Morgan Stanley

www.morganstanley.com/whatif

Version 3 | 8/20/2012

Approach

SEAMLESS TECHNIQUES
One technique might include some images blending to a neutral background on the edges to prevent hard straight lines from appearing while scrolling from one section to another. We are still exploring all options.

USER INITIATED IMAGERY COMBINATIONS
A combination of changing position, scale, and opacity will bring a level of sophistication to the foreground and background imagery during scrolling or during user initiated events.
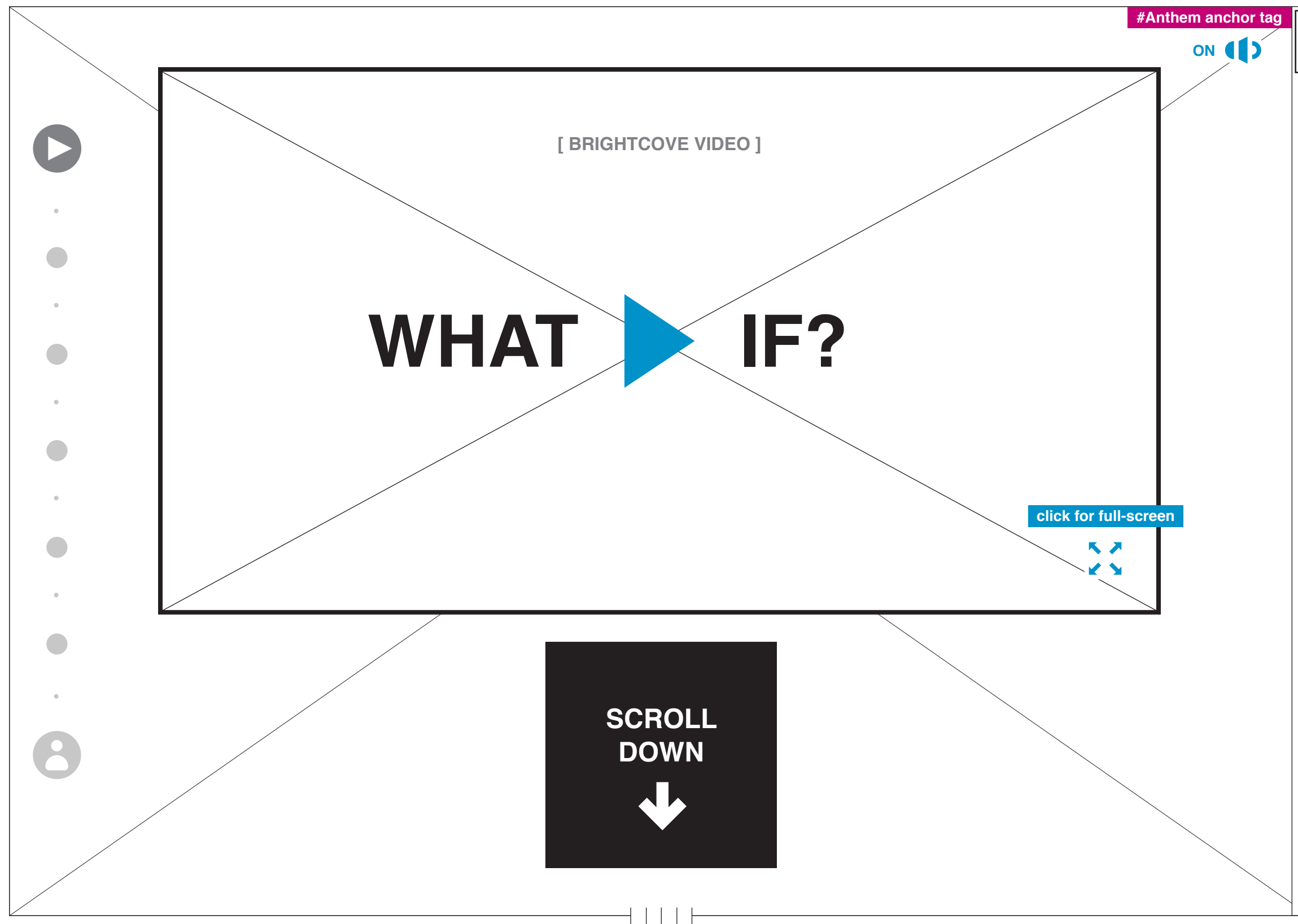
AMBIENT IMAGE LOOPS
When a section such as a core belief in within view, certain portions of the screen will display loops to evoke a constant feeling of time or place. Looping examples could be clouds rolling, water lapping, or train tracks progressing through silhouettes.
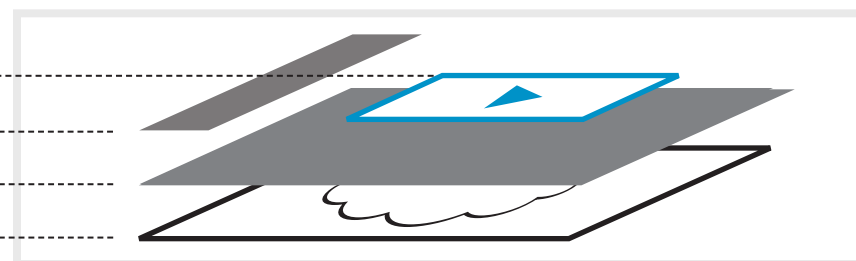
MUSIC LOOP
The music track from the Anthem Film will gently anchor the site with an endless moment in time. An audio on/off toggle will be available for users to control if they wish to hear sound.

VIDEO
Video will appear as an element within the experience with controls provided by Brightcove's video player. A full screen video option will be available for users to expand the video to encompass their entire screen.

Once preload is complete, the **Anthem film** will appear, followed by a **scroll-down prompt** (an arrow) with messaging to help guide the user through the experience.
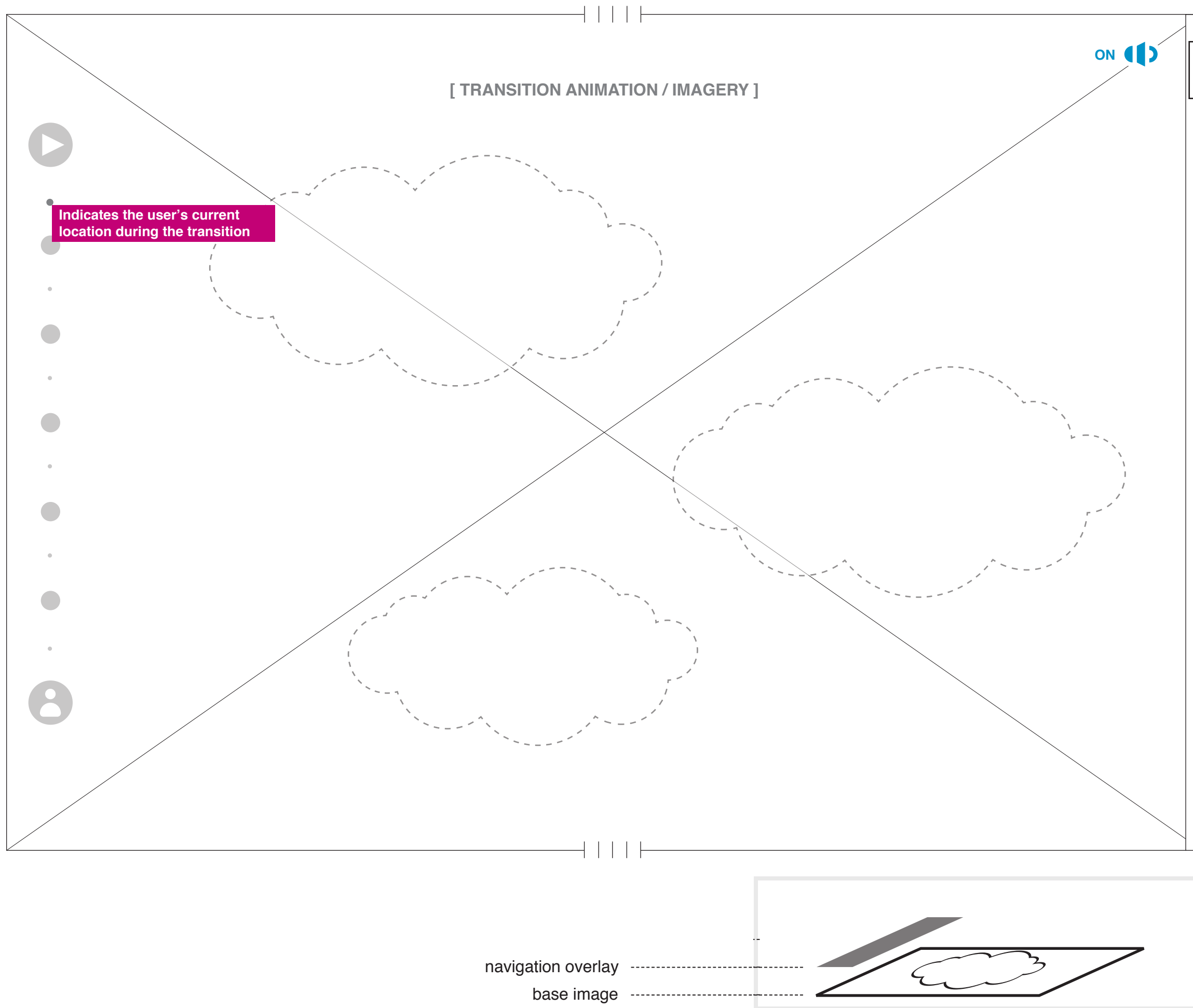
ON

