong letter will have milk poured into a glass
- ❑ Students will need to complete the phrase without spilling the milk from the glass (capacity of 5 incorrect letters)
- ❑ Phrase:
  - ❑ Milk every day is the smart way
  - ❑ شرب الحليب سر اللبيب



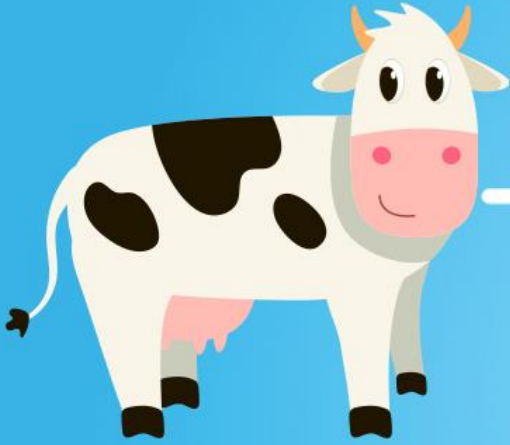
## Visual 1 – Starting the APP

Letters to be filled for the complete phrase

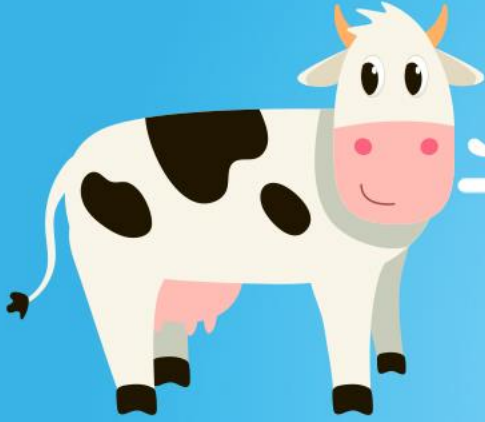
Letters to be displayed here and highlighted in green or red for correct and wrong answers

ج	ح	خ	ه	ع	غ	ف	ق	ث	ص	ض
ة	ك	م	ن	ت	ا	ل	ب	ي	س	ش
ى	و	ر	ز	د	ذ	ط	ظ	ء		

Almarai Fresh Milk will be poured into a glass for each wrong letter (5 times is the limit)



## Visual 2 – Incorrect Letter



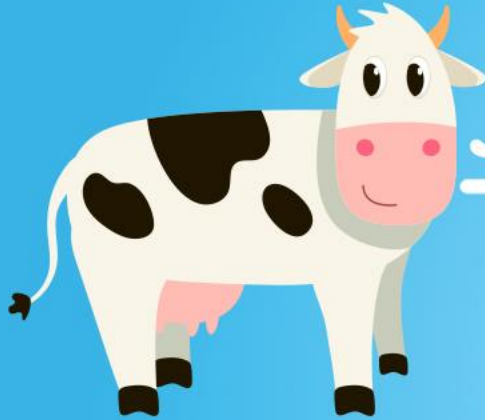
ش ب ا د ب س ا ب د ب

ج	ح	خ	ه	ع	غ	ف	ق	ث	ص	ض
ة	ك	م	ن	ت	ا	ل	ب	ي	س	ش
ى	و	ر	ز	د	ذ	ط	ظ	ء		

Sad reaction  
for each  
wrong letter



## Visual 3 – Correct Letter



ش ب ا د ب س ا ب د ب ا د

ج	ح	خ	ه	ع	غ	ف	ق	ث	ص	ض
ة	ك	م	ن	ت	ا	ل	ب	ي	س	ش
ى	و	ر	ز	د	ذ	ط	ظ	ء		

Happy  
reaction for  
each correct  
letter





TRY  
AGAIN?



ش ب ا ك

ح ج  
ت



WINNER!  
شرب الكليب  
سير اللبيب



감사합니다 Natick

Grazie Danke Ευχαριστίες Dalu  
Thank You Köszönöm  
Спасибо Dank Tack  
谢谢 Merci Gracias  
Seé  
ありがとう

Obrigado