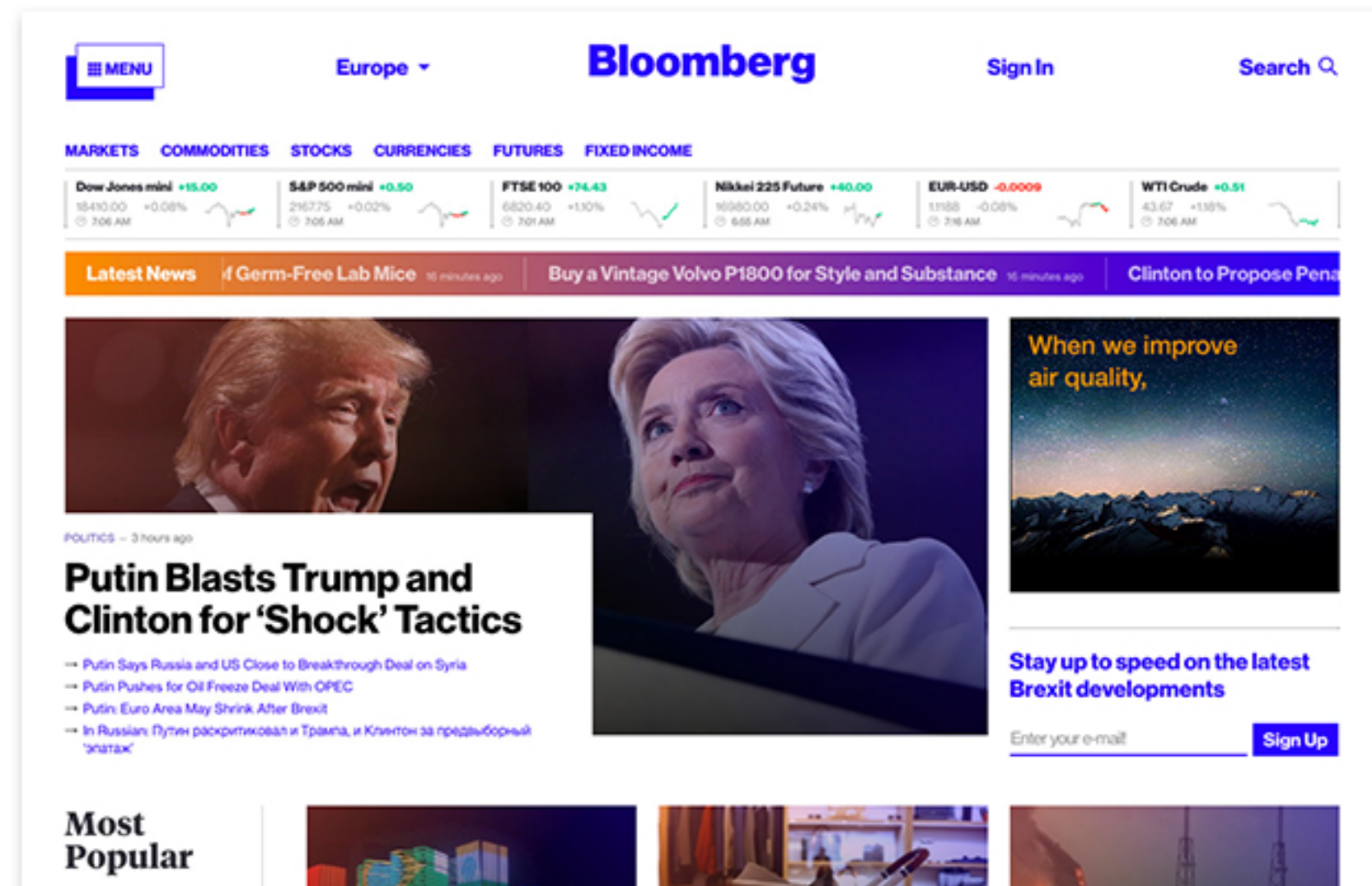




We create chemistry

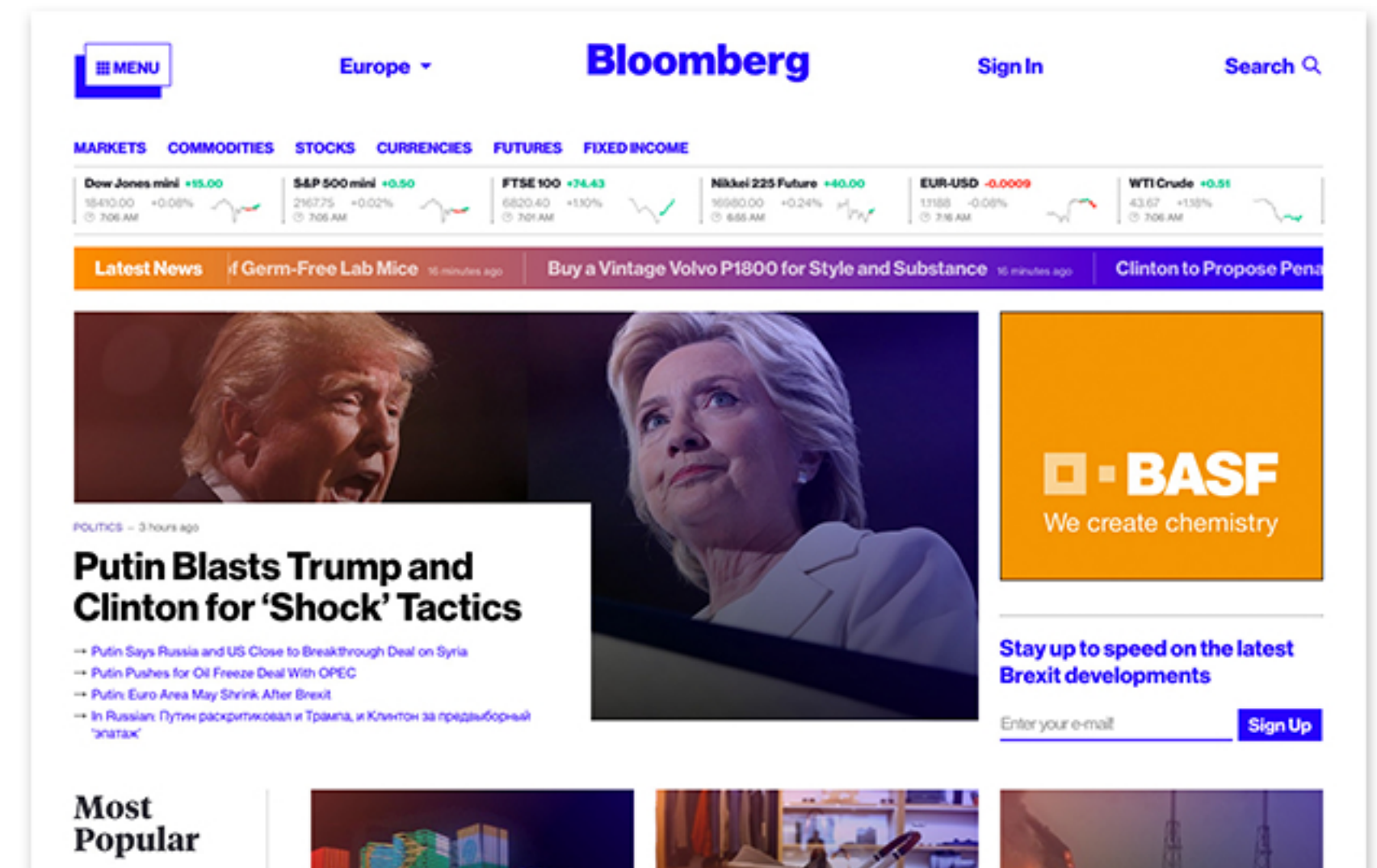
Creative Concept 1 represents an evolution of the current BASF online advertising format.

Through a series of simple changes to the order of the frames, the style of the animation, and with some easy-to-implement new features, the aim is to deliver more visual impact, increased consistency with other BASF creative content, an improved flow of the content and better readability for the viewer, and add greater value through several features that are available to standard banner ads that are currently not being utilised.



Hosting web pages will often be cluttered and full of competing images, links, buttons, promos and other ads. As we can see from the above contextual mock-up, it is very easy for an ad to simply fade into the background of other competing images and text.

Furthermore, our target audience will be visiting our hosting web page in order to read the content of that page, so it is almost certain that it will take them a few valuable seconds to even notice our placement - by launching straight into a frame that displays any key content, we run the risk of part of our message being missed.



One of the simple changes that we propose in this creative route is a reordering of the frames from existing banners. By starting on a frame that features a large area of flat colour, such as the one above, we immediately stand out more from the other competing elements on the page.

