



**NFL**

Saints Single Game Suites GIF, V1

# Summary

## CTA

Available Now

## Benefits/Key Messaging Description:

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- Using previously produced creative as inspiration (in the “Reference Files” folder on platform) create an animated GIF featuring paired players Cam & Demario and Alvin & Jameis to drive single game suite sales.

# Summary

## The Goal

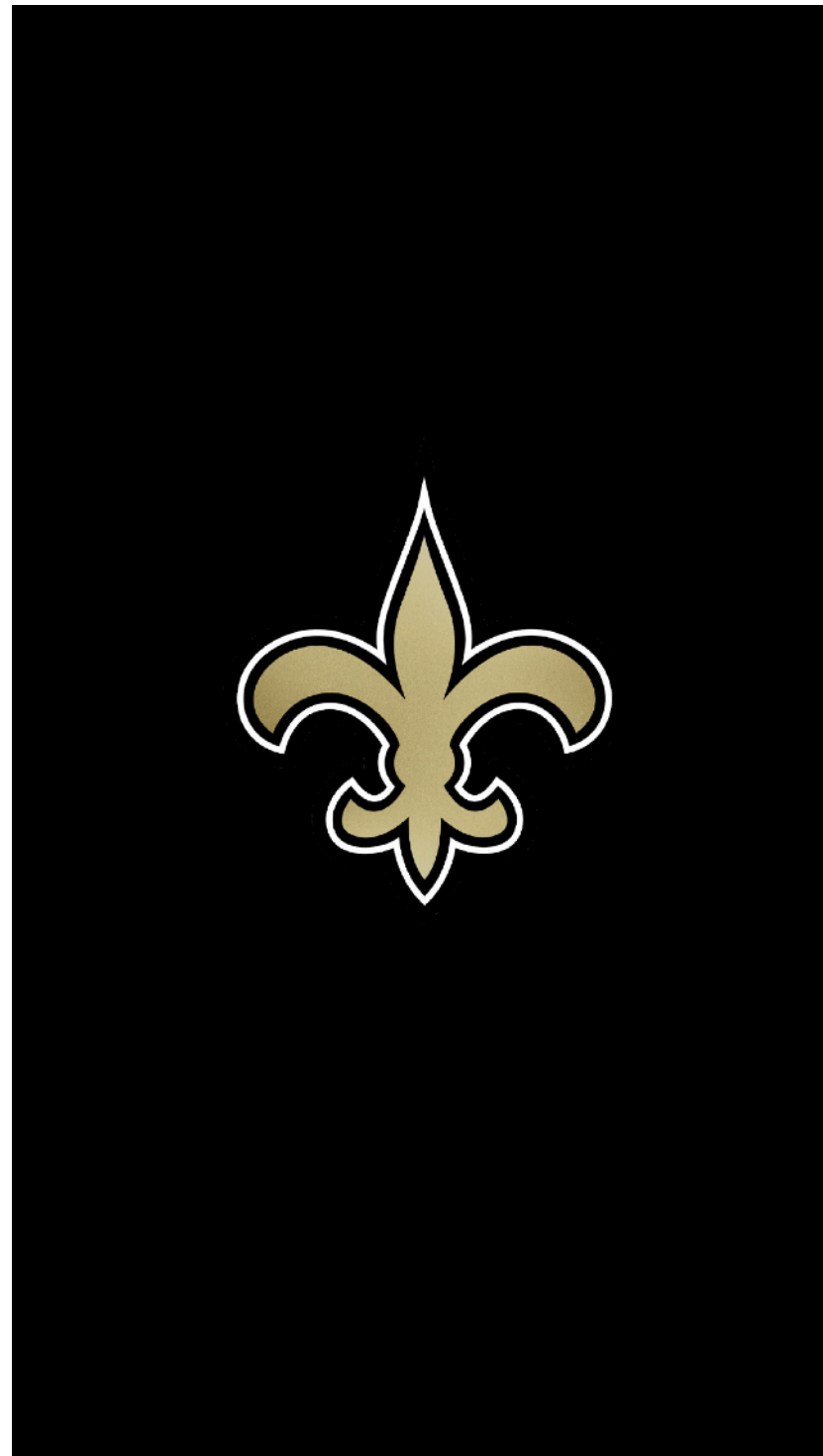
The goal is to sell single game suites. The audience needs to know that not only do you buy this for the game, but you can use it as a tool for your business to increase. Helps bring in and cultivate business, shows a level of success with your business, but also have a fun time at the game





