

# TWPZ SUMMER CAMPAIGN - DYNAMIC DISPLAY

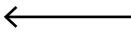
19.11.19 | R2

WHITE RHINO

# WHITE RHINO

Skyscraper A -  
Prospecting  
160x600px

Right to left  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)

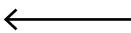


Images will be supplied to UM with extra margins  
beyond what is seen in the mockup in the case  
that they need to adjust the starting point of the  
animations - this is something we will learn as we  
introduce this new process and I have used previous  
example of dynamic display to estimate the  
amount of movement in each image.



Skyscraper B -  
Retargeting  
160x600px

Right to left  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)



Title:  TWPZ Summer Campaign	Job Description:  Dynamic Display Only	Job #  19-312	Date  19.11.19	TARONGA CONSERVATION SOCIETY AUSTRALIA <i>For the Wild</i>
Client  Shallon McReaddie	Designer:  Jess	Status  R2	Zoo Studio	

# WHITE RHINO

MREC A -  
Prospecting  
300x250px

Right to left  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)



MREC B -  
Retargeting  
300x250px

Right to left  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)

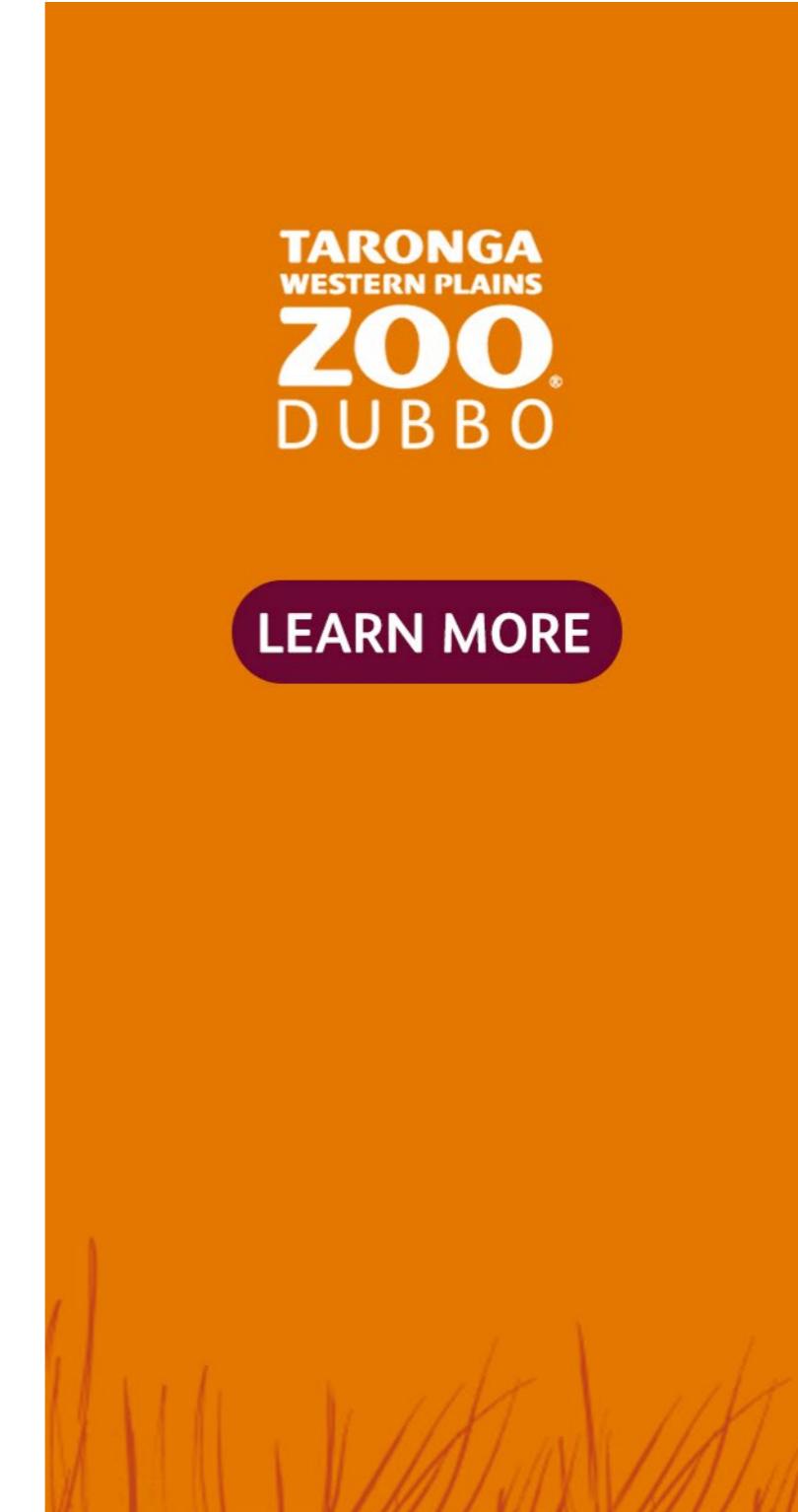
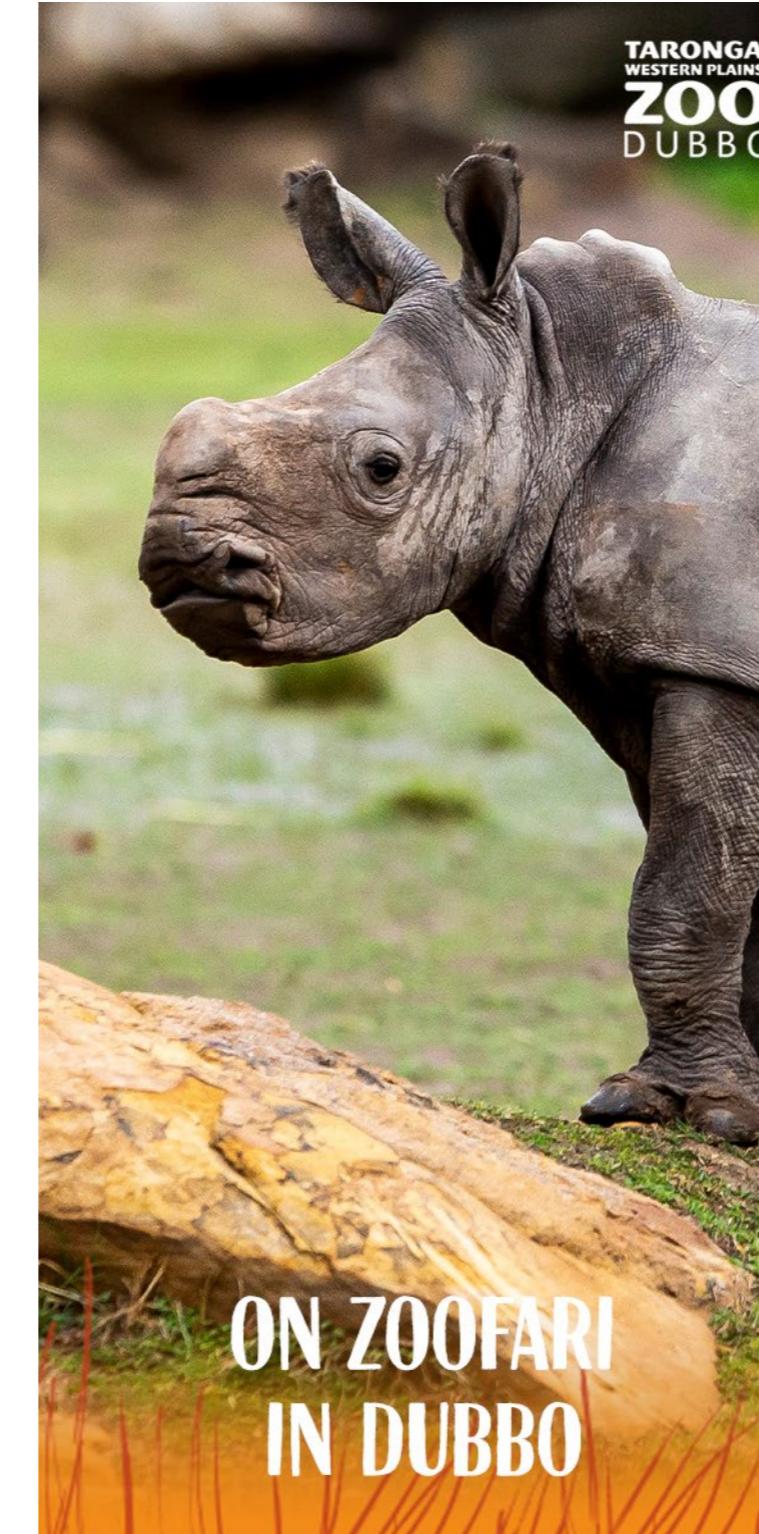
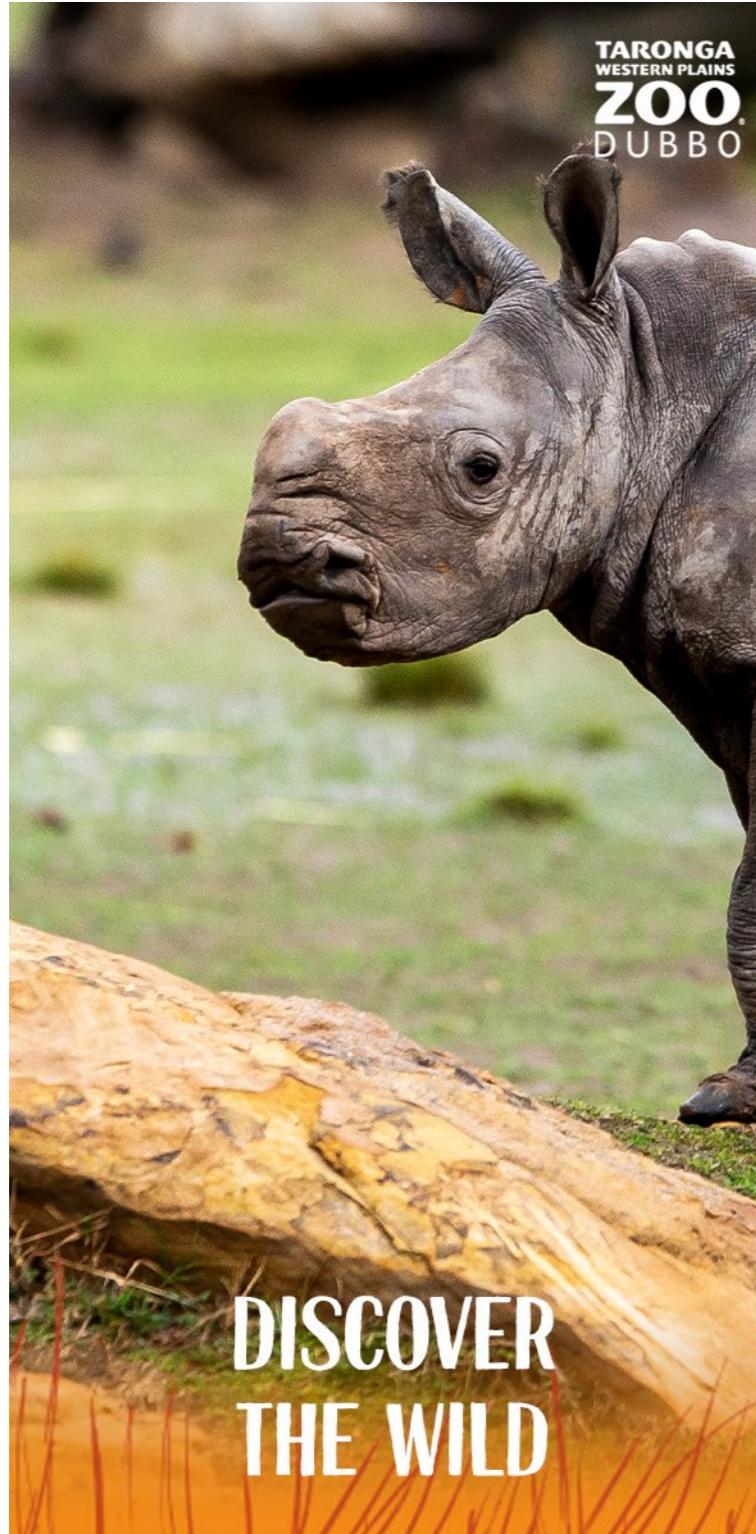
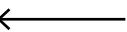