[BRIGHTCOVE VIDEO]

WHAT ▶ IF?

click for full-screen

SCROLL DOWN ⬇

video overlay (embedded) ----------
navigation overlay ----------
silhouette overlaying images ----------
base image ----------

ON

[TRANSITION ANIMATION / IMAGERY]

Indicates the user's current
location during the transition

We will use imagery from the
Anthem film to help us transition
from one view (content topic) to the
next.

Looping music begins.

navigation overlay
base image

#Trust anchor tag

ON

Indicates the core belief section
the user is currently viewing

animates in

**WHAT IF THERE WAS
SOMEONE WHO WANTED
YOU TO RETIRE BEFORE
THEY DID?**

WATCH VIDEO

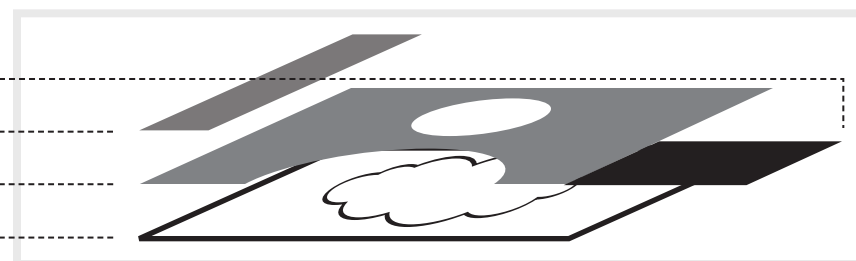**Idle animations** occur to encourage user interaction.

Image loops, for ex: clouds, occur from right-to-left to encourage users to scroll down/click to watch the video to the right. (The direction of the image loops is based on the direction the silhouette is facing.)

Voice-over will be taken from the Anthem film and be queued by the section and user progress.

Looping music continues.

textbox overlay - - - - - - - - -

navigation overlay - - - - - - - - -

silhouette overlaying images - - - - - - - - -

base image - - - - - - - - -

ON

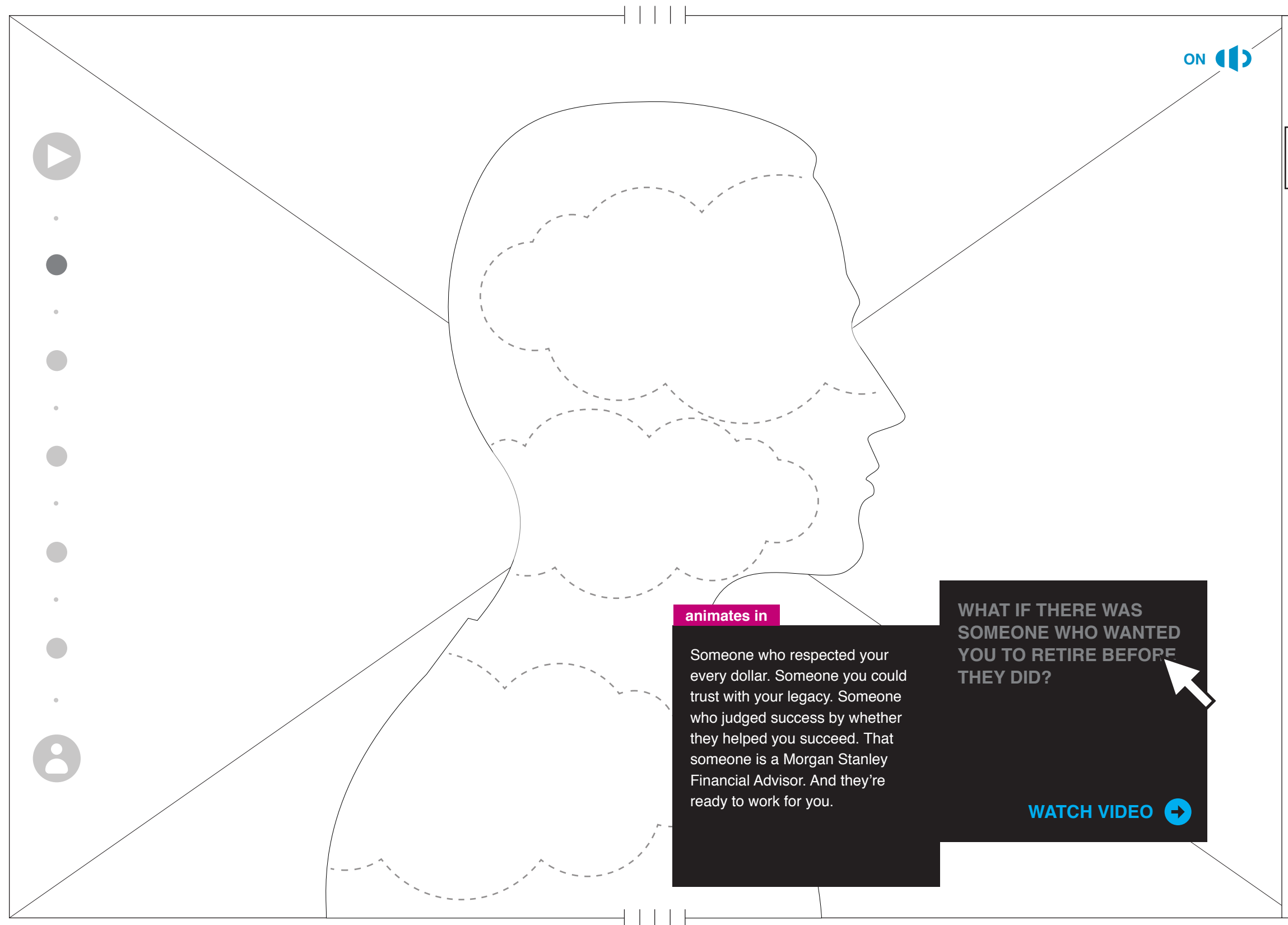When the user hovers over the headline, the description textbox animates (folds) out from it.

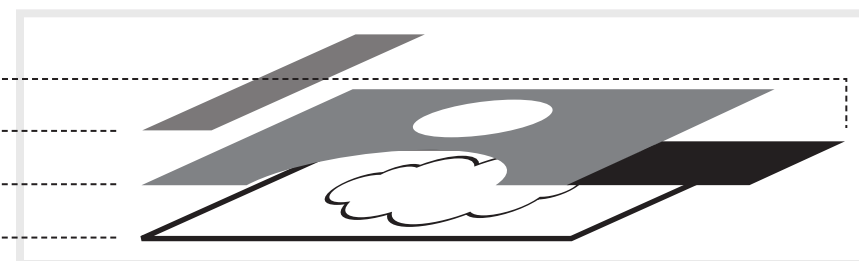**Idle animations** occur to encourage user interaction.

Image loops, for ex: clouds, occur from right-to-left to encourage users to scroll down/click to watch the video to the right. (The direction of the image loops is based on the direction the silhouette is facing.)

Voice-over will be taken from the Anthem film and be queued by the section and user progress.

Looping music continues.

animates in

Someone who respected your every dollar. Someone you could trust with your legacy. Someone who judged success by whether they helped you succeed. That someone is a Morgan Stanley Financial Advisor. And they're ready to work for you.

WHAT IF THERE WAS SOMEONE WHO WANTED YOU TO RETIRE BEFORE THEY DID?

WATCH VIDEO

textbox overlay - - - - - - - - - - - - - -

navigation overlay - - - - - - - - - - -

silhouette overlaying images - - - - - - - -

base image - - - - - - - - - - - - - -

ON

[BRIGHTCOVE VIDEO]

animates in

click for full-screen

WHAT IF THERE WAS SOMEONE WHO WANTED YOU TO RETIRE BEFORE THEY DID?

