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Fwd: Release E-mail / MEL > WWF - Gift Catalogue

1 message

Vijaya Kumar <vijaya.kumar@krds.com>

To: Vijaya Kumar <vulchi.vijay@gmail.com>, vulchi.vijay@hotmail.com, vulchi.vijay@yahoo.com

Thu, Dec 11, 2014 at 1:35 AM

----- Forwarded message -----

From: Anne Glépin <anne.glepin@krds.com>

Date: Thu, Dec 11, 2014 at 2:23 PM

Subject: Release E-mail / MEL > WWF - Gift Catalogue

To: Vijaya Kumar <vijaya.kumar@krds.fr>

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**WWF - Gift Catalogue**[DESKTOP](#) [MOBILE WEB](#)<http://giftcatalogue.wwf.sg/><http://projects.krds.com/projects/wwf-singapore-gift-catalogue/notebooks/173429/pages/15477>**Goal(s)**

: Raise 100,000 SGD in donations from Oct 2014 to Jan 2015.

How it works

: Different causes can be supported: protect our oceans, fight climate change... For each cause several 'products' can be purchased like 'Tag a turtle' (660\$), 'Plant a mangrove' (35\$)... You can also donate any amount or buy small gifts (usb key, pen...), that will be delivered to your place.

Screenshots DESKTOP

 **GIFT CATALOGUE**

PROTECT OUR OCEANS STOP WILDLIFE CRIME SAVE OUR FORESTS CHANGE A LIFE FIGHT CLIMATE CHANGE CONSERVE A SPECIAL PLACE ECO-GIFTS GENERAL DONATIONS

MERRY CHRISTMAS
This holiday season, choose to make a world of difference and make a life-changing story for the plight of wild animals, special places and communities in need.

BUY GIFTS NOW

ONLINE EXCLUSIVE

CONSERVE A SPECIAL PLACE
giftcatalogue.wwf.sg/15-protect-our-oceans



STORIES FROM THE GROUND

 **GIFT CATALOGUE**

PROTECT OUR OCEANS STOP WILDLIFE CRIME SAVE OUR FORESTS CHANGE A LIFE FIGHT CLIMATE CHANGE CONSERVE A SPECIAL PLACE ECO-GIFTS GENERAL DONATIONS

PROTECT OUR OCEANS
From pristine tropical oceans to majestic river deltas, our beautiful underwater world provides us with food and pleasure, and creates income for billions of people and home for amazing species. Give a gift that protects our oceans.

GIVE A GIFT THAT MEANS THE WORLD

 Mekong dolphin guardian kit \$ 80	 Plant a mangrove \$ 35	 Plant a forest of 10 mangroves \$ 350	 Adopt a hatchling \$ 30	 Adopt a nest of hatchlings \$ 250
 \$ 50	 \$ 12	 \$ 660	 \$ 6,245	 \$ 580

WorldPay

[Help](#) [FAQs](#) [Security](#)

Secure Payment Page

TEST MODE - This is not a live transaction.

Please review your purchase details, then select a payment method to continue.

Select language



Description

Your purchase at WWF

Amount

S\$1,050.00

Select your payment method



Diners



MasterCard



Visa



Amex



Maestro



JCB



MasterPass

Cancel

payments powered by
WorldPay

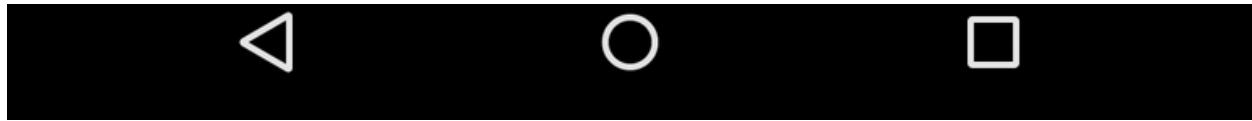
For help with your payment visit the: [WorldPay Help](#).

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Screenshots MOBILE

The image shows a mobile application interface for the World Wildlife Fund (WWF). At the top left is the WWF logo. At the top right are icons for signal strength, battery level, and the time (17:19). The main content area is divided into three horizontal sections, each featuring a large image and text.

- Top Section:** Features a background image of a school of tuna swimming in blue water. Overlaid text reads "SUPPORT A CAUSE" and "PROTECT OUR OCEANS".
- Middle Section:** Features a background image of several large, textured logs. Overlaid text reads "STOP WILDLIFE CRIME".
- Bottom Section:** Features an aerial view of a dense green forest with winding blue rivers. Overlaid text reads "SAVE OUR FORESTS".





HOME 0 ≡

STOP WILDLIFE CRIME

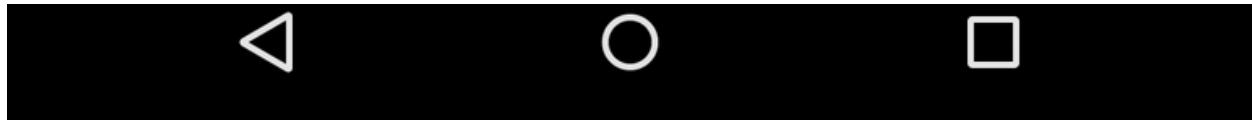
The surging demand for animal parts is threatening to wipe out entire species. Together with local governments and wildlife rangers, help us stop the suffering with gifts to crack down wildlife crime.

BUY GIFTS NOW

ONLINE EXCLUSIVE

0 0 0 1 0

<https://mail.google.com/mail/u/0/?ik=1dc8f0564d&view=pt&search=all&permthid=thread-f%3A1487185398285749243&simpl=msg-f%3A14871853982...> 6/9





17:20



ADOPT A HATCHLING PRODUCT ID : C004

\$ 30

- 2 +

\$ 60

TOTAL \$ 60

PROCEED TO CHECKOUT



Details

Origins of the concept	Other
Intermediary Agency	NO
Graphic Designs	KRDS
Mobile	YES
Subcontractors	NO
Languages	English
Country	All
Biz Developer	Preetham V
Account manager	Alexandre C, Thomas B
Project Manager	Ramaratnam N, Paul B
Integrator	Vijaya K
Developers	Raveendran S
Artistic Director	Sebastien B
Designers	Gilbert K
Biz N°	1944
NDA	NO

Stepping into a new milestone!
Congratulations to all.

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Thanks & Best Regards

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