# Summary

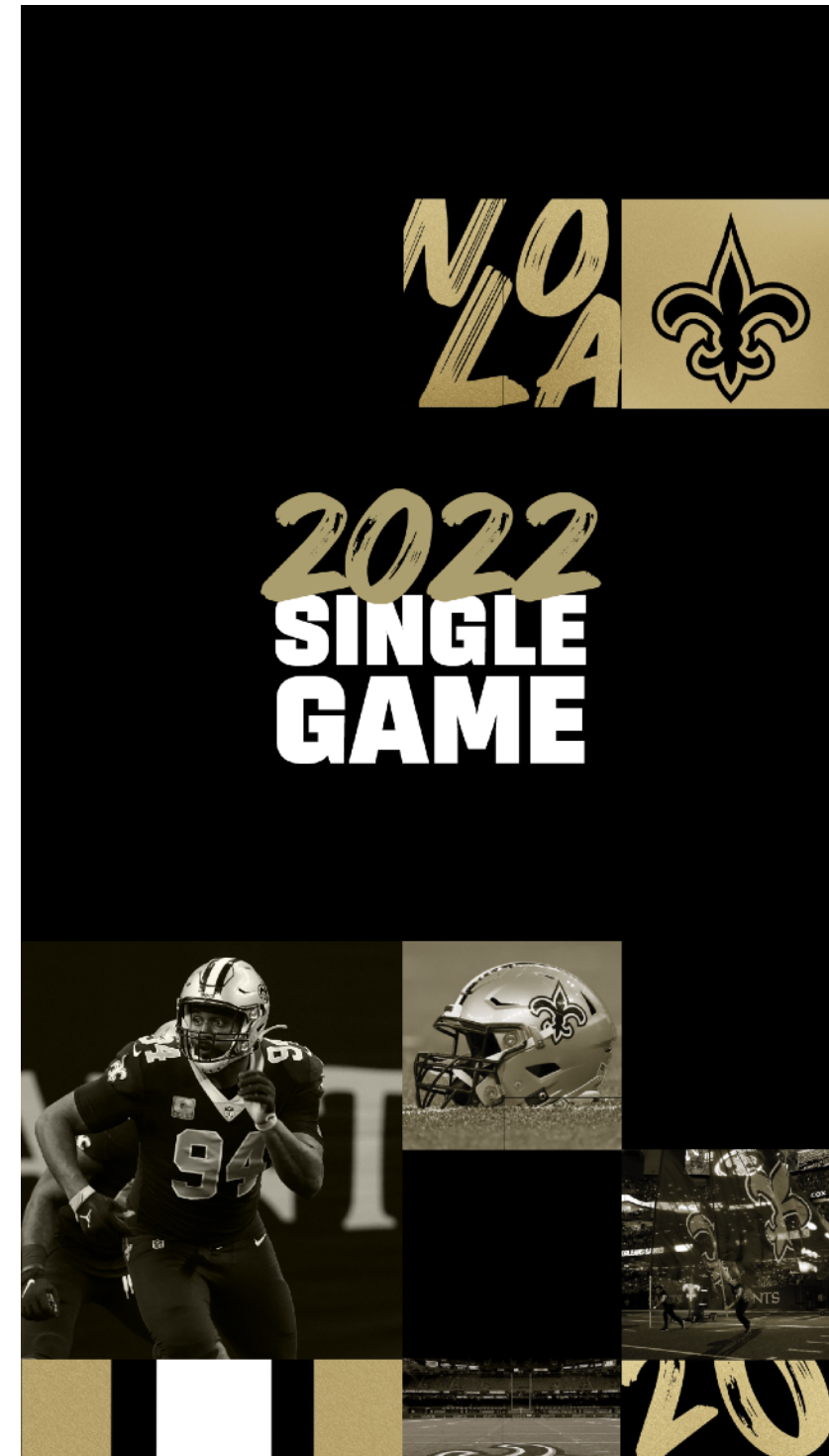
1



**Super:**

*Motion Direction: Open with the logo.*

2



**Super:**

*Motion Direction: Swap logo for copy. Thumbnails start animating in with a puzzle effect if possible.*