Someone who respected your every dollar. Someone you could trust with your legacy. Someone who judged success by whether they helped you succeed. That someone is a Morgan Stanley Financial Advisor. And they're ready to work for you.

WATCH VIDEO

If the user clicks the "Watch Video" button, the site shifts and the user is presented with a video window. After the video has played, the user simply scrolls down to continue.

Idle animations occur to encourage user interaction.

Image loops, for ex: clouds, occur from right-to-left to encourage users to scroll down/click to watch the video to the right. (The direction of the image loops is based on the direction the silhouette is facing.)

Voice-over will be taken from the Anthem film and be queued by the section and user progress.

Looping music continues.

video overlay ----------
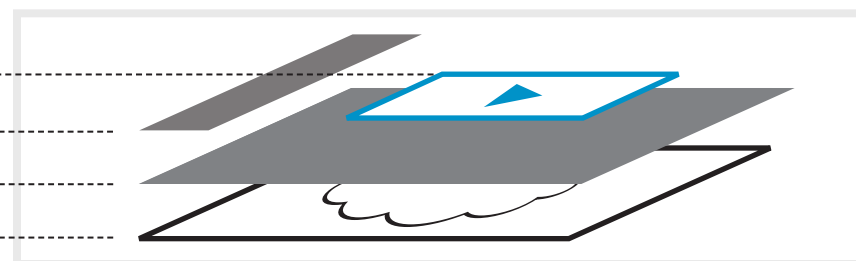navigation overlay ----------
silhouette overlaying images ----------
base image ----------

ON

[TRANSITION ANIMATION / IMAGERY]

Indicates the user's current location during the transition

We will use imagery from the Anthem film to help us transition from one view (content topic) to the next.

Looping music continues.

navigation overlay -------------

base image -------------

ON

Indicates the core belief section the user is currently viewing

animates in

WHAT IF THERE WAS SOMEONE WHO MADE PROGRESS INSTEAD OF PROMISES?

WATCH VIDEO

9 "Build" headline

Idle animations occur to encourage user interaction.

Image loops, for ex: clouds, occur from left-to-right to encourage users to scroll down/click to watch the video to the left. (The direction of the image loops is based on the direction the silhouette is facing.)

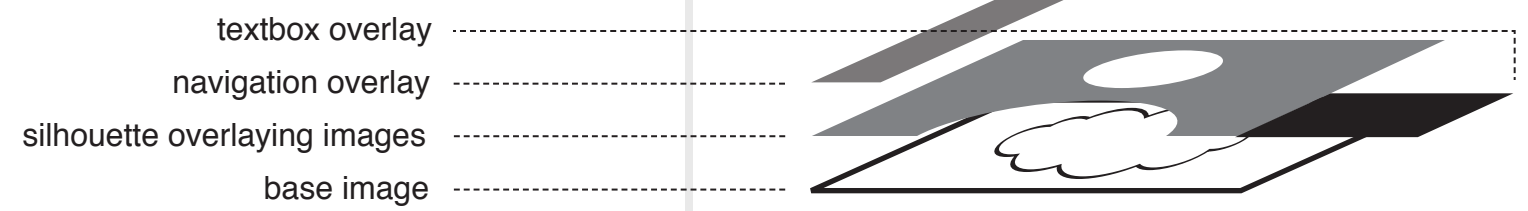**Voice-over** will be taken from the Anthem film and be queued by the section and user progress.

Looping music continues.

textbox overlay ------------------

navigation overlay ----------------

silhouette overlaying images ------

base image ----------------------

ON

WHAT IF THERE WAS
SOMEONE WHO MADE
PROGRESS INSTEAD OF
PROMISES?

animates in

Someone who had the patience to build. Someone who had the long-term vision to help you succeed. Someone with the courage to guide you down the right path, not the easy one. That someone is a Morgan Stanley Financial Advisor. And they're ready to work for you.

WATCH VIDEO ←

textbox overlay - - - - - - - - - - - - - -
navigation overlay - - - - - - - - - - - - - -
silhouette overlaying images - - - - - - - - - - - - - -
base image - - - - - - - - - - - - - -

When the user hovers over the headline, the description textbox animates (folds) out from it.

Idle animations occur to encourage user interaction.
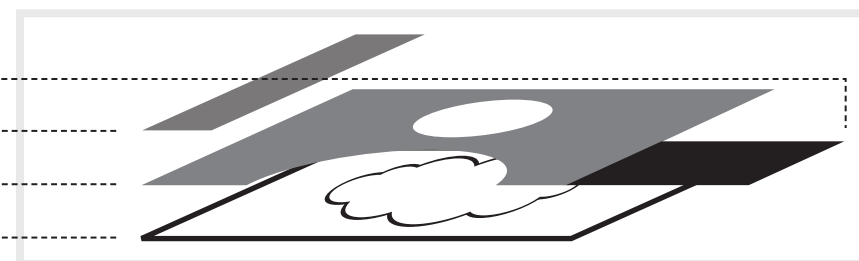
Image loops, for ex: clouds, occur from left-to-right to encourage users to scroll down/click to watch the video to the left. (The direction of the image loops is based on the direction the silhouette is facing.)

Voice-over will be taken from the Anthem film and be queued by the section and user progress.

Looping music continues.

ON

[BRIGHTCOVE VIDEO]

animates in

click for full-screen

WHAT IF THERE WAS SOMEONE WHO MADE PROGRESS INSTEAD OF PROMISES?

Someone who respected your every dollar. Someone you could trust with your legacy. Someone who judged success by whether they helped you succeed. That someone is a Morgan Stanley Financial Advisor. And they're ready to work for you.

WATCH VIDEO

If the user clicks the "Watch Video" button, the site shifts and the user is presented with a video window. After the video has played, the user simply scrolls down to continue.

Idle animations occur to encourage user interaction.

Image loops, for ex: clouds, occur from left-to-right to encourage users to scroll down/click to watch the video to the left. (The direction of the image loops is based on the direction the silhouette is facing.)

Voice-over will be taken from the Anthem film and be queued by the section and user progress.

Looping music continues.

video overlay --------------
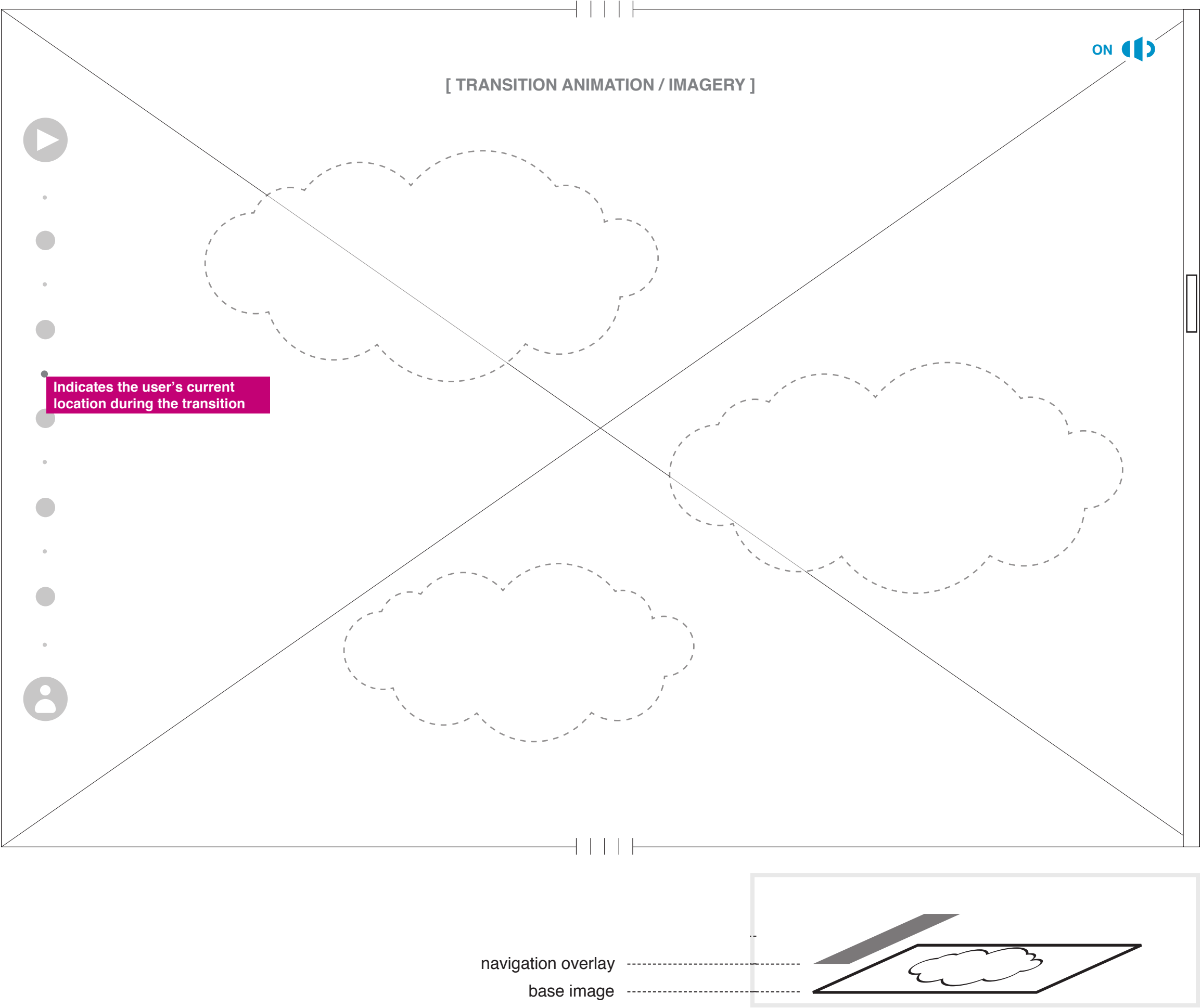navigation overlay --------------
silhouette overlaying images --------------
base image --------------

