# Vertical Banner Storyboard for Air New Zealand

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|  | Description: | Banner at 0.0 seconds |
| Elements: | Image 1: Local Tourist Authority Logo  Image 2: Air New Zealand Logo  Image 3: Big Fancy Tent  Image 4: Location Pointer Icon  Text 1: White text “Switch camping for glamping”  Text 2: White text Location of Big Fancy Tent  Background 1: Black  Button 1: Information (i) symbol  Button 2: Exit ad X symbol |
| Duration: | Image 1: 3 seconds  Image 2: 18 seconds  Image 3: 2 seconds  Image 4: 2 seconds  Text 1: 3 seconds  Text 2: 2 seconds  Button 1: 18 seconds  Button 2: 18 seconds |
| Elements Animation: | Image 1: Fades in  Image 2: Arrives from right of screen moving left  Image 3: Fades in  Image 4: Fades in  Text 1: Fades in  Text 2: Fades in  Button 1: Fully opaque  Button 2: Fully opaque |

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|  | Description | Banner at 2.0 seconds |
| Elements | Image 1: Local Tourist Authority Logo  Image 2: Air New Zealand Logo  Image 3: Big Fancy Tent  Image 4: Location Pointer Icon  Text 1: White text “Switch camping for glamping”  Text 2: White text Location of Big Fancy Tent  Background 1: Black  Button 1: Information (i) symbol  Button 2: Exit ad X symbol |
| Duration | Image 1: 3 seconds  Image 2: 18 seconds  Image 3: 2 seconds  Image 4: 2 seconds  Text 1: 3 seconds  Text 2: 2 seconds  Background 1: 2 seconds  Button 1: 18 seconds  Button 2: 18 seconds |
| Elements Animation | Image 1: No change  Image 2: No change  Image 3: Fades out  Image 4: Fades out  Text 1: Fades out  Text 2: Fades out  Button 1: No change  Button 2: No change |

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|  | Description | Banner at 3.0 seconds |
| Elements | Image 1: Local Tourist Authority Logo  Image 2: Air New Zealand Logo  Background 1: Black  Button 1: Information (i) symbol  Button 2: Exit ad X symbol |
| Duration | Image 1: 18 seconds  Image 2: 18 seconds  Background 1: 2 seconds  Button 1: 18 seconds  Button 2: 18 seconds |
| Elements Animation | Image 1: No change  Image 2: No change  Button 1: No change  Button 2: No change |

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|  | Description | Banner at 4.0 seconds |
| Elements | Image 1: Local Tourist Authority Logo  Image 2: Air New Zealand Logo  Image 4: Location Pointer Icon  Image 5: Waterfalls  Text 3: White text “Find new escapes”  Text 4: White text Location of waterfalls  Button 1: Information (i) symbol  Button 2: Exit ad X symbol |
| Duration | Image 1: 18 seconds  Image 2: 18 seconds  Image 4: 2 seconds  Image 5: 2 seconds  Text 3: 2 seconds  Text 4: 2 seconds  Button 1: 18 seconds  Button 2: 18 seconds |
| Elements Animation | Image 1: No change  Image 2: No change  Image 4: Fades in  Image 5: Fades in  Text 3: Fades in  Text 4: Fades in  Button 1: No change  Button 2: No change |

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|  | Description | Banner at 6.0 seconds |
| Elements | Image 1: Local Tourist Authority Logo  Image 2: Air New Zealand Logo  Image 4: Location Pointer Icon  Image 5: Waterfalls  Text 3: White text “Find new escapes”  Text 4: White text Location of waterfalls  Background 1: Black  Button 1: Information (i) symbol  Button 2: Exit ad X symbol |
| Duration | Image 1: 18 seconds  Image 2: 18 seconds  Image 4: 2 seconds  Image 5: 2 seconds  Text 3: 2 seconds  Text 4: 2 seconds  Background 1: 0.5 seconds  Button 1: 18 seconds  Button 2: 18 seconds |
| Elements Animation | Image 1: No change  Image 2: No change  Image 4: Fades out  Image 5: Fades out  Text 3: Fades out  Text 4: Fades out  Button 1: No change  Button 2: No change |

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|  | Description | Banner at 6.5 seconds |
| Elements | Image 1: Local Tourist Authority Logo  Image 2: Air New Zealand Logo  Image 4: Location Pointer Icon  Image 6: Person biking through the bush  Text 5: White text “Discover pristine greenery”  Text 6: White text Location of person biking through the bush  Button 1: Information (i) symbol  Button 2: Exit ad X symbol |
| Duration | Image 1: 18 seconds  Image 2: 18 seconds  Image 4: 2 seconds  Image 6: 2 seconds  Text 5: 2 seconds  Text 6: 2 seconds  Button 1: 18 seconds  Button 2: 18 seconds |
| Elements Animation | Image 1: No change  Image 2: No change  Image 4: Fades in  Image 6: Fades in  Text 5: Fades in  Text 6: Fades in  Button 1: No change  Button 2: No change |