This reordering of the frames also serves the dual-purpose of delaying the introduction of our main content, allowing the viewer a brief moment to scan the page and notice our placement, and reducing the risk of any key messaging being missed at the start.



1) The animation begins on a bold, attention-grabbing shot of the BASF logo and proof point colour...



2) After a brief pause, the intro frame reveals the main content, in a manner that draws the viewer's attention (and that will work well with mobile scrolling)...



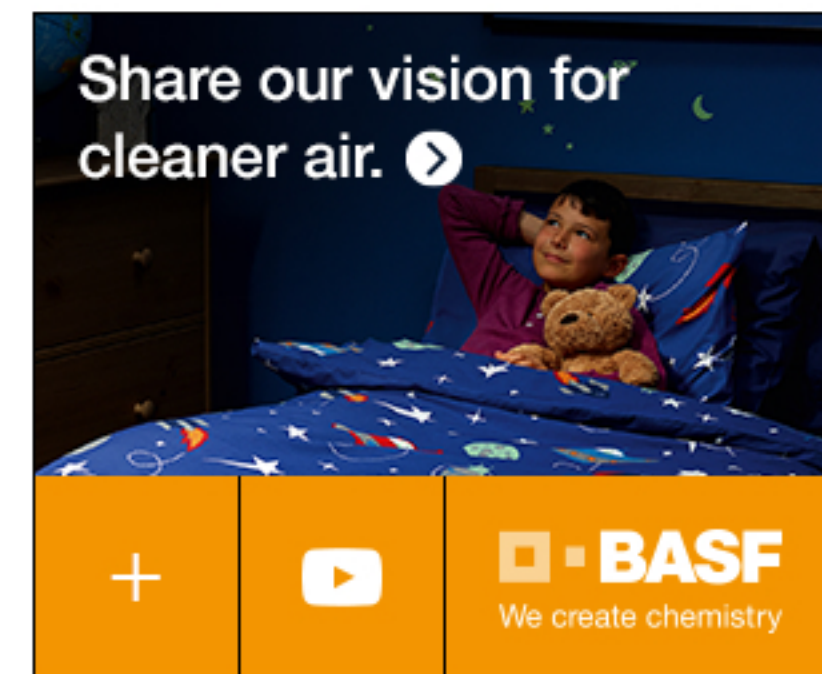
3) The first background image slowly pulls towards the camera, mirroring the effect that is used several BASF videos, as the first line of copy fades in...



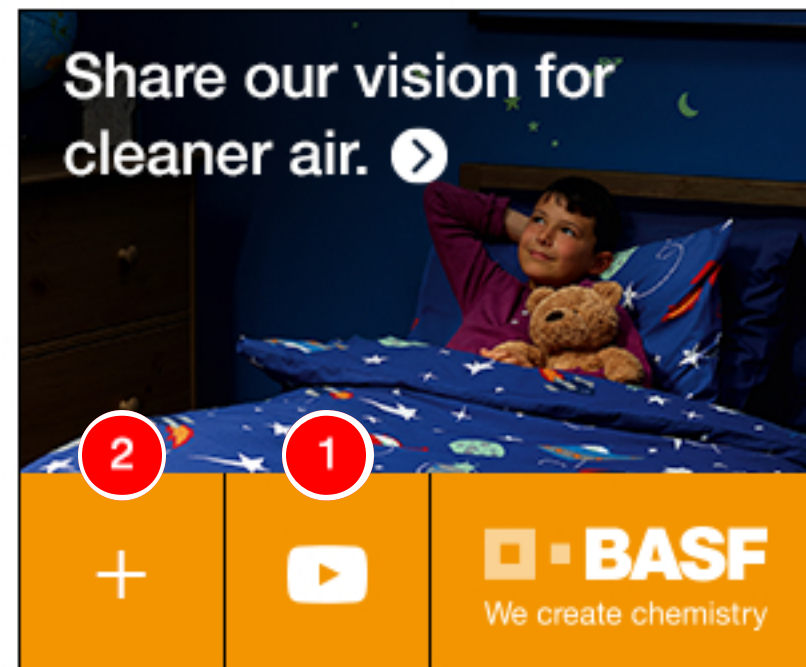
4) The second background image fades in over top of the first, and slowly pulls towards the camera in the same style...