ON

[TRANSITION ANIMATION / IMAGERY]

Indicates the user's current location during the transition

We will use imagery from the Anthem film to help us transition from one view (content topic) to the next.

Looping music continues.

navigation overlay ------

base image ------

ON

animates in

WHAT IF THERE WAS SOMEONE WHO LISTENED RATHER THAN LECTURED?

Indicates the core belief section the user is currently viewing

WATCH VIDEO →

13 **"Lead" headline**

Idle animations occur to encourage user interaction.

Image loops, for ex: clouds, occur from right-to-left to encourage users to scroll down/click to watch the video to the right. (The direction of the image loops is based on the direction the silhouette is facing.)

Voice-over will be taken from the Anthem film and be queued by the section and user progress.
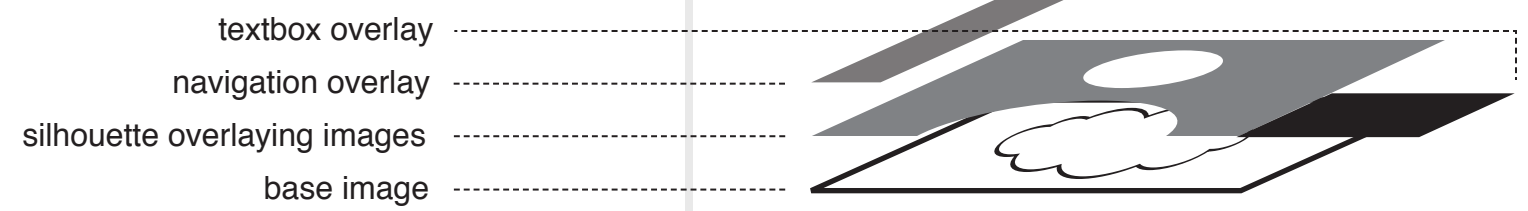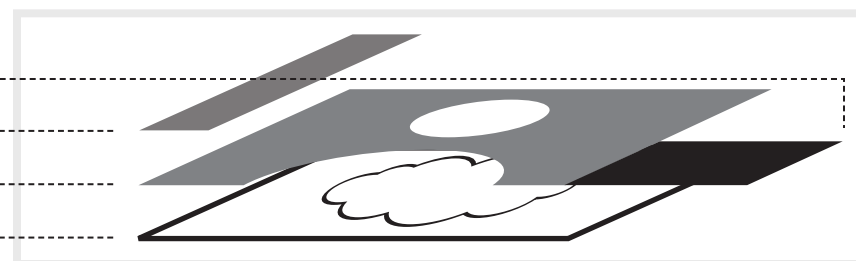
Looping music continues.

textbox overlay - - - - - - -
navigation overlay - - - - - - -
silhouette overlaying images - - - - - - -
base image - - - - - - -

ON

animates in

Someone who took the time to understand. Someone who didn't take your trust for granted. Someone who would rather hear your voice than their own. That someone is a Morgan Stanley Financial Advisor. And they're ready to work for you.

WHAT IF THERE WAS SOMEONE WHO LISTENED RATHER THAN LECTURED?
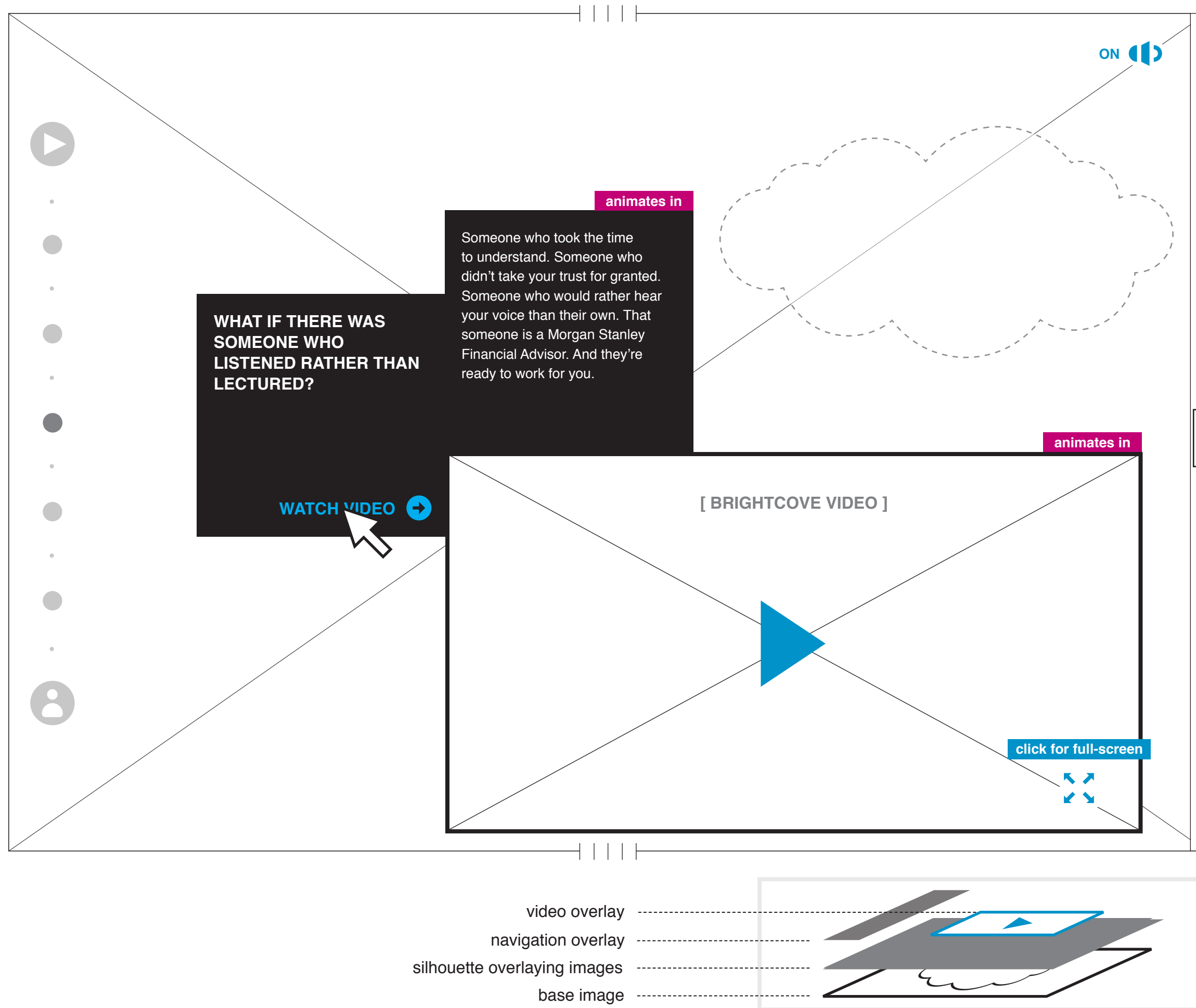
WATCH VIDEO

When the user hovers over the headline, the description textbox animates (folds) out from it.

Idle animations occur to encourage user interaction.

Image loops, for ex: clouds, occur from right-to-left to encourage users to scroll down/click to watch the video to the right. (The direction of the image loops is based on the direction the silhouette is facing.)

Voice-over will be taken from the Anthem film and be queued by the section and user progress.