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Client  Shallon McReaddie		Designer:  Jess	Status  R2	

# WHITE RHINO

Half Page A -  
Prospecting  
300x600px

Right to left  
movement  
approximately 50 px  
(based on previous  
TZ Tiger example)



Title: TWPZ Summer Campaign	Job Description: Dynamic Display Only	Job # 19-312	Date 19.11.19	TARONGA CONSERVATION SOCIETY AUSTRALIA <i>For the Wild</i>
Client Shallon McReaddie		Designer: Jess	Status R2	
				Zoo Studio

# WHITE RHINO

Half Page B -  
Retargeting  
300x600px

Left to Right  
movement  
approximately 50 px  
(based on previous  
TZ Tiger example)



Title: TWPZ Summer Campaign	Job Description: Dynamic Display Only	Job # 19-312	Date 19.11.19	TARONGA CONSERVATION SOCIETY AUSTRALIA <i>For the Wild</i>
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				Zoo Studio

# WHITE RHINO

Mobile Leaderboard A -  
Prospecting  
320x50px

Top to bottom  
movement  
approximately 20px  
**(less than tiger due  
to image selection)**



Mobile Leaderboard B -  
Retargeting  
320x50px

Top to bottom  
movement  
approximately 35px  
(based on previous  
TZ Tiger example)



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				Zoo Studio

# WHITE RHINO

Leaderboard A -  
Prospecting  
728x90px

Bottom to top  
movement  
approximately 50  
px (less than tiger  
example due to  
image selection)



Title: TWPZ Summer Campaign	Job Description: Dynamic Display Only	Job # 19-312	Date 19.11.19	TARONGA CONSERVATION SOCIETY AUSTRALIA <i>For the Wild</i>
Client Shallon McReaddie	Designer: Jess	Status R2	Zoo Studio	

# WHITE RHINO

Leaderboard B -  
Retargeting  
728x90px

Top to bottom  
movement  
approximately 75 px  
(based on TZ tiger  
example)



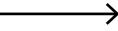
Title: TWPZ Summer Campaign	Job Description: Dynamic Display Only	Job # 19-312	Date 19.11.19	TARONGA CONSERVATION SOCIETY AUSTRALIA <i>For the Wild</i>
Client Shallon McReaddie	Designer: Jess	Status R2	Zoo Studio	

# GIRAFFE ENCOUNTER

# GIRAFFE ENCOUNTER

Skyscraper A -  
Prospecting  
160x600px

Left to Right  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)



Skyscraper B -  
Retargeting  
160x600px

Left to Right  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)