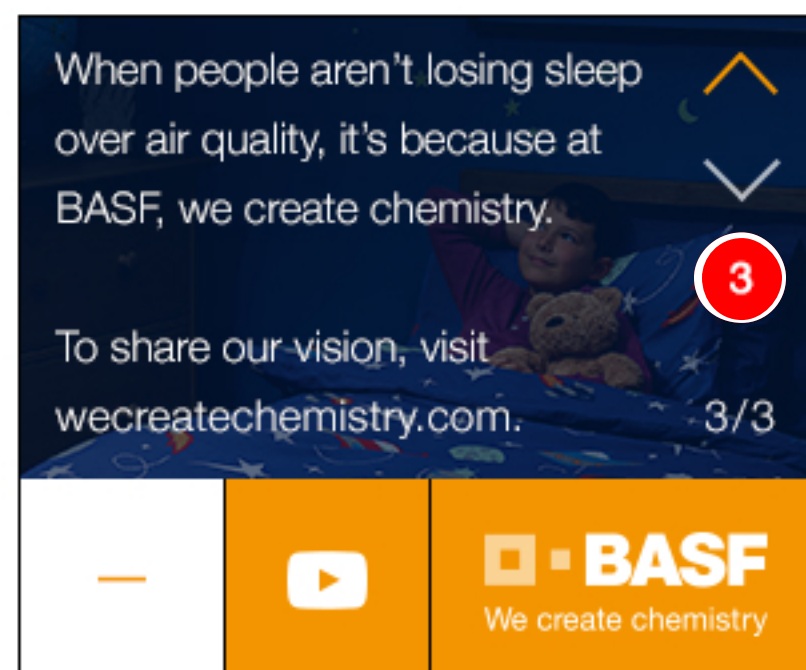
5) The second line of copy then fades in beneath the first, in a treatment that is more consistent with our print creatives, and allows the viewer more time to read the full message...



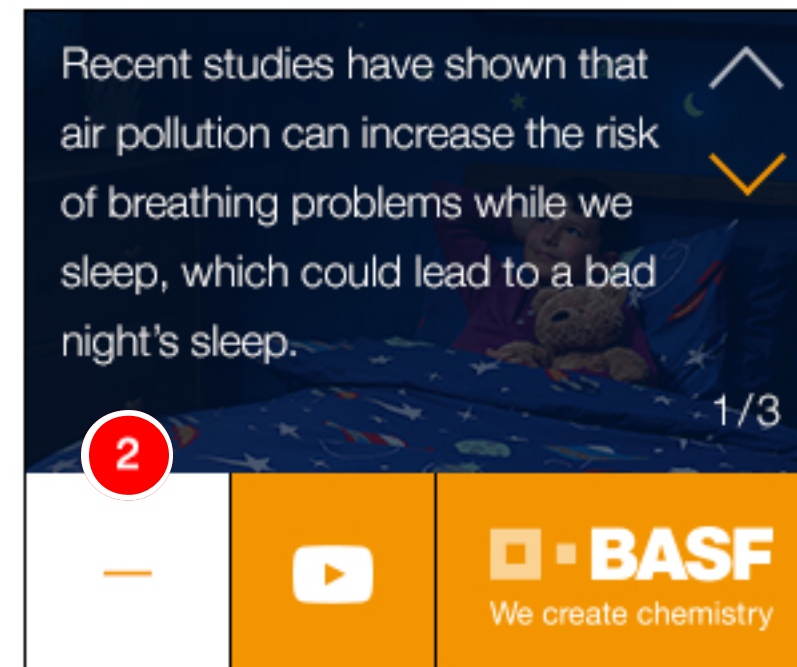
6) The previous copy fades out and a strong CTA fades in - one that reads well in its own right, when the animation stops. The brand bar slides up, and now allows for several, optional new features.