Looping music continues.

textbox overlay - - - - - - - - -
navigation overlay - - - - - - - - -
silhouette overlaying images - - - - - - - - -
base image - - - - - - - - -

ON

animates in

Someone who took the time to understand. Someone who didn't take your trust for granted. Someone who would rather hear your voice than their own. That someone is a Morgan Stanley Financial Advisor. And they're ready to work for you.

WHAT IF THERE WAS SOMEONE WHO LISTENED RATHER THAN LECTURED?

WATCH VIDEO →

animates in

[BRIGHTCOVE VIDEO]

click for full-screen

video overlay ----------------------------
navigation overlay ----------------------------
silhouette overlaying images ----------------------------
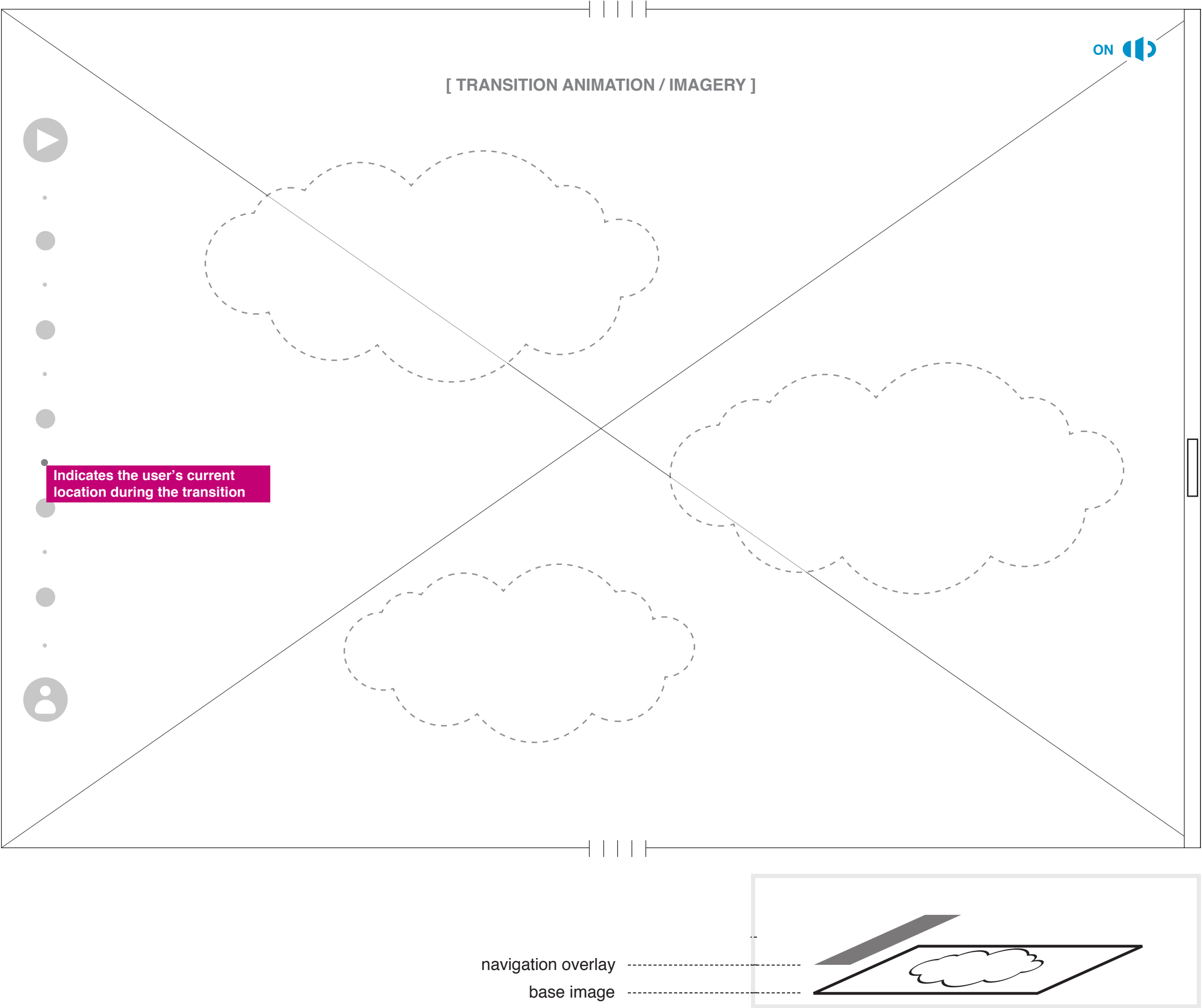base image ----------------------------

If the user clicks the "Watch Video" button, the site shifts and the user is presented with a video window. After the video has played, the user simply scrolls down to continue.

Idle animations occur to encourage user interaction.

Image loops, for ex: clouds, occur from right-to-left to encourage users to scroll down/click to watch the video to the right. (The direction of the image loops is based on the direction the silhouette is facing.)

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Looping music continues.

ON

[TRANSITION ANIMATION / IMAGERY]

navigation overlay

base image

We will use imagery from the Anthem film to help us transition from one view (content topic) to the next.
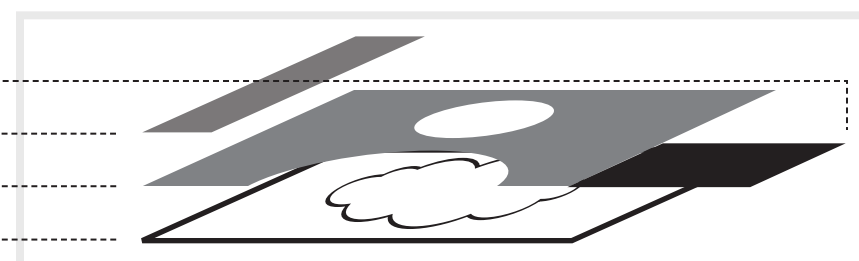
Looping music continues.

ON

animates in

WHAT IF THERE WAS
SOMEONE WHO KNEW
GIVING IS ABOUT MORE
THAN MONEY?

WATCH VIDEO ←

Indicates the core belief section
the user is currently viewing

Idle animations occur to encourage user interaction.
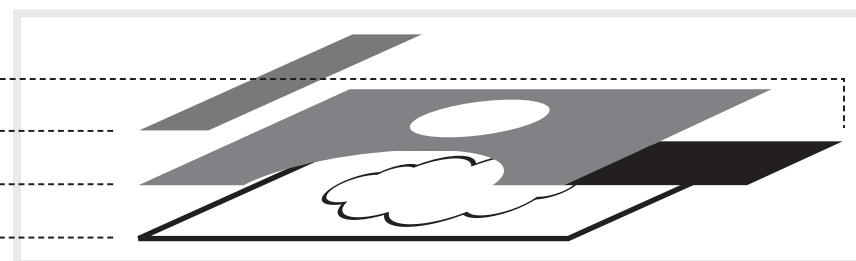
Image loops, for ex: clouds, occur from left-to-right to encourage users to scroll down/click to watch the video to the left. (The direction of the image loops is based on the direction the silhouette is facing.)

Voice-over will be taken from the Anthem film and be queued by the section and user progress.

Looping music continues.

textbox overlay - - - - - - - - - - - - - - - -
navigation overlay - - - - - - - - - - - - - - -
silhouette overlaying images - - - - - - - - - -
base image - - - - - - - - - - - - - - - - - - -

ON

animates in

WHAT IF THERE WAS
SOMEONE WHO KNEW
GIVING IS ABOUT MORE
THAN MONEY?