3



**Super:**

*Motion Direction: All copy and thumbnails are on screen.*

4



**Super:**

*Motion Direction: Players come out of their squares. CTA appears on screen.*

# Summary

5



**Super:**

*Motion Direction: Players morph into full color (see if this looks good when animated, otherwise we can keep it sepia (brown)).*

6



**Super:**

*Motion Direction: End card. Logo appears again, CTA animates.*

5



**NFL**

Saints Single Game Suites GIF, V2



# Summary

## CTA

Available Now

## Benefits/Key Messaging Description:

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# Summary

## The Goal

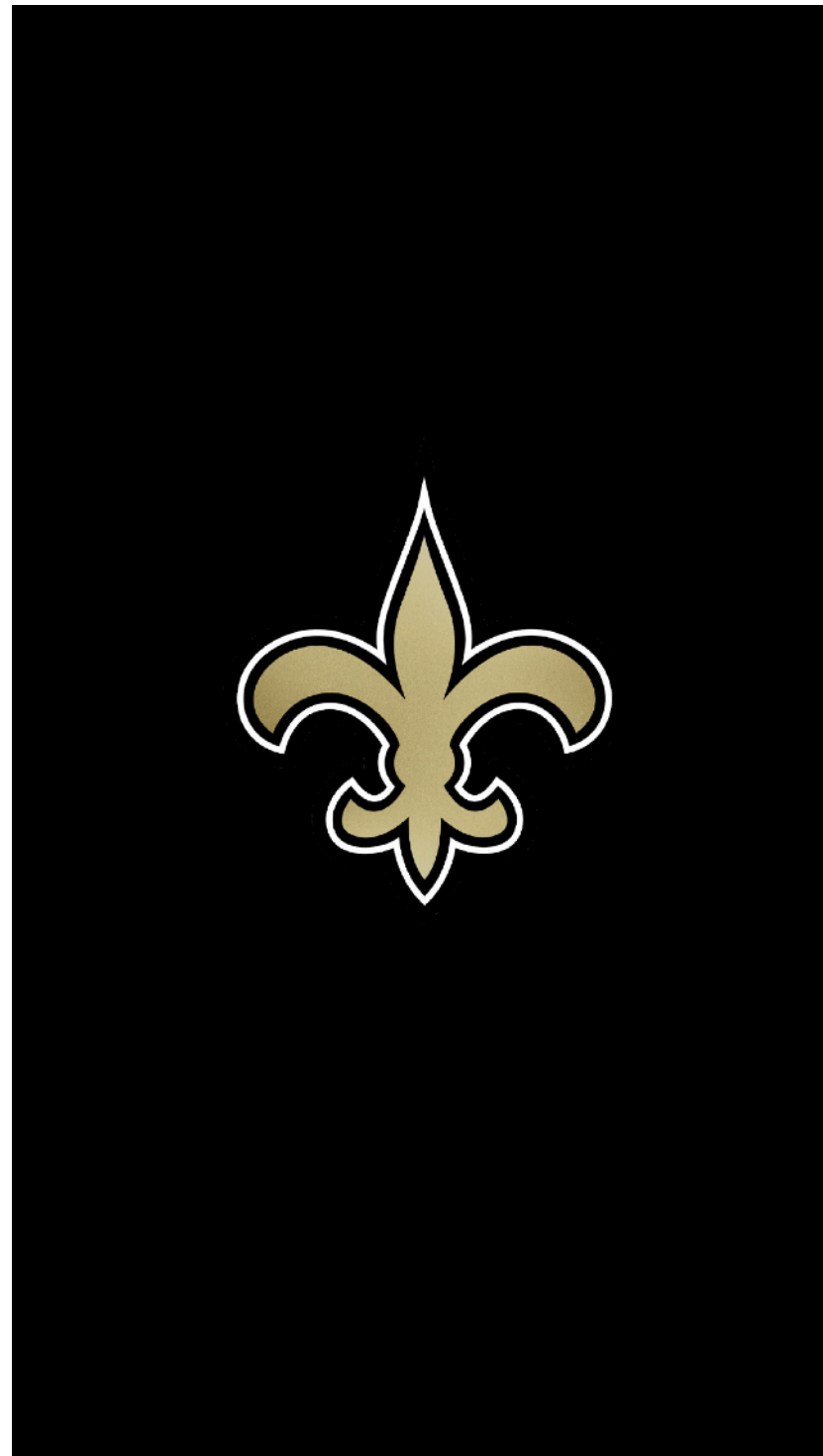
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# Summary

1



**Super:**

*Motion Direction: Open with the logo.*

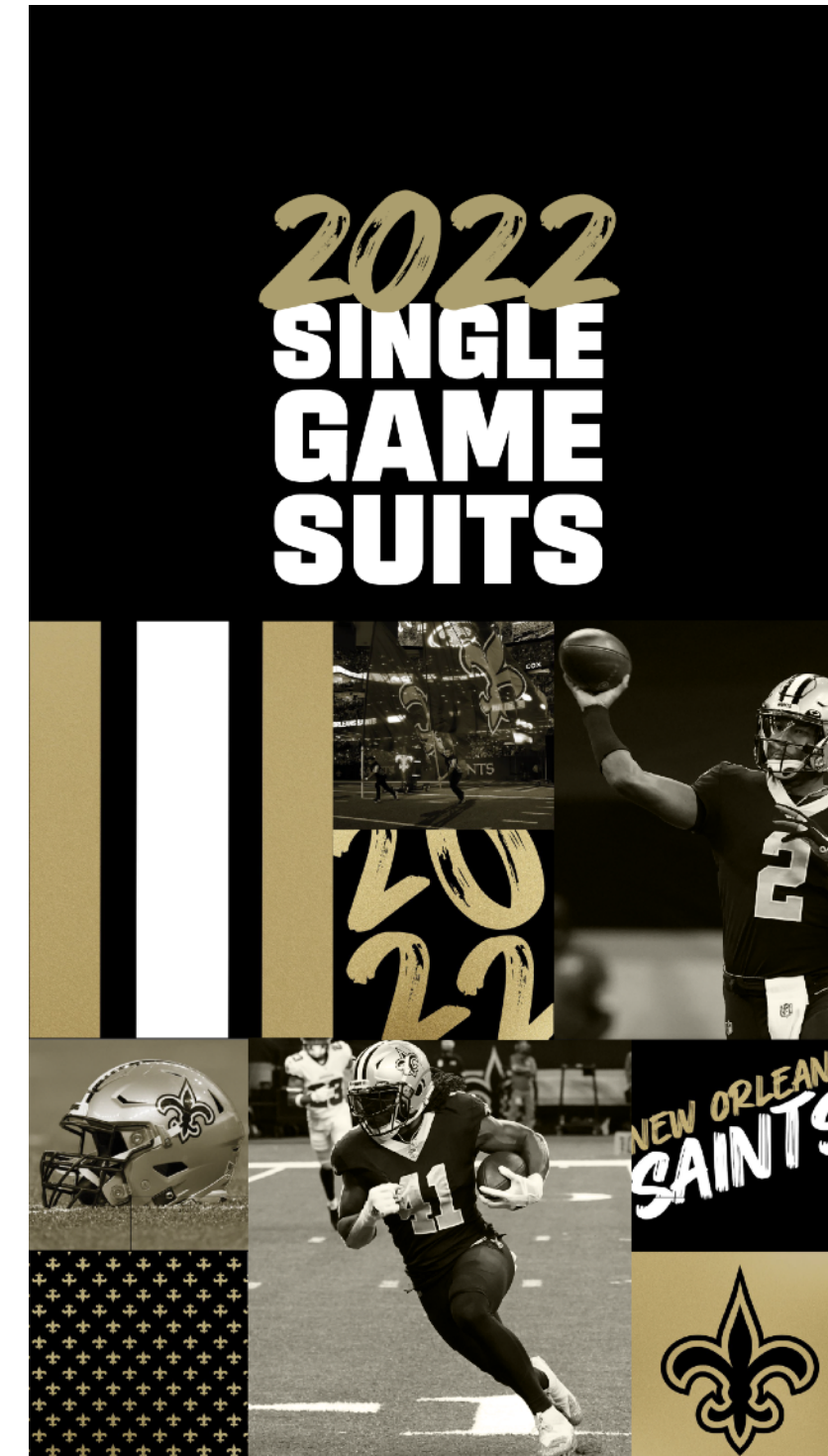
2



**Super:**

*Motion Direction: Swap logo for copy. Thumbnails start animating in with a puzzle effect if possible.*

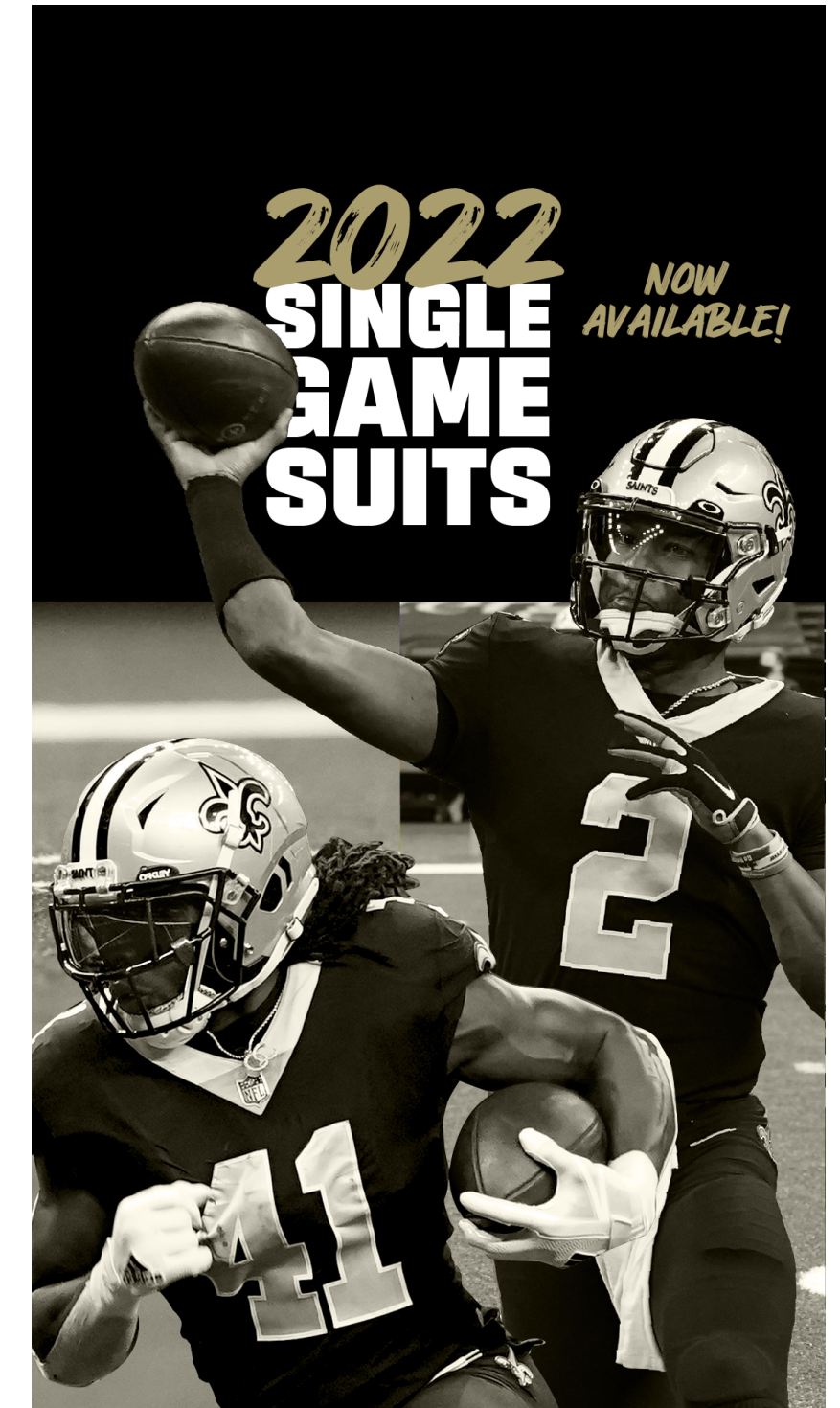
3



**Super:**

*Motion Direction: All copy and thumbnails are on screen.*

4



**Super:**

*Motion Direction: Players come out of their squares. Let's make sure we keep a field in the background. CTA appears on screen.*



# Summary

5



**Super:**

*Motion Direction: Players morph into full color (see if this looks good when animated, otherwise we can keep it sepia (brown)).*

6



**Super:**

*Motion Direction: End card. Logo appears again, CTA animates.*

5

**Thank you!**