Title:  TWPZ Summer Campaign	Job Description:  Dynamic Display Only	Job #  19-312	Date  19.11.19	TARONGA CONSERVATION SOCIETY AUSTRALIA <i>For the Wild</i>
Client  Shallon McReaddie		Designer:  Jess	Status  R2	
				Zoo Studio

# GIRAFFE ENCOUNTER

MREC A -  
Prospecting  
300x250px

Left to Right  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)



MREC B -  
Retargeting  
300x250px

Left to Right  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)

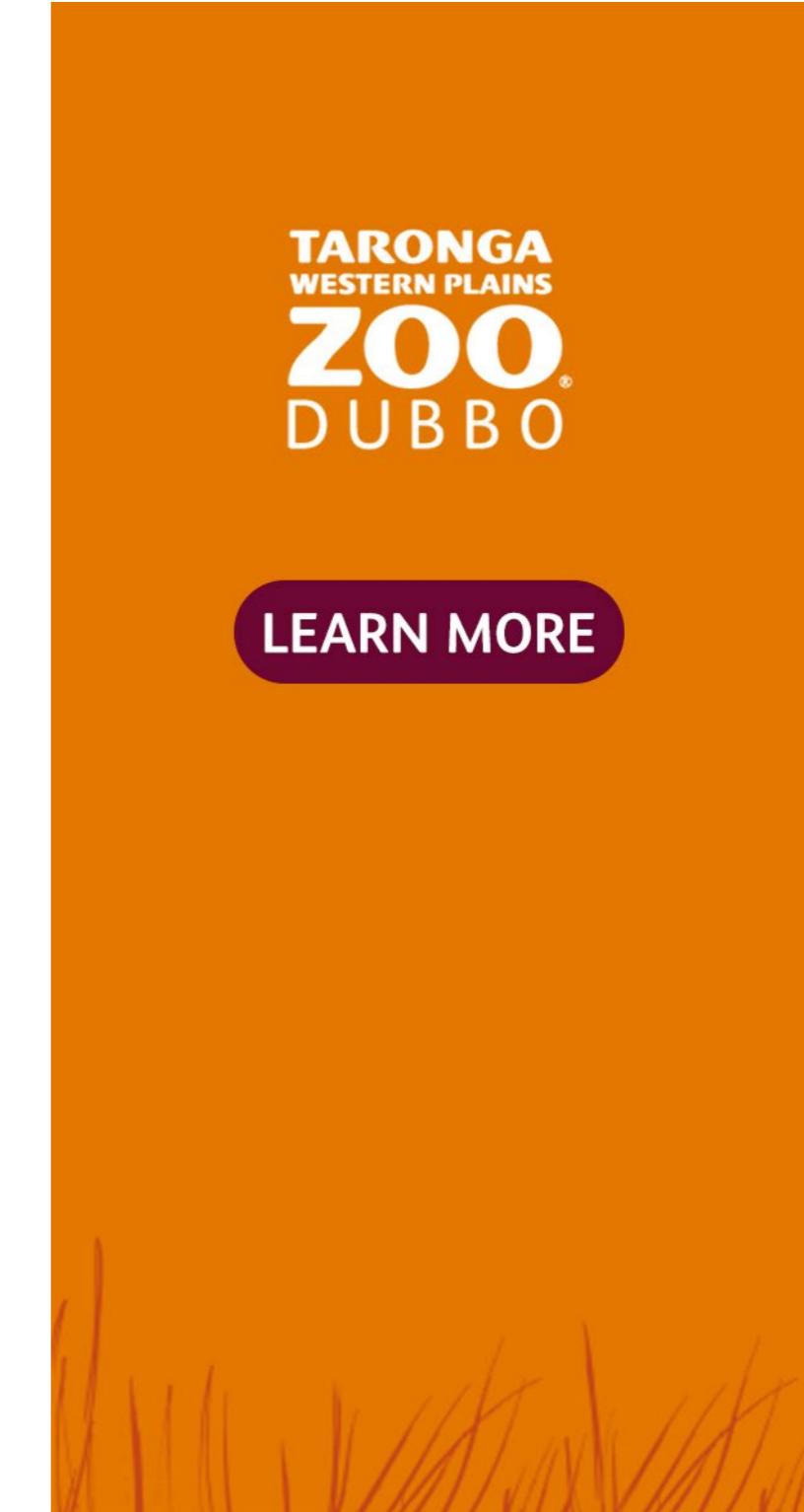


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Client  Shallon McReaddie	Designer:  Jess	Status  R2	Zoo Studio	

# GIRAFFE ENCOUNTER

Half Page A -  
Prospecting  
300x600px

Left to Right  
movement  
approximately 50 px  
(based on previous  
TZ Tiger example)

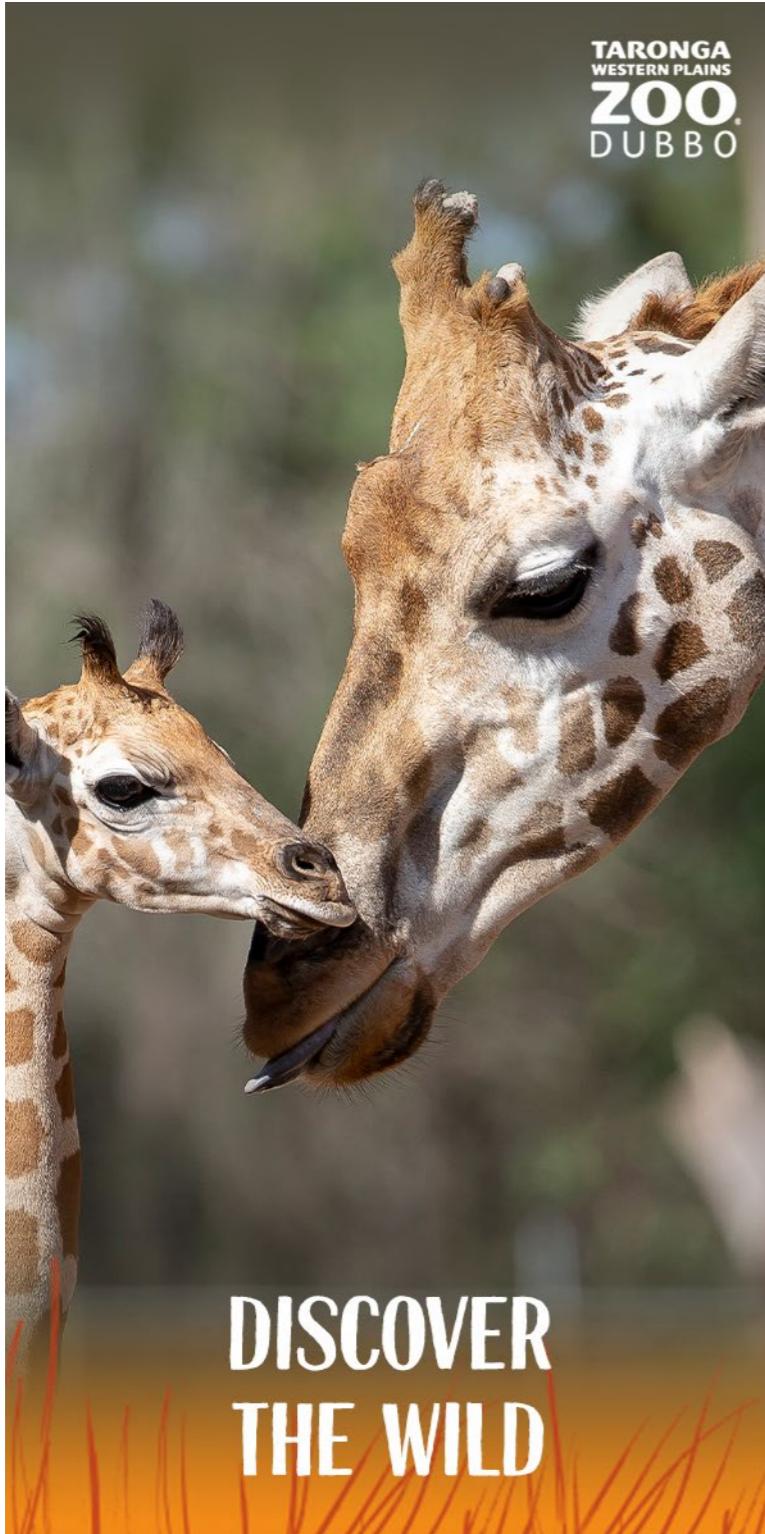


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Client Shallon McReaddie	Designer: Jess	Status R2	Zoo Studio	

# GIRAFFE ENCOUNTER

Half Page B -  
Retargeting  
300x600px

Left to Right  
movement  
approximately 50 px  
(based on previous  
TZ Tiger example)



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# GIRAFFE ENCOUNTER

Mobile Leaderboard A -  
Prospecting  
320x50px

Top to bottom  
movement  
approximately 35px  
(based on TZ tiger  
example)



Mobile Leaderboard B -  
Retargeting  
320x50px

Top to bottom  
movement  
approximately 35px  
(based on previous  
TZ Tiger example)



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# GIRAFFE ENCOUNTER

Leaderboard A -  
Prospecting  
728x90px

Bottom to top  
movement  
approximately 75 px  
(based on TZ tiger  
example)



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# GIRAFFE ENCOUNTER

Leaderboard B -  
Retargeting  
728x90px

Bottom to top  
movement  
approximately 75 px  
(based on TZ tiger  
example)



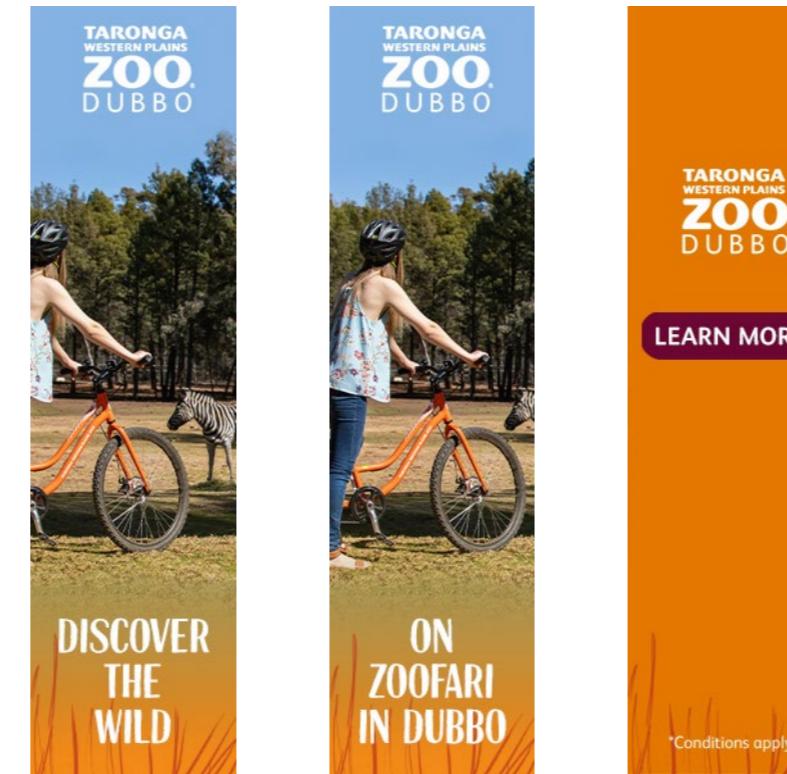
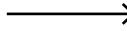
Title:  TWPZ Summer Campaign	Job Description:  Dynamic Display Only	Job #  19-312	Date  19.11.19	TARONGA CONSERVATION SOCIETY AUSTRALIA <i>For the Wild</i>
Client  Shallon McReaddie	Designer:  Jess	Status  R2	Zoo Studio	

**BIKE RIDING**

# BIKE RIDING

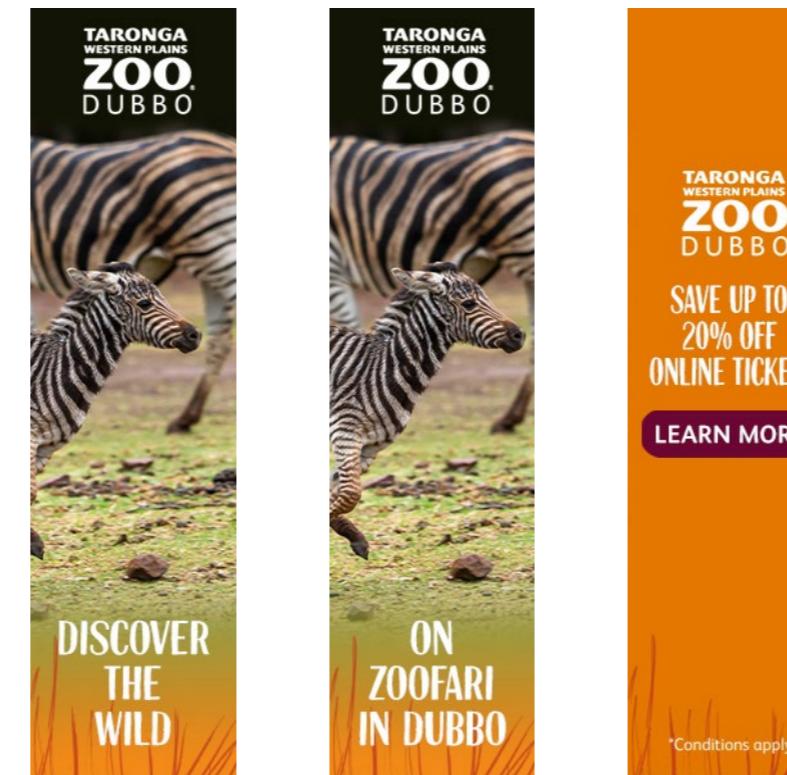
Skyscraper A -  
Prospecting  
160x600px

Left to Right  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)



Skyscraper B -  
Retargeting  
160x600px

Left to Right  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)



Title:  TWPZ Summer Campaign	Job Description:  Dynamic Display Only	Job #  19-312	Date  19.11.19	TARONGA CONSERVATION SOCIETY AUSTRALIA. <i>For the Wild</i>
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# BIKE RIDING

MREC A -  
Prospecting  
300x250px

Left to Right  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)



MREC B -  
Retargeting  
300x250px

Left to Right  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)

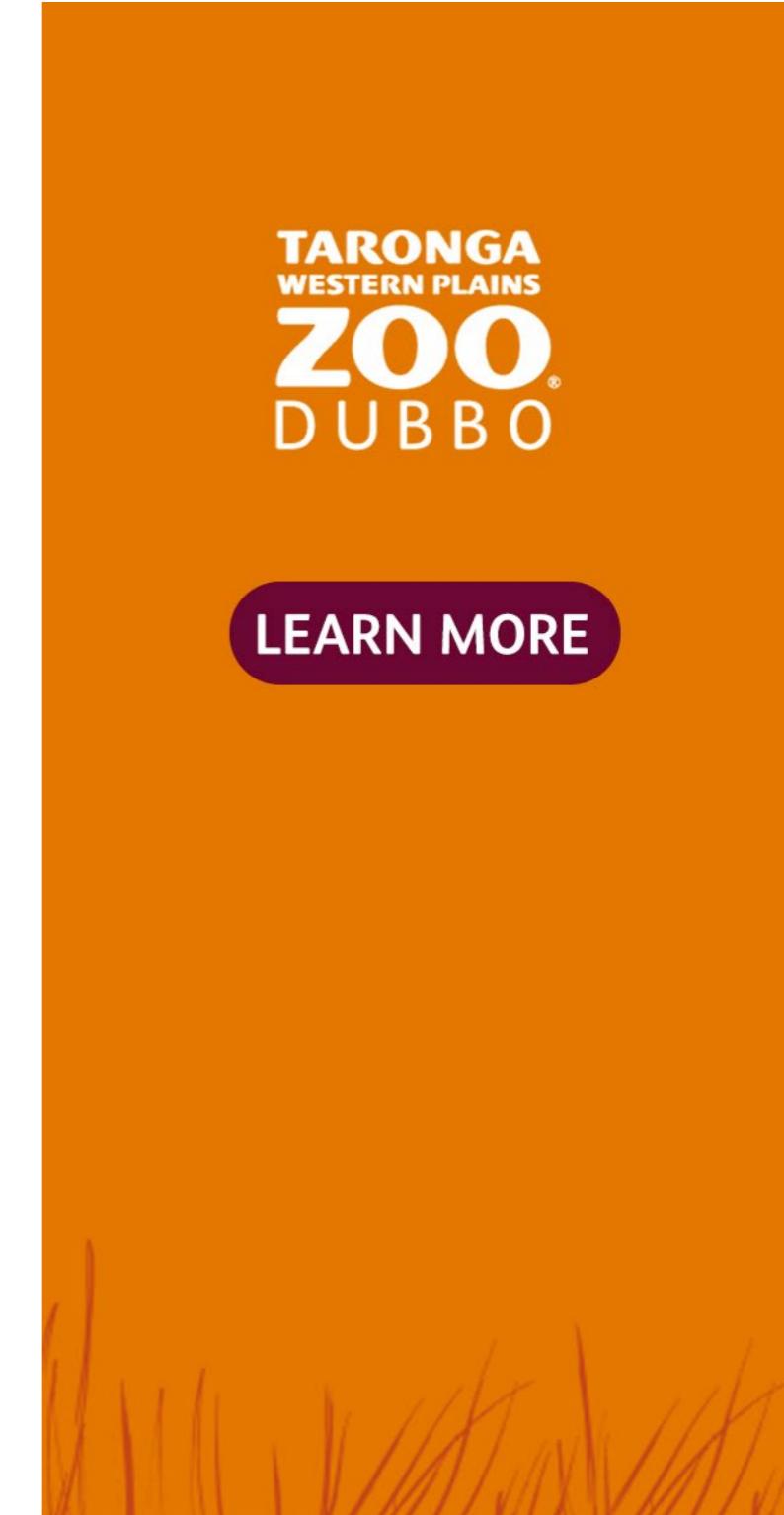


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Client  Shallon McReaddie	Designer:  Jess	Status  R2	Zoo Studio	

# BIKE RIDING

Half Page A -  
Prospecting  
300x600px

Right to left  
to movement  
approximately 50 px  
(based on previous  
TZ Tiger example)



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# BIKE RIDING

Half Page B -  
Retargeting  
300x600px

Left to Right  
movement  
approximately 50 px  
(based on previous  
TZ Tiger example)



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				Zoo Studio

# BIKE RIDING

Mobile Leaderboard A -  
Prospecting  
320x50px

Bottom to top  
movement  
approximately 35px  
(based on TZ tiger  
example)



Mobile Leaderboard B -  
Retargeting  
320x50px

Bottom to top  
movement  
approximately 35px  
(based on previous  
TZ Tiger example)



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# BIKE RIDING

Leaderboard A -  
Prospecting  
728x90px

Bottom to top  
movement  
approximately 75 px  
(based on TZ tiger  
example)



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# BIKE RIDING

Leaderboard B -  
Retargeting  
728x90px

Bottom to top  
movement  
approximately 75 px  
(based on TZ tiger  
example)



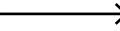
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Client  Shallon McReaddie	Designer:  Jess	Status  R2	Zoo Studio	

# SAVANNAH SAFARI

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Skyscraper A -  
Prospecting  
160x600px

Left to Right  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)



Skyscraper B -  
Retargeting  
160x600px

Right to left  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)



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# SAVANNAH SAFARI

MREC A -  
Prospecting  
300x250px

Left to Right  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)



MREC B -  
Retargeting  
300x250px

Left to Right  
movement  
approximately 30 px  
(based on previous  
TZ Tiger example)