Someone who cared for your
values, not just your assets.
Someone who shared your
passion for philanthropy. Someone
who not only helped you build
wealth, but also give it back. That
someone is a Morgan Stanley
Financial Advisor. And they're
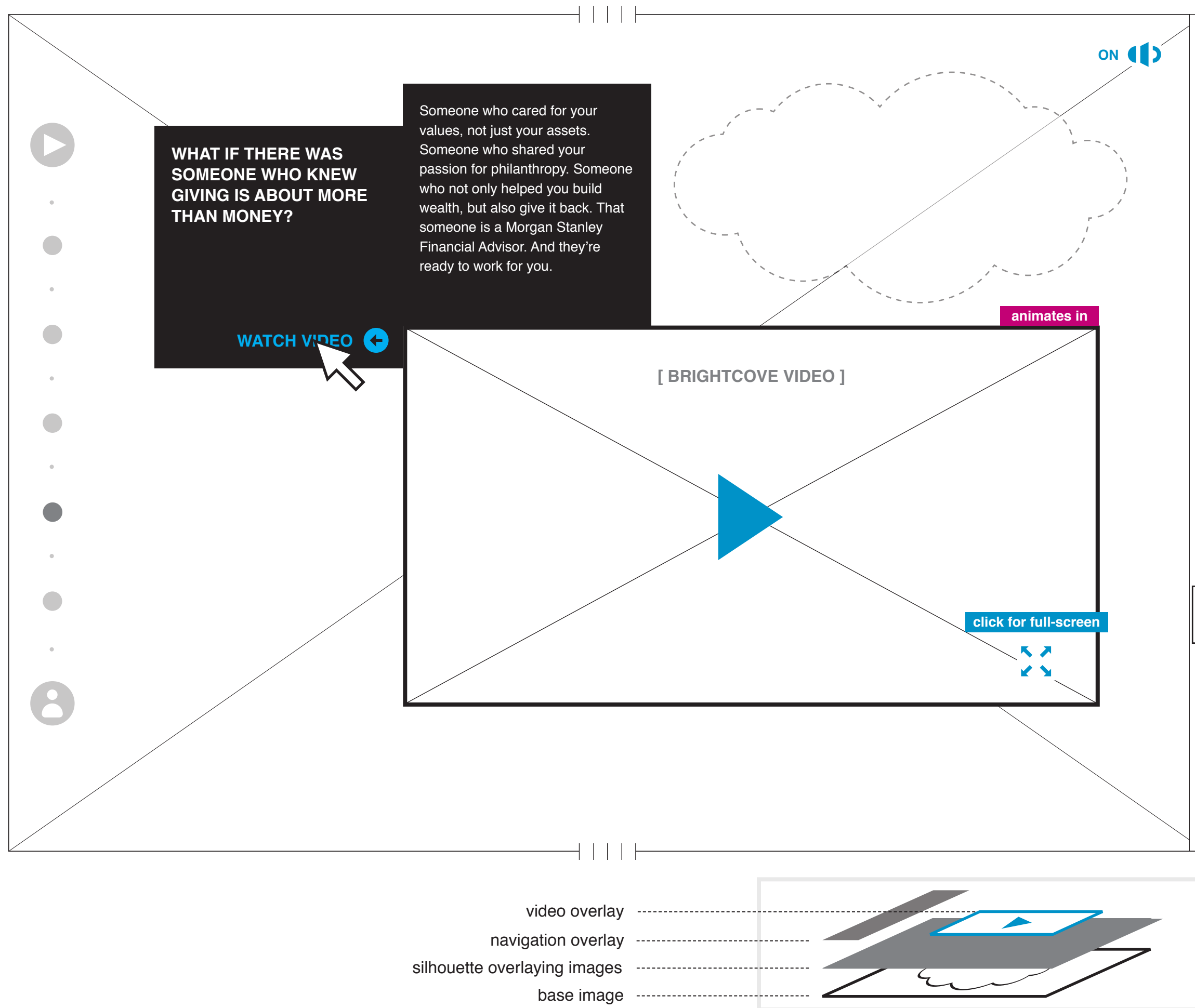ready to work for you.

WATCH VIDEO

When the user hovers over the
headline, the description textbox
animates (folds) out from it.

Idle animations occur to
encourage user interaction.

Image loops, for ex: clouds, occur
from left-to-right to encourage users
to scroll down/click to watch the
video to the left. (The direction of
the image loops is based on the
direction the silhouette is facing.)

Voice-over will be taken from the
Anthem film and be queued by the
section and user progress.

Looping music continues.

textbox overlay ---------------
navigation overlay ------------
silhouette overlaying images -----
base image -------------------

ON

WHAT IF THERE WAS SOMEONE WHO KNEW GIVING IS ABOUT MORE THAN MONEY?

Someone who cared for your values, not just your assets. Someone who shared your passion for philanthropy. Someone who not only helped you build wealth, but also give it back. That someone is a Morgan Stanley Financial Advisor. And they're ready to work for you.

WATCH VIDEO

animates in

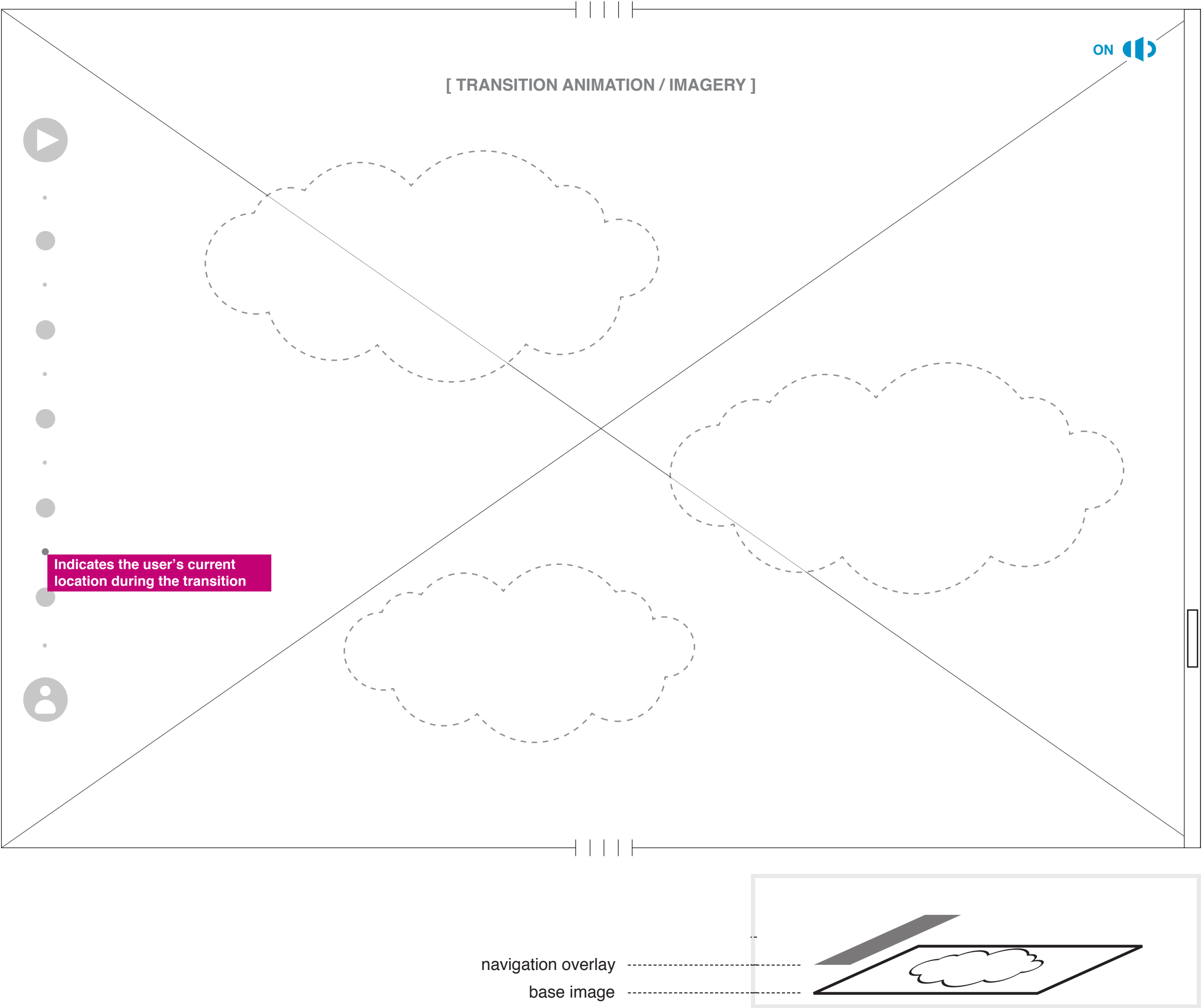[BRIGHTCOVE VIDEO]

click for full-screen

If the user clicks the "Watch Video" button, the site shifts and the user is presented with a video window. After the video has played, the user simply scrolls down to continue.

Idle animations occur to encourage user interaction.

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Looping music continues.

video overlay --------------
navigation overlay --------------
silhouette overlaying images --------------
base image --------------

ON ◀◉▶

[TRANSITION ANIMATION / IMAGERY]

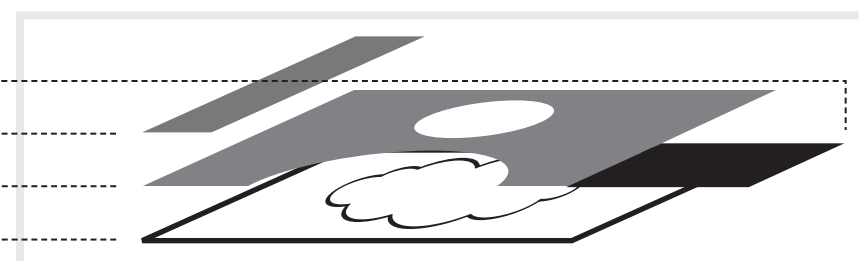**Indicates the user's current location during the transition**

We will use imagery from the Anthem film to help us transition from one view (content topic) to the next.