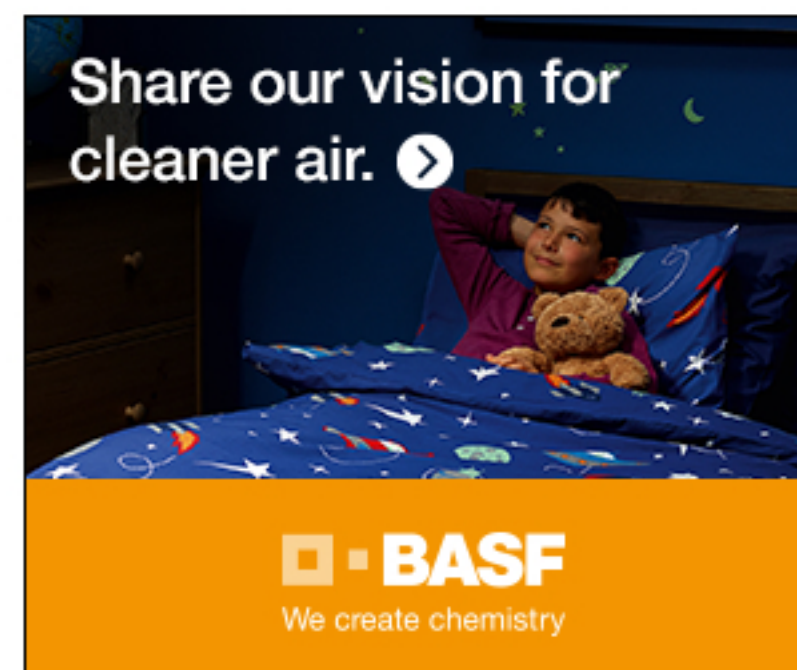
The end frame now allows for interactive elements that can be easily added, if required. These might include a second exit to additional BASF video content (1)...



Our show / hide tab would also allow for multiple slides or pages, if more space is needed (3), and would not be affected by time limits or looping restrictions.



...or a simple show / hide tab that would allow us to provide a little more 'teaser' information once the animation has ended, encouraging more traffic to the website.



And if no interactive elements are required then we can easily leave them out.

Possible interactive options...



An additional exit / clickTag to drive traffic to related BASF video content on BASF.com.



A show / hide tab that would allow us to provide a little more 'teaser' information once the animation has ended, and would encourage more traffic to BASF.com.



Alternative icon to the above.



An additional exit / clickTag to drive traffic to BASF's social media pages (FB, Twitter, Instagram, etc).



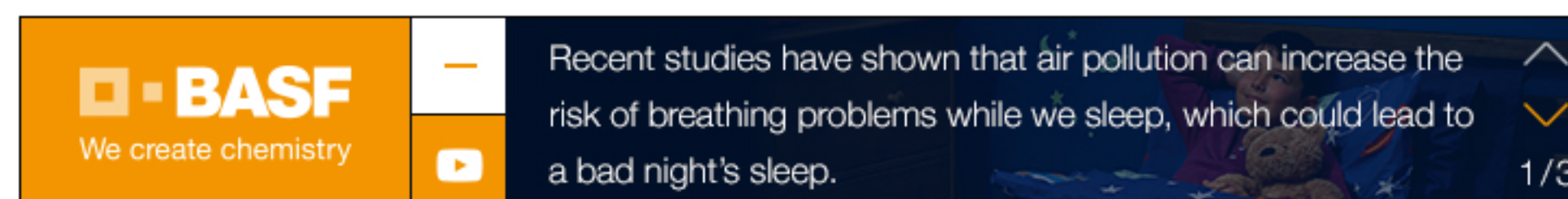
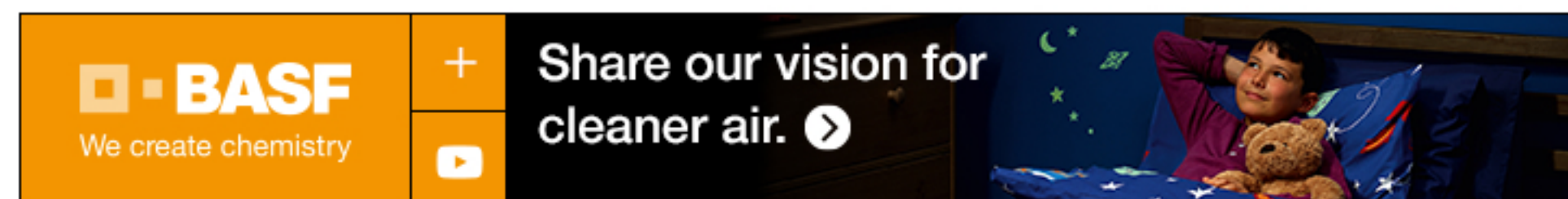
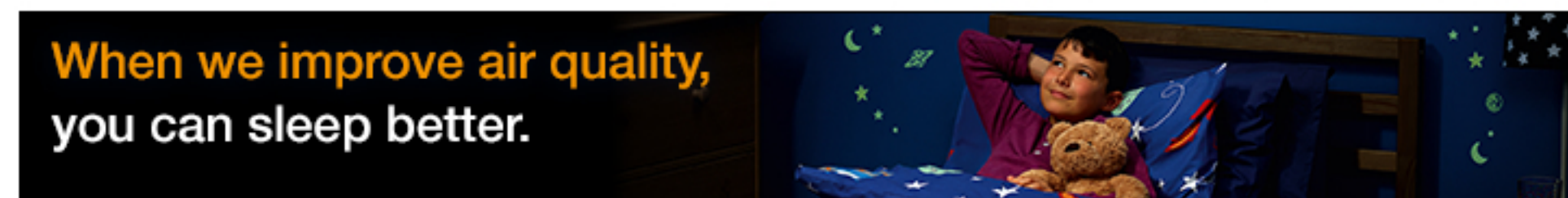
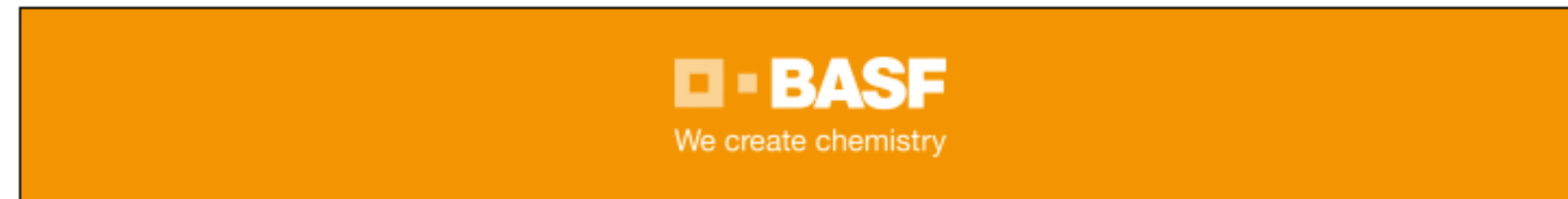
Helpful ideas and tips targetted at members of the public (e.g. how to sleep better, avoid pollution, etc).

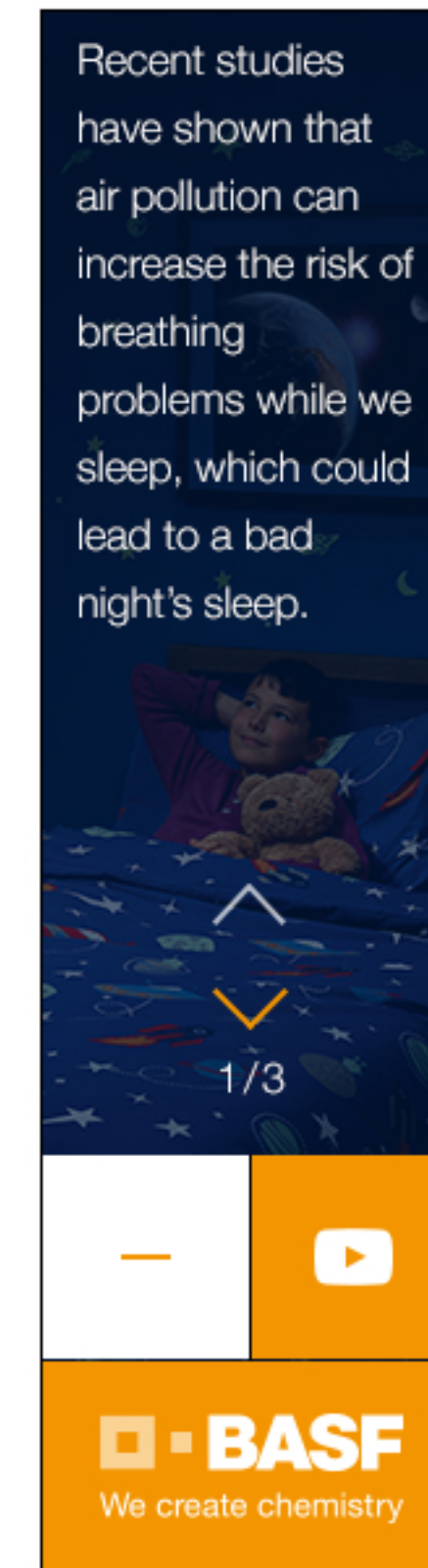
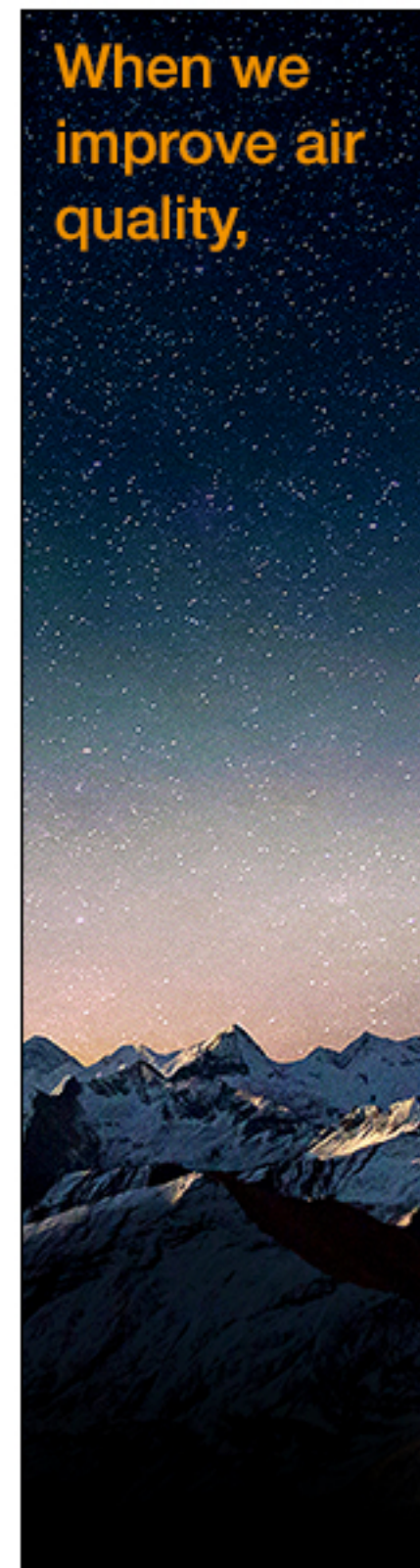


Additional teaser information targetted at business and industry viewers.



A replay button, which may allow us to circumvent time limits and looping restrictions (as it is a user-requested action).





Mejoramos la calidad del aire
para que duermas mejor.



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Als wij de luchtkwaliteit verbeteren,
kun jij beter slapen.

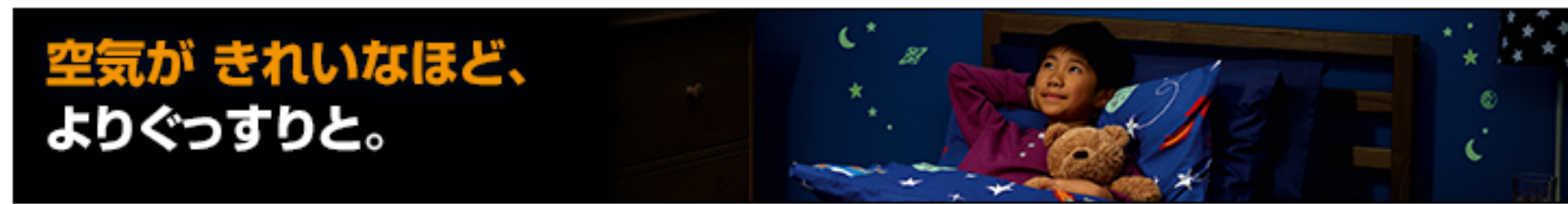


Als wij de
luchtkwaliteit
verbeteren,
kun jij beter
slapen.



Als wij de
luchtkwaliteit
verbeteren,
kun jij beter
slapen.





- A more striking opening frame that will stand out against competing content and the busy nature of most hosting web pages.
- A brief pause on the opening frame to allow our viewers time to locate our placement, followed by a mobile-friendly reveal.
- Animation that is more consistent with that seen in several BASF videos (such as “Siena”, “Take the Scenic Route” and our “Scenic Route Competition...” compilations).
- Text treatment that is more consistent with our print creatives, and that allows our viewers more time to read the full message.
- A clear, strong CTA that reads well following on from the previous copy, and also stands up as a line of copy in its own right (for when our time limits expire, and all animation must stop).
- Interactive tabs to allow us to provide additional ‘teaser’ information and encourage greater traffic to BASF.com (optional).
- Multiple ‘ClickTags’ to drive traffic to several destinations (optional).