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|  | Description | Banner at 8.5 seconds |
| Elements | Image 1: Local Tourist Authority Logo  Image 2: Air New Zealand Logo  Image 4: Location Pointer Icon  Image 6: Person biking through the bush  Text 5: White text “Discover pristine greenery”  Text 6: White text Location of person biking through the bush  Background 1: Black  Button 1: Information (i) symbol  Button 2: Exit ad X symbol |
| Duration | Image 1: 18 seconds  Image 2: 18 seconds  Image 4: 2 seconds  Image 6: 2 seconds  Text 5: 2 seconds  Text 6: 2 seconds  Background 1: 0.5 seconds  Button 1: 18 seconds  Button 2: 18 seconds |
| Elements Animation | Image 1: No change  Image 2: No change  Image 4: Fades out  Image 6: Fades out  Text 5: Fades out  Text 6: Fades out  Button 1: No change  Button 2: No change |

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|  | Description | Banner at 9.0 seconds |
| Elements | Image 1: Local Tourist Authority Logo  Image 2: Air New Zealand Logo  Image 7: Aerial shot of the beach and ocean  Image 8: Star Alliance Logo  Image 9: Purple circle with white text inside - “Find out more”  Text 7: White text “AIR NEW ZEALAND”  Text 8: White text “See Gisborne in a new light”  Text 9: White text “A STAR ALLIANCE MEMBER”  Button 1: Information (i) symbol  Button 2: Exit ad X symbol |
| Duration | Image 1: 18 seconds  Image 2: 18 seconds  Image 7: 9 seconds  Image 8: 9 seconds  Image 9: 1 second  Text 7: 9 seconds  Text 8: 9 seconds  Text 9: 9 seconds  Button 1: 18 seconds  Button 2: 18 seconds |
| Elements Animation | Image 1: No change  Image 2: No change  Image 7: Fades in  Image 8: Fades in  Image 9: Moves from the bottom of the container to just above the centre of the container  Text 7: Fades in  Text 8: Fades in  Text 9: Fades in  Button 1: No change  Button 2: No change |

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|  | Description | Banner at 10.0 seconds |
| Elements | Image 1: Local Tourist Authority Logo  Image 2: Air New Zealand Logo  Image 7: Aerial shot of the beach and ocean  Image 8: Star Alliance Logo  Image 9: Purple circle with white text inside - “Find out more”  Text 7: White text “AIR NEW ZEALAND”  Text 8: White text “See Gisborne in a new light”  Text 9: White text “A STAR ALLIANCE MEMBER”  Button 1: Information (i) symbol  Button 2: Exit ad X symbol |
| Duration | Image 1: 18 seconds  Image 2: 18 seconds  Image 7: 9 seconds  Image 8: 9 seconds  Image 9: 8 second  Text 7: 9 seconds  Text 8: 9 seconds  Text 9: 9 seconds  Button 1: 18 seconds  Button 2: 18 seconds |
| Elements Animation | Image 1: No change  Image 2: No change  Image 7: No change  Image 8: No change  Image 9: Stops at the centre of the container  Text 7: No change  Text 8: No change  Text 9: No change  Button 1: No change  Button 2: No change |

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|  | Description | Banner at 11.0 seconds |
| Elements | Image 1: Local Tourist Authority Logo  Image 2: Air New Zealand Logo  Image 7: Aerial shot of the beach and ocean  Image 8: Star Alliance Logo  Image 9: Purple circle with white text inside - “Find out more”  Text 7: White text “AIR NEW ZEALAND”  Text 8: White text “See Gisborne in a new light”  Text 9: White text “A STAR ALLIANCE MEMBER”  Button 1: Information (i) symbol  Button 2: Exit ad X symbol  Button 3: White replay symbol |
| Duration | Image 1: 18 seconds  Image 2: 18 seconds  Image 7: 9 seconds  Image 8: 9 seconds  Image 9: 8 seconds  Text 7: 9 seconds  Text 8: 9 seconds  Text 9: 9 seconds  Button 1: 18 seconds  Button 2: 18 seconds  Button 3: 7 seconds |
| Elements Animation | Image 1: No change  Image 2: No change  Image 7: No change  Image 8: No change  Image 9: No change  Text 7: No change  Text 8: No change  Text 9: No change  Button 1: No change  Button 2: No change  Button 3: Fades in |