Looping music continues.

navigation overlay ------------

base image ------------

#Hope anchor tag

ON

animates in

WHAT IF THERE WAS SOMEONE WHO HELPED YOU FOLLOW YOUR OWN PATH, NOT THE HERD?

WATCH VIDEO

Indicates the core belief section the user is currently viewing

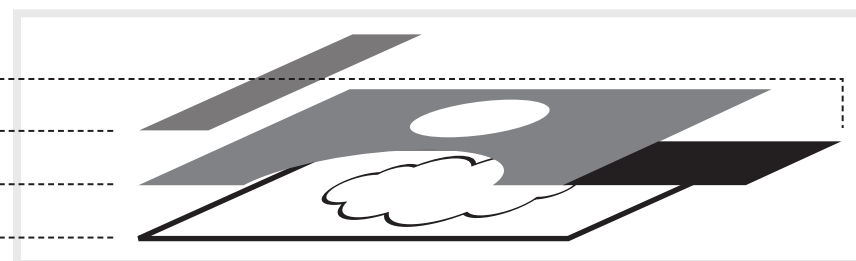**Idle animations** occur to encourage user interaction.

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Voice-over will be taken from the Anthem film and be queued by the section and user progress.

Looping music continues.

textbox overlay

navigation overlay

silhouette overlaying images

base image

animates in

Someone who treated you like a partner. Someone who guided you with integrity. Someone who took responsibility for your money, but never took away your control. That someone is a Morgan Stanley Financial Advisor. And they're ready to work for you.

WHAT IF THERE WAS SOMEONE WHO HELPED YOU FOLLOW YOUR OWN PATH, NOT THE HERD?
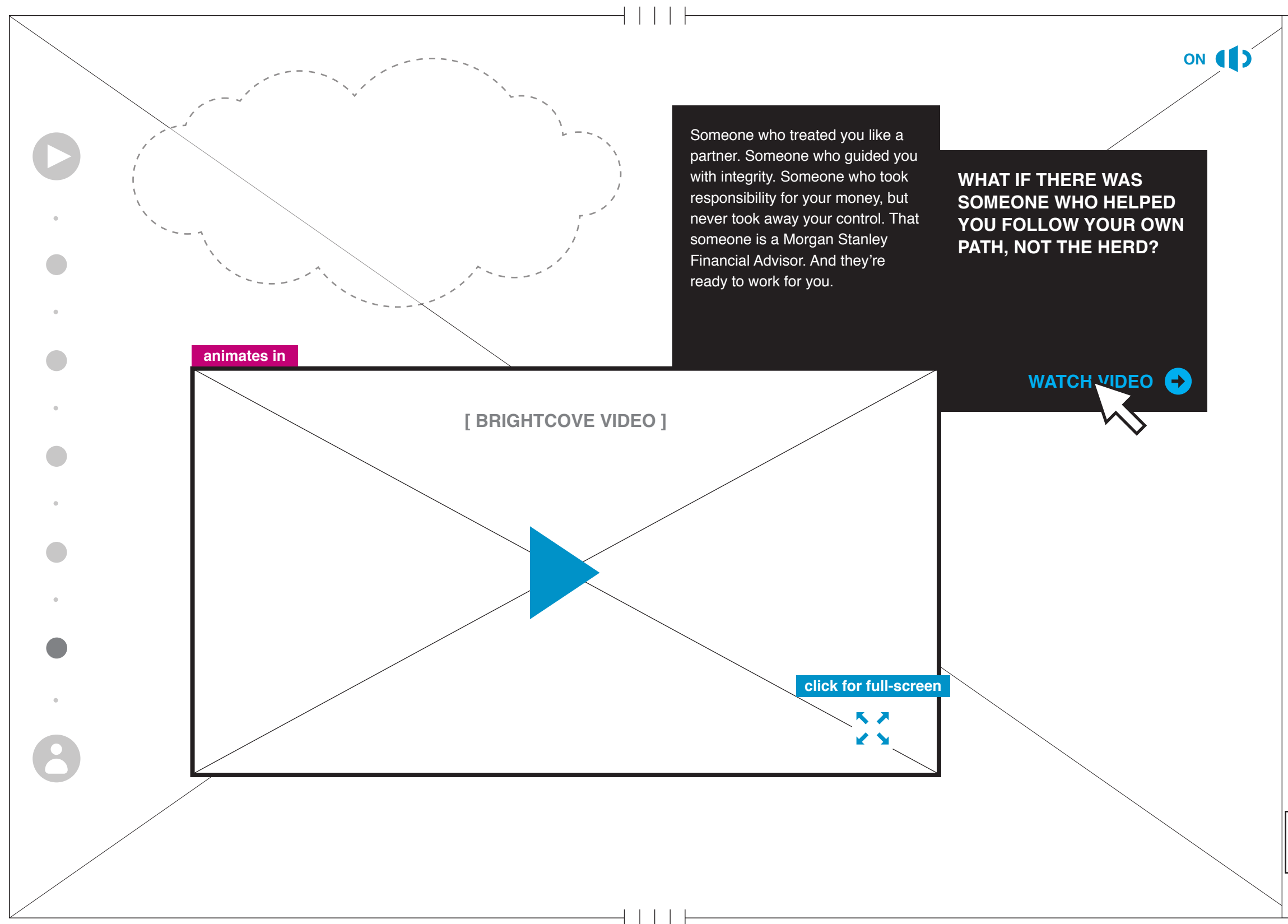
WATCH VIDEO →

ON

When the user hovers over the headline, the description textbox animates (folds) out from it.

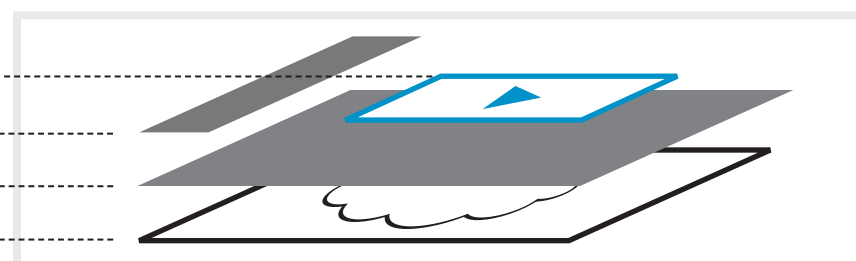**Idle animations** occur to encourage user interaction.

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Voice-over will be taken from the Anthem film and be queued by the section and user progress.

Looping music continues.

textbox overlay
navigation overlay
silhouette overlaying images
base image

ON

animates in

Someone who treated you like a partner. Someone who guided you with integrity. Someone who took responsibility for your money, but never took away your control. That someone is a Morgan Stanley Financial Advisor. And they're ready to work for you.

WHAT IF THERE WAS SOMEONE WHO HELPED YOU FOLLOW YOUR OWN PATH, NOT THE HERD?

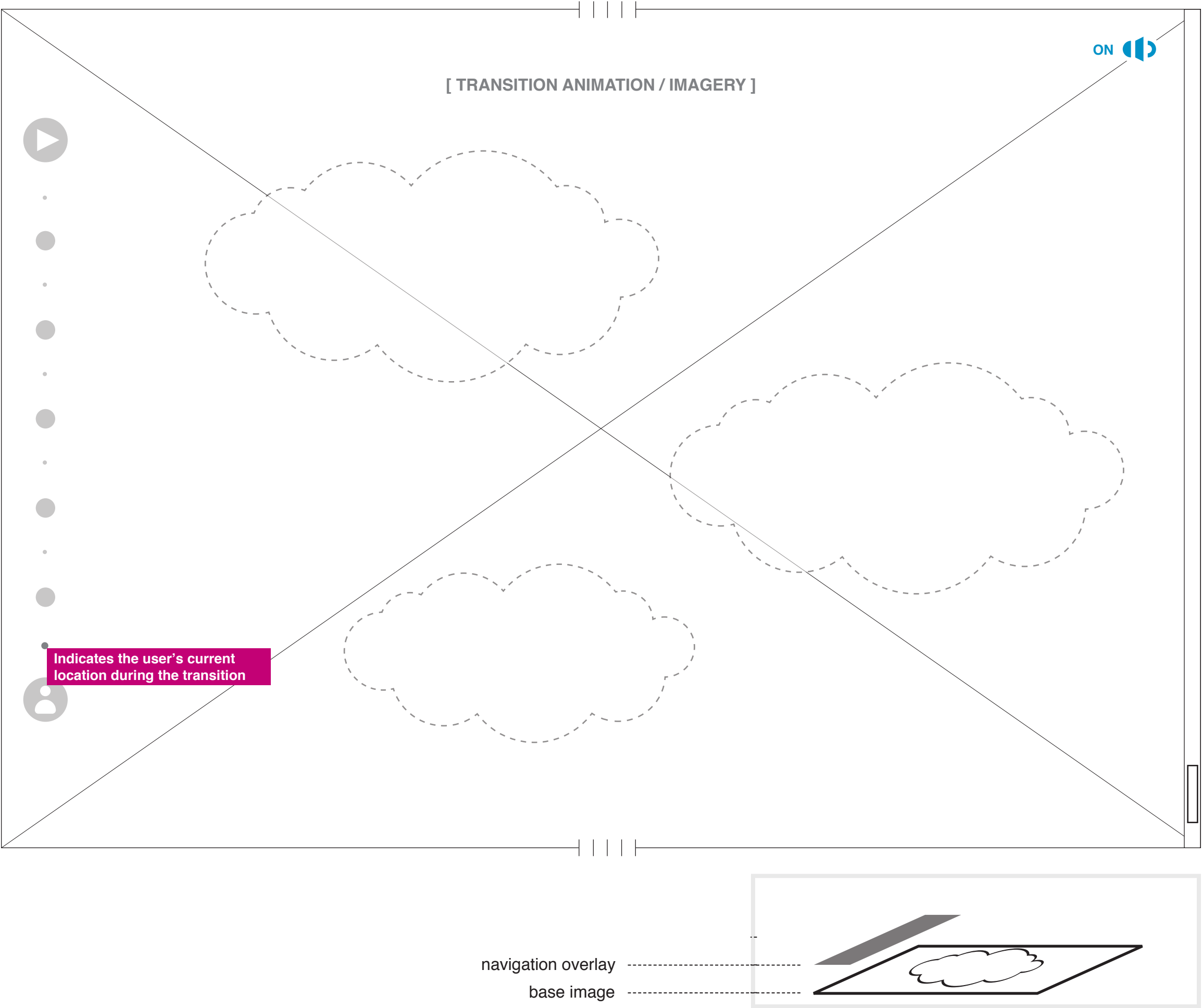**WATCH VIDEO**

[BRIGHTCOVE VIDEO]

click for full-screen

If the user clicks the "Watch Video" button, the site shifts and the user is presented with a video window. After the video has played, the user simply scrolls down to continue.

Idle animations occur to encourage user interaction.

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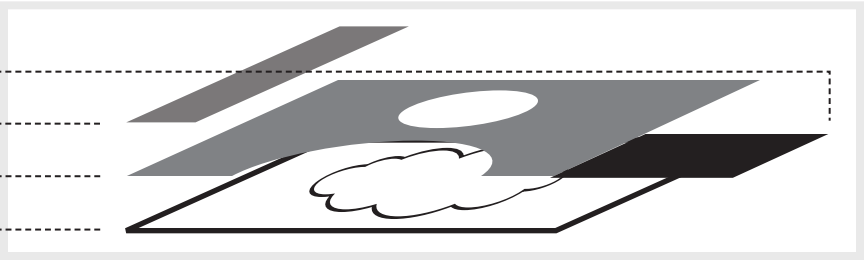
Looping music continues.

video overlay ------------------------------

navigation overlay ----------------------

silhouette overlaying images ----------

base image --------------------------------

[TRANSITION ANIMATION / IMAGERY]

Indicates the user's current location during the transition

We will use imagery from the Anthem film to help us transition from one view (content topic) to the next.
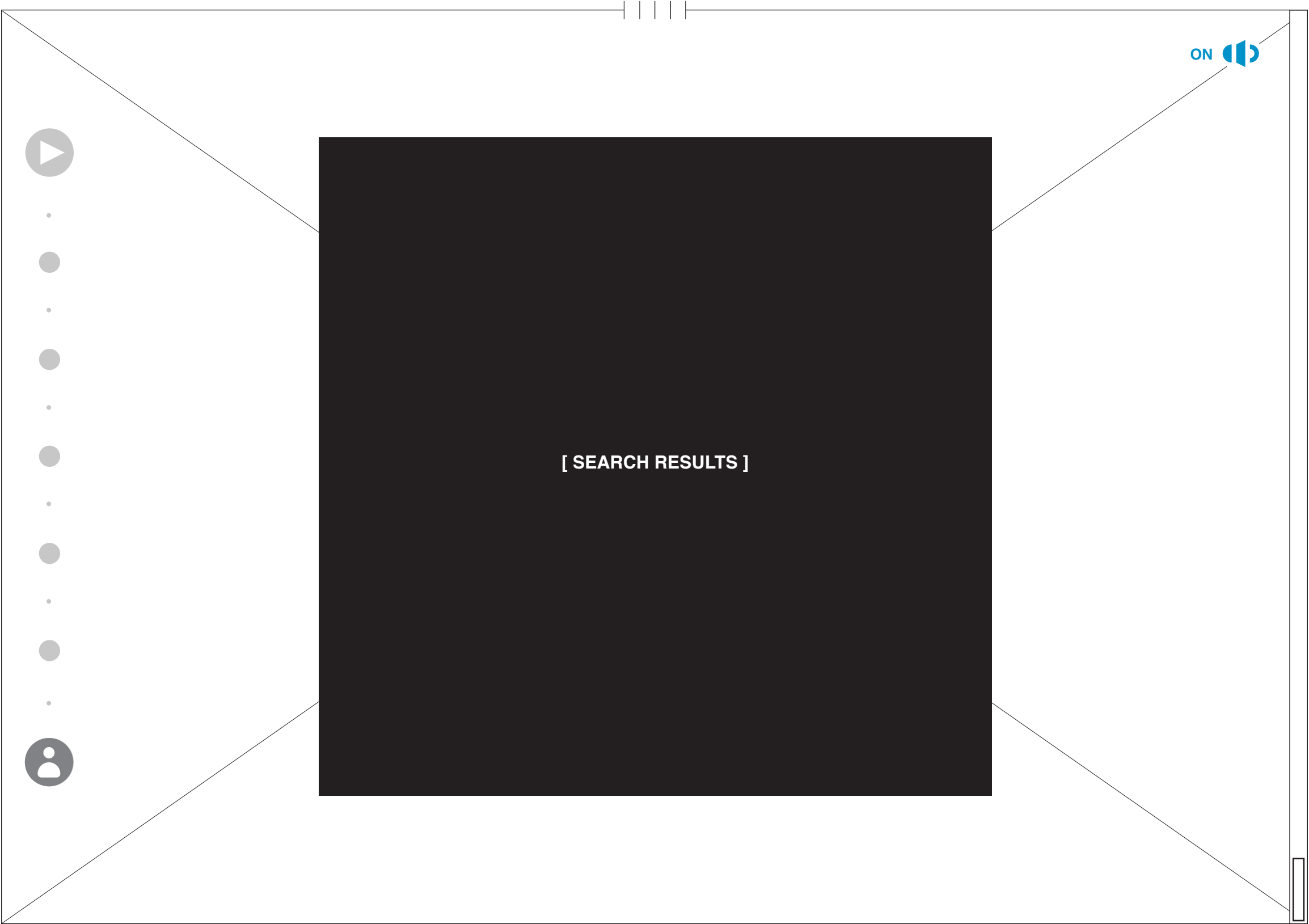
Looping music continues.

navigation overlay

base image

ON

"F.A. Locator" and "Follow Us".

May include silhouette, trees, and/or other.

animates in

FIND A FINANCIAL ADVISOR READY TO WORK FOR YOU

Zipcode

- or -

City

State

Optional Distance (in miles)

animates in

FOLLOW US

f   in

textbox overlay -

navigation overlay -

silhouette overlaying images -

base image -

ON
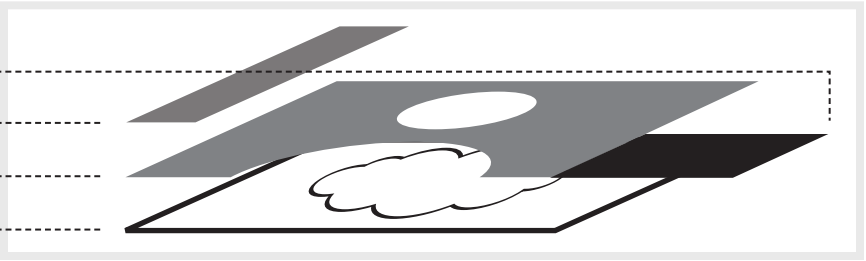
[SEARCH RESULTS]

After inputting the required information to search for a F.A., a Search Results page appears.

textbox overlay ----------------

navigation overlay ----------------

silhouette overlaying images ----------------

base image ----------------