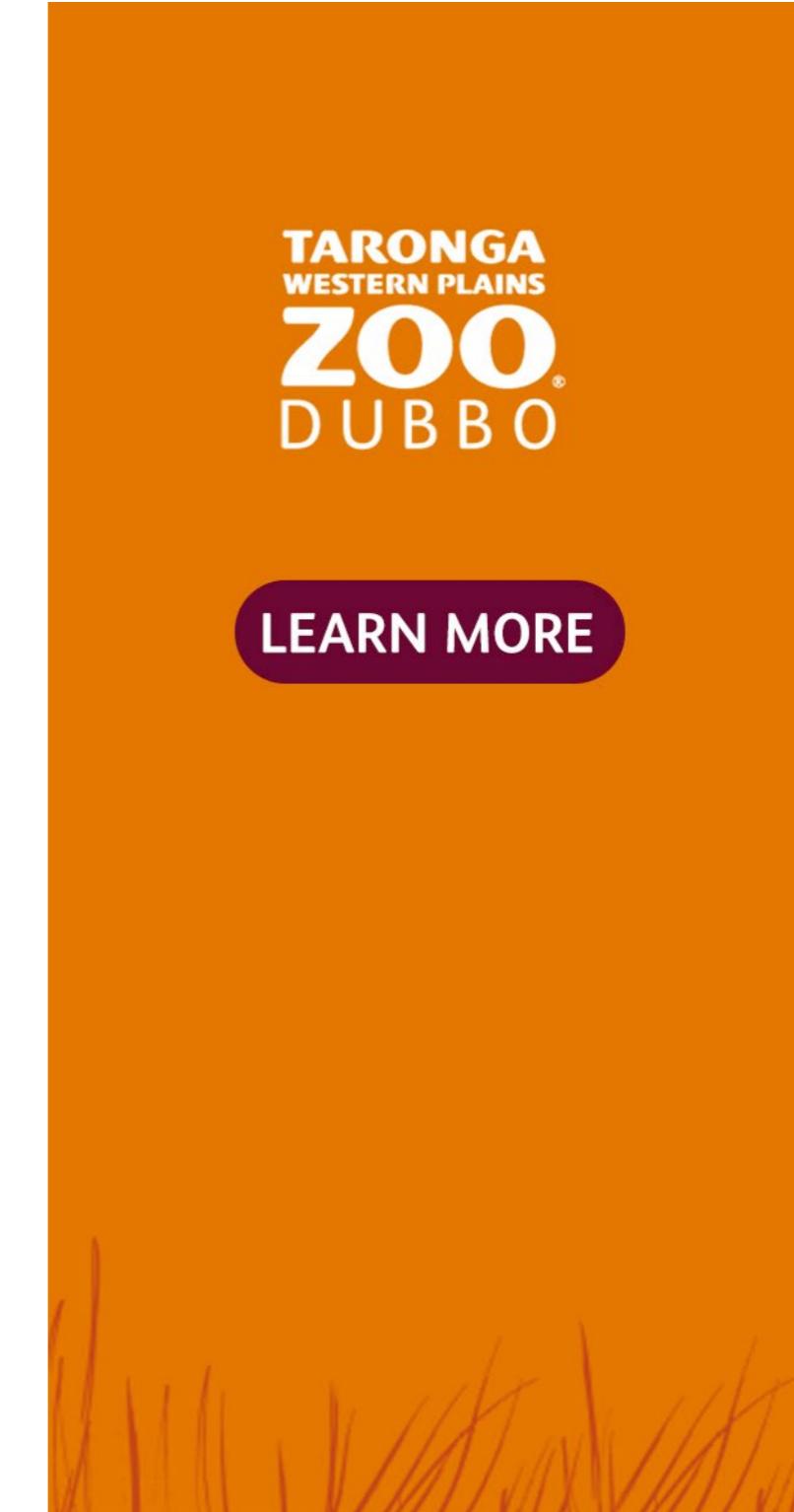


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Half Page A -  
Prospecting  
300x600px

Left to right  
to movement  
approximately 50 px  
(based on previous  
TZ Tiger example)



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Half Page B -  
Retargeting  
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Left to Right  
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# SAVANNAH SAFARI

Mobile Leaderboard A -  
Prospecting  
320x50px

Top to bottom  
movement  
approximately 35px  
(based on previous  
TZ Tiger example)



Mobile Leaderboard B -  
Retargeting  
320x50px

Top to bottom  
movement  
approximately 35px  
(based on previous  
TZ Tiger example)

**SAME IMAGE  
AS ABOVE**



Title:  TWPZ Summer Campaign	Job Description:  Dynamic Display Only	Job #  19-312	Date  19.11.19	TARONGA CONSERVATION SOCIETY AUSTRALIA <i>For the Wild</i>
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# SAVANNAH SAFARI

Leaderboard A -  
Prospecting  
728x90px

Bottom to top  
movement  
approximately 75 px  
(based on TZ tiger  
example)



Title:  TWPZ Summer Campaign	Job Description:  Dynamic Display Only	Job #  19-312	Date  19.11.19	TARONGA CONSERVATION SOCIETY AUSTRALIA <i>For the Wild</i>
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Leaderboard B -  
Retargeting  
728x90px

Bottom to top  
movement  
approximately 75 px  
(based on TZ tiger  
example)

SAME IMAGE  
AS ABOVE



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