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| TEXT  Title: "Great Journeys New Zealand Sidebar Advertisement Storyboard" | |  | A group of people sitting at a table in a train  Description automatically generated  TEXT | |  | A train on a bridge over a hill  Description automatically generated  TEXT | |
| Description | The scene features a scenic train journey through New Zealand's landscapes, highlighting the "Scenic Plus" experience. | Description | The scene shows passengers enjoying a meal on the train, promoting the dining experience onboard. | Description | The final scene encourages the viewer to book their seat, featuring a prominent "Book Your Seat Now" button. |
| Duration | 3 seconds | Duration | 3 seconds | Duration | 3 seconds |
| Elements | Background Image  Text line 1  Logo | Elements | Background Image  Text line 1 | Elements | Background Image  Text line 1: "Book Your Seat Now" (inside a circular button)  Text line 2: "SCENIC DAY TRIPS | SHORT BREAK PACKAGES | GUIDED TOURS" |
| Elements Animation | Background: Static (no change)  Text:  - Movement: The text slides up from the  bottom of the screen to the bottom,  taking 0.5 seconds to fully appear  Action: Clicking on the background image opens a new browser tab directing the user to the URL: https://www.greatjourneysnz.com/. | Elements Animation | Background: Static (no change)  Text:  - Fade In: Text fades in as it moves,  taking approximately 0.5 seconds to fully  appear  Action: Clicking on the background image opens a new browser tab directing the user to the URL: https://www.greatjourneysnz.com/. | Elements Animation | Background: Static (no change)  Text 1(button):  - Zoom Effect: Button appears with a slight.  zoom effect, growing larger as it becomes.  fully visible (approximately 1 second  duration)  Text 2:  - Fade In: Text fades in at the bottom of the screen, taking approximately 0.5 seconds  Interactive Element:  Action: Clicking on the background image opens a new browser tab directing the user to the URL: https://www.greatjourneysnz.com/. |