

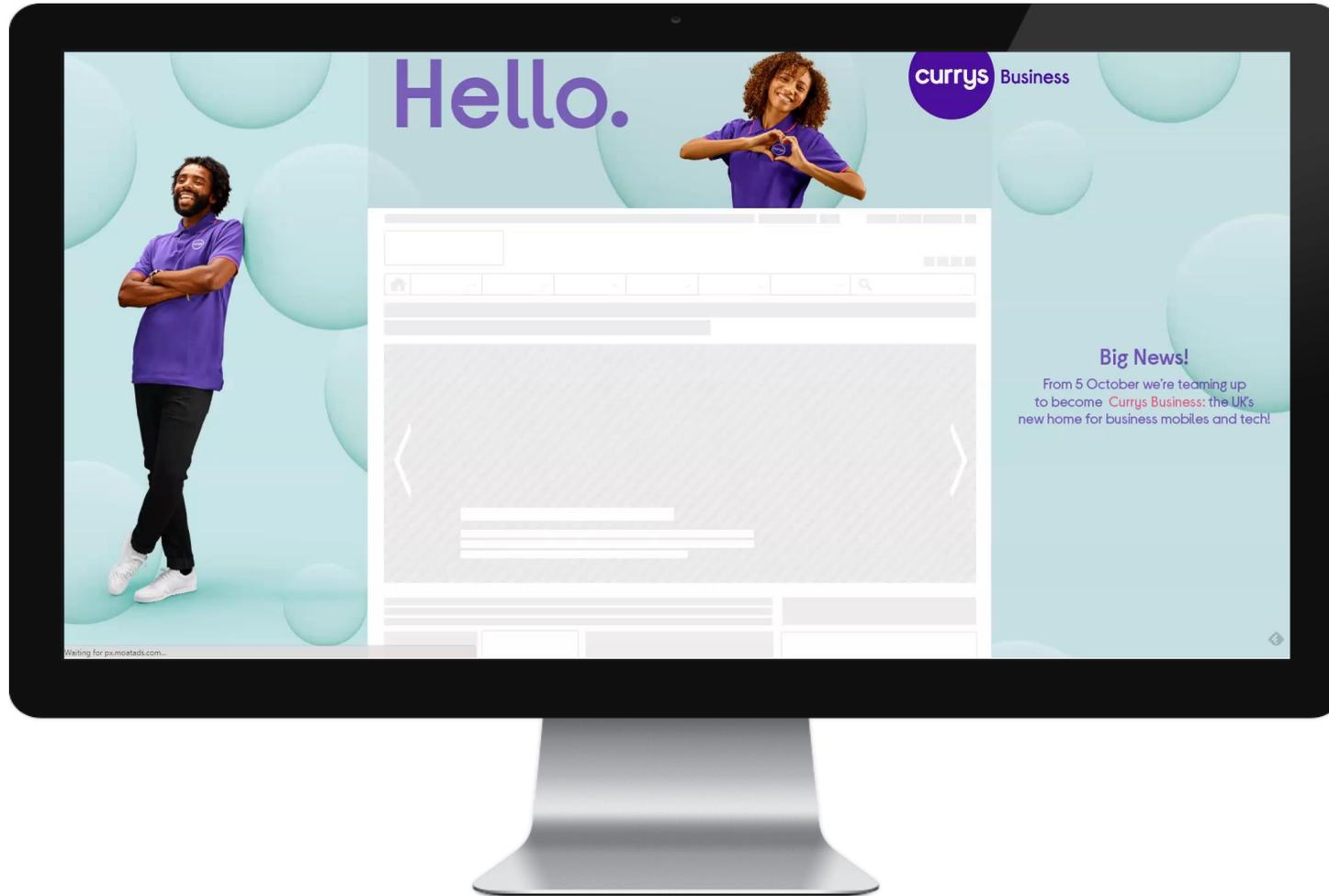
Best in class

Creative
Inspiration



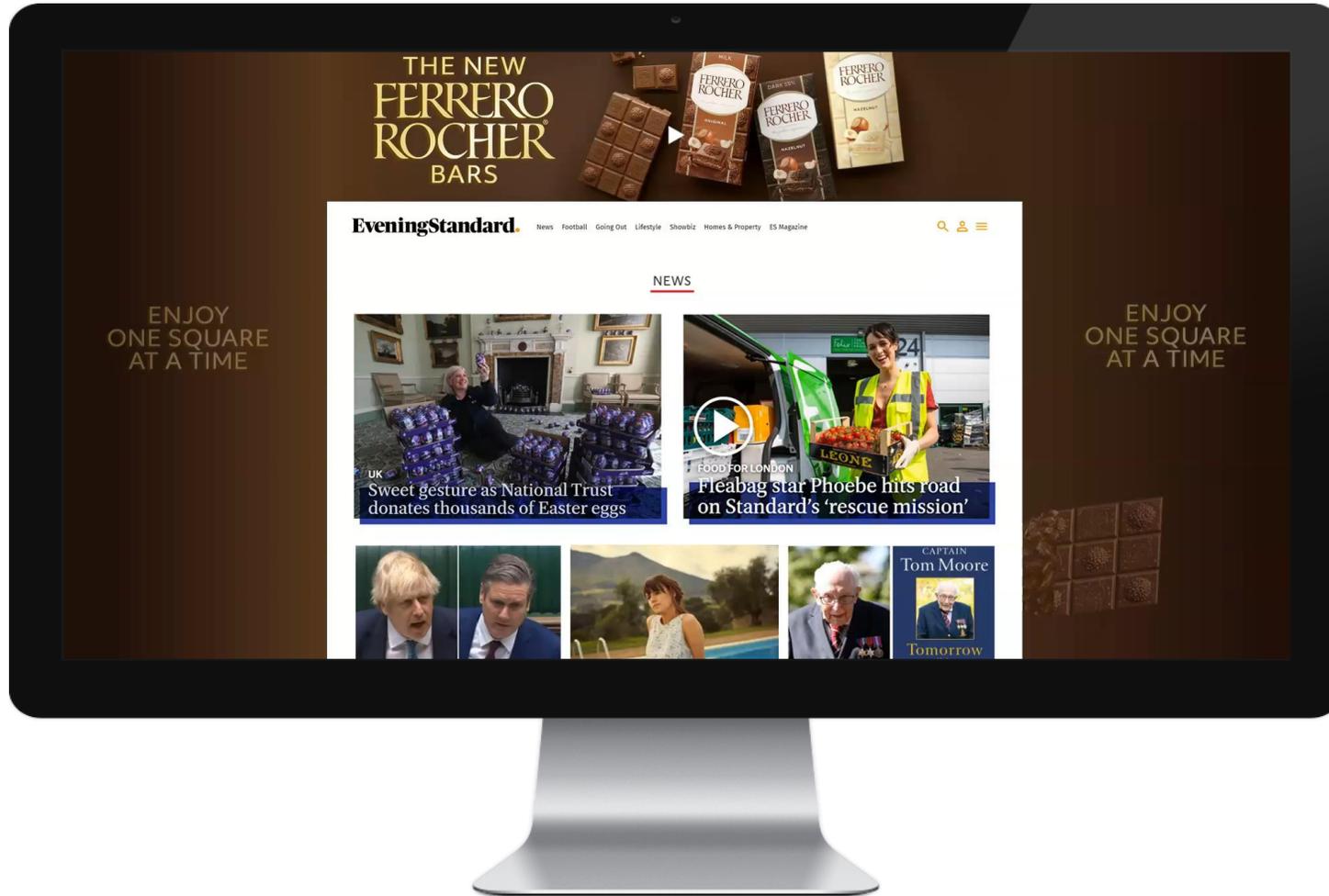
Brewdog:

- ✓ Strong and simple, bold story telling with on-brand creative.
- ✓ Repetition of real life product branding each with a different animation experience
- ✓ Excellent use of evolve functionality to showcase multiple products
- ✓ [Link to Demo](#)



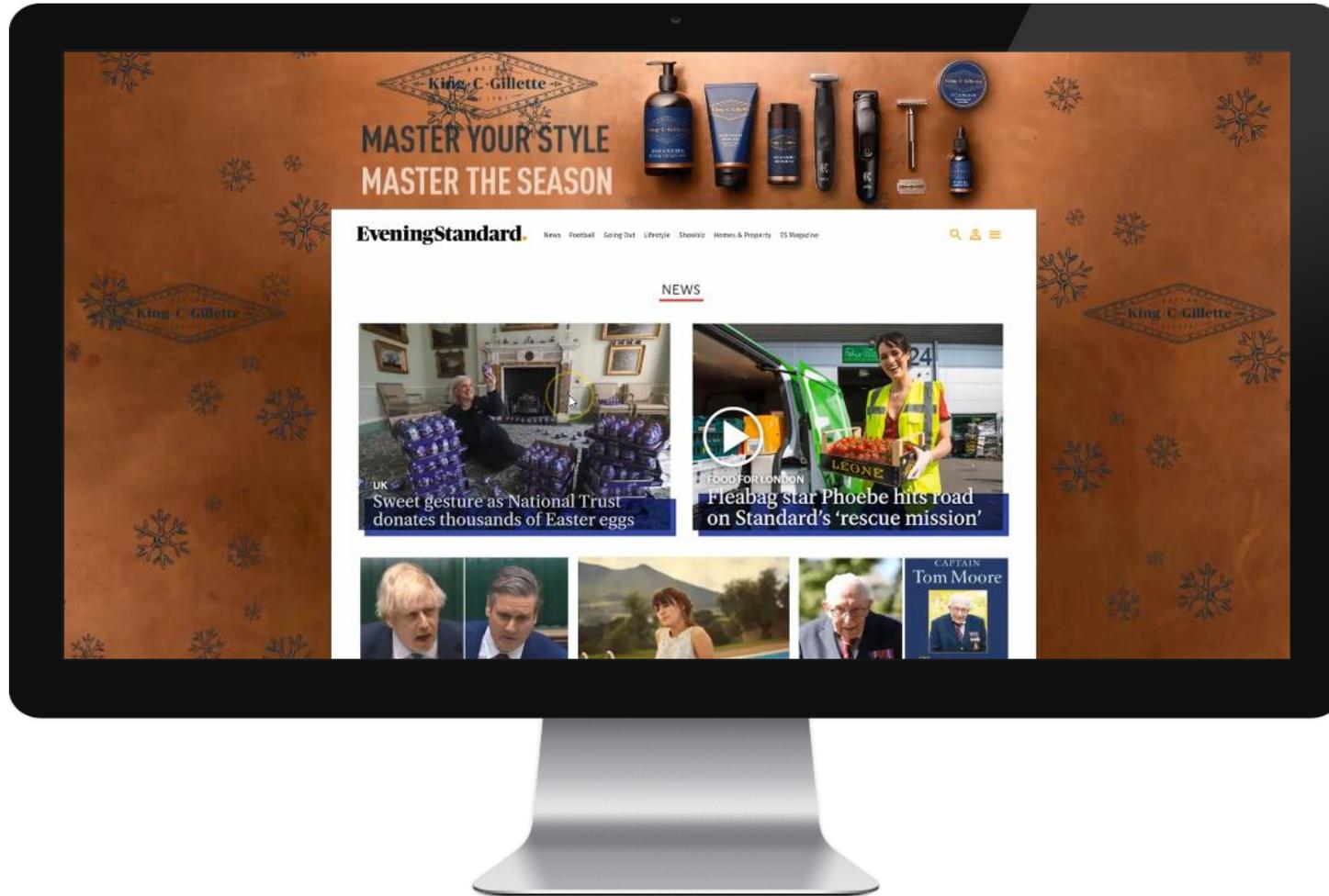
Curry's Business:

- ✓ Brings a human element to B2B messaging
- ✓ Subtle motion of background and creative transitions
- ✓ Responsive design to different screen resolutions
- ✓ [Link to Demo](#)



Ferrero Rocher:

- ✓ Multiple products and multiple videos cater for a range of audiences
- ✓ Evolve + Carousel feature prevents an overwhelming creative experience
- ✓ User can control the animation or simply scroll
- ✓ [Link to Demo](#)



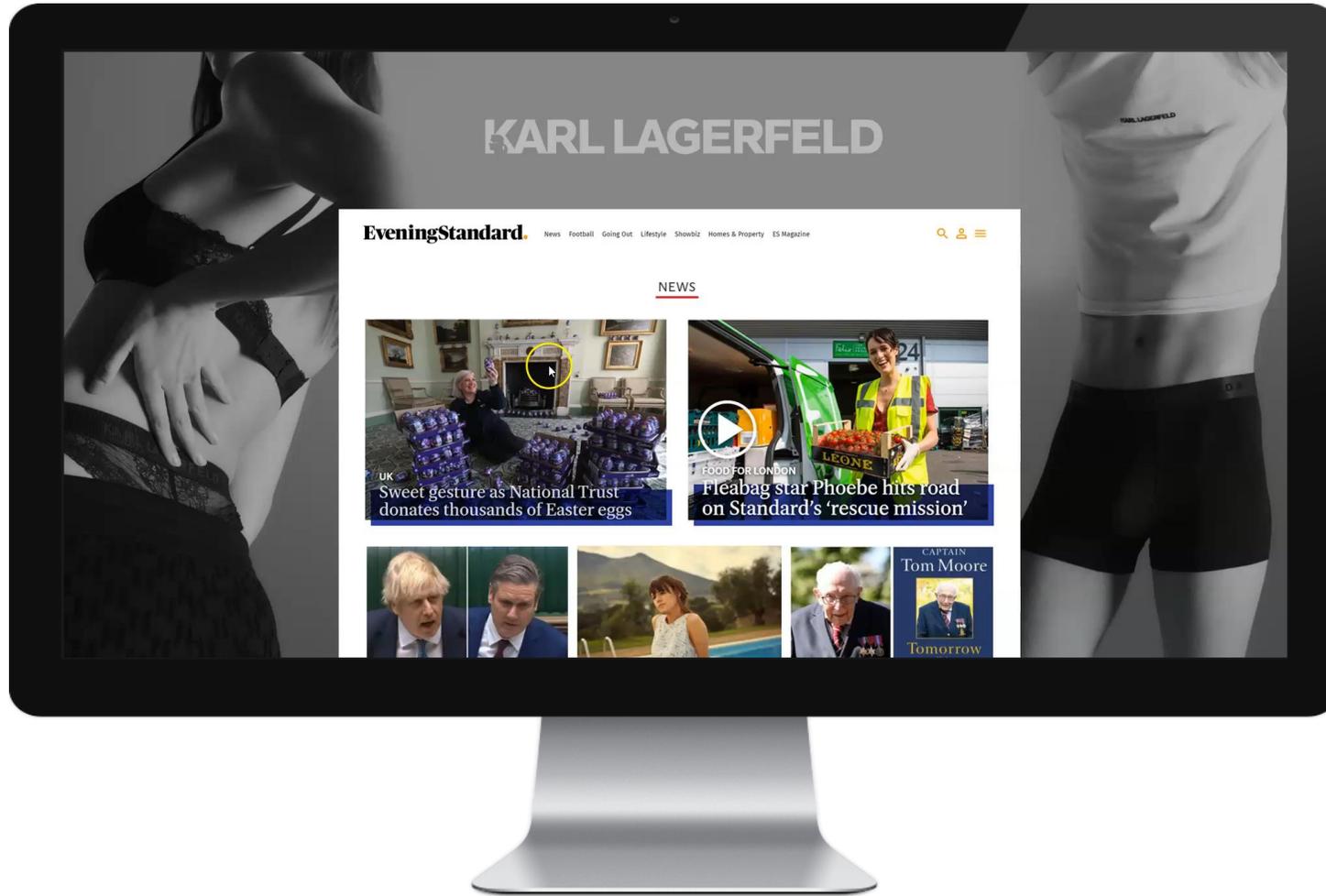
Gillette:

- ✓ Great shoppable creatives showcase the product range
- ✓ Subtle passive background animation.
- ✓ User can control the animation or simply scroll
- ✓ [Link to Demo](#)

Hartley's Jam:



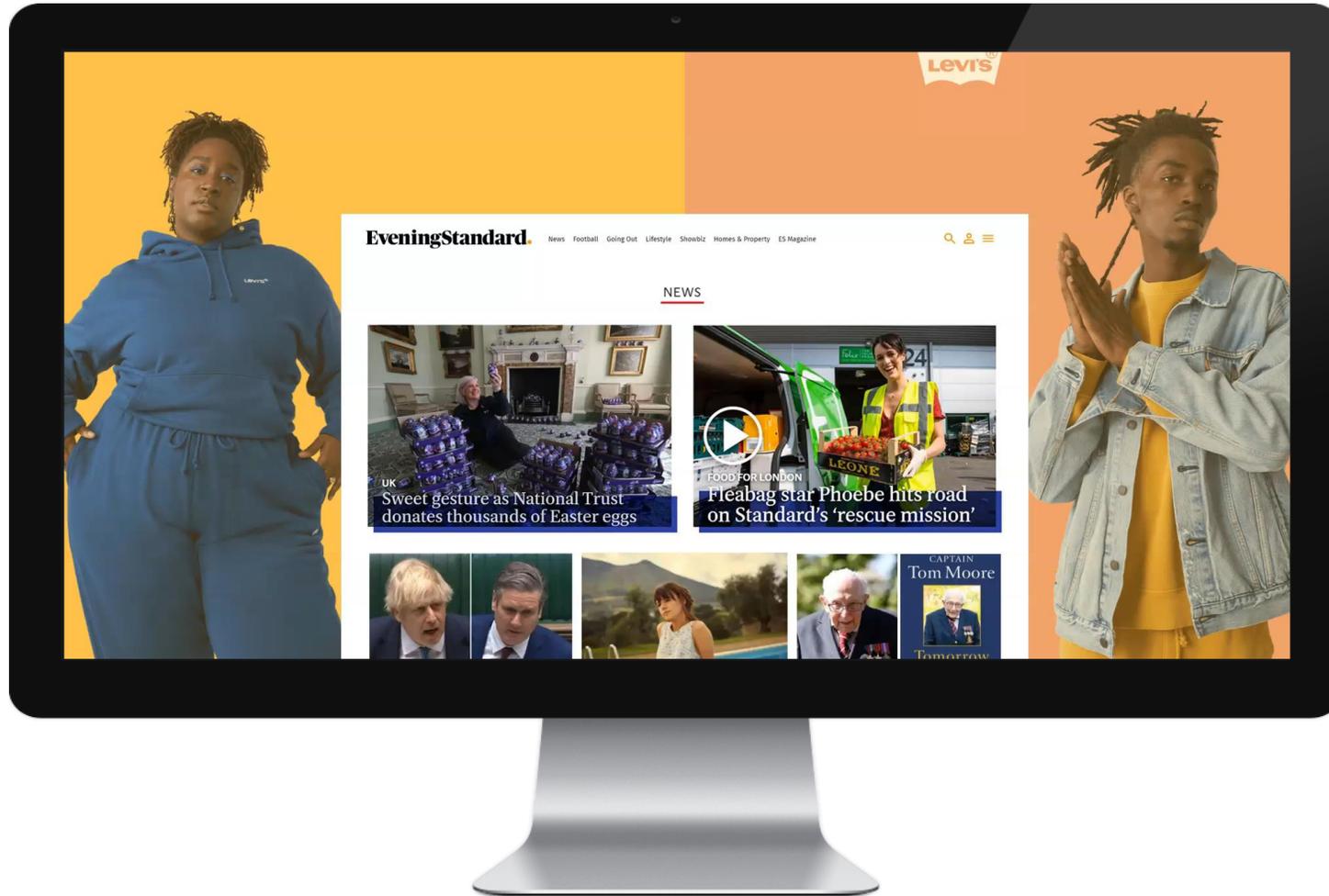
- ✓ Strong launch animation of balloon squash and pop
- ✓ Great responsive integration of video asset
- ✓ Simple clean product shot and information on scroll
- ✓ [Link to Demo](#)



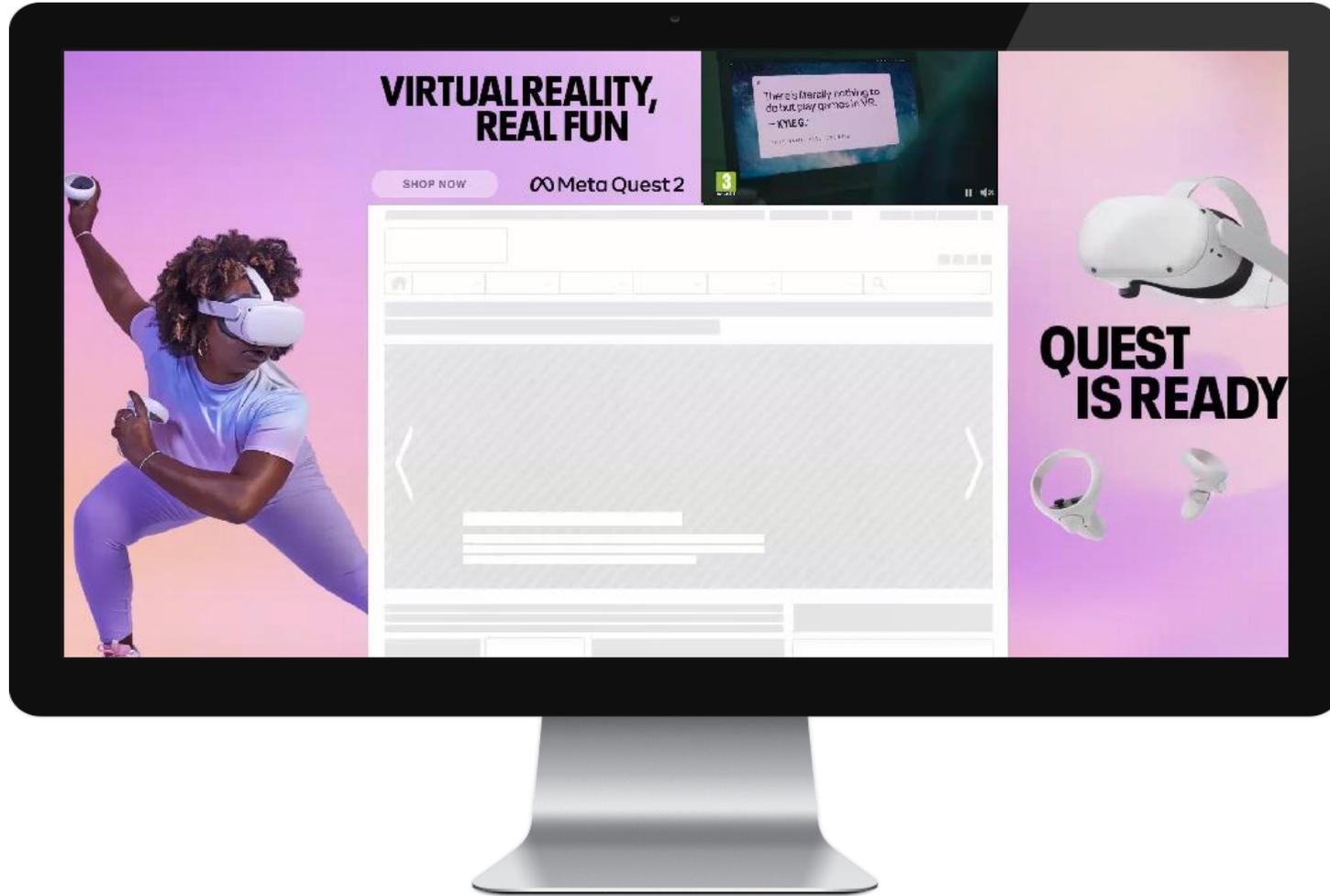
Karl Lagerfeld:

- ✓ Fantastic responsive use of dedicated vertical video assets
- ✓ Powerful left : right switching of Male : Female stories to drive messaging and attention
- ✓ Uncluttered, simple high impact brand message and call to action
- ✓ [Link to Demo](#)

Levi's:



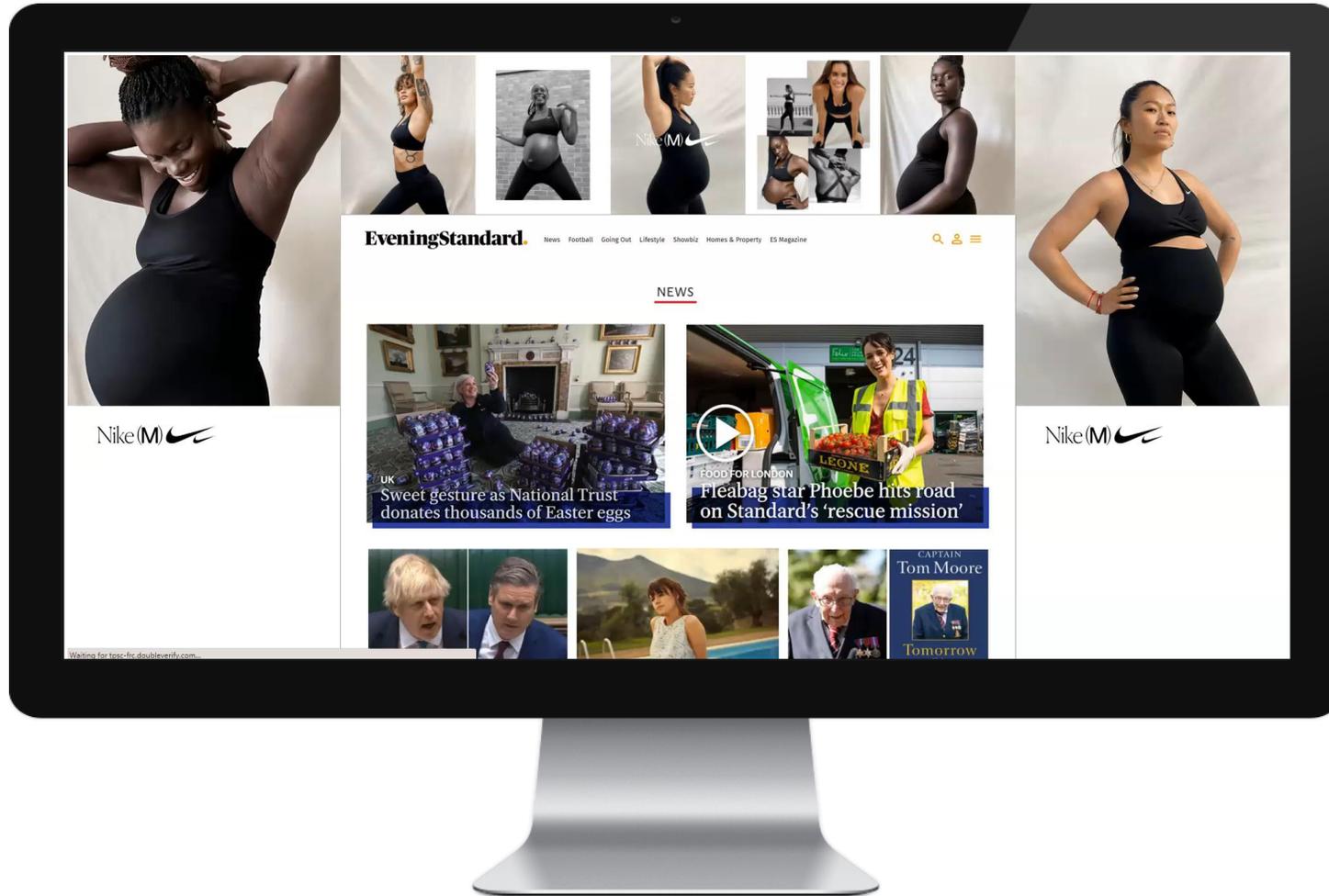
- ✓ Great Split creative / colour and product integration
- ✓ Subtle image zooms for each product shot
- ✓ Interactive roll over hotspots for product information
- ✓ Layered assets / copy animation give depth to imagery
- ✓ User control to scroll through alternate looks
- ✓ [Link to Demo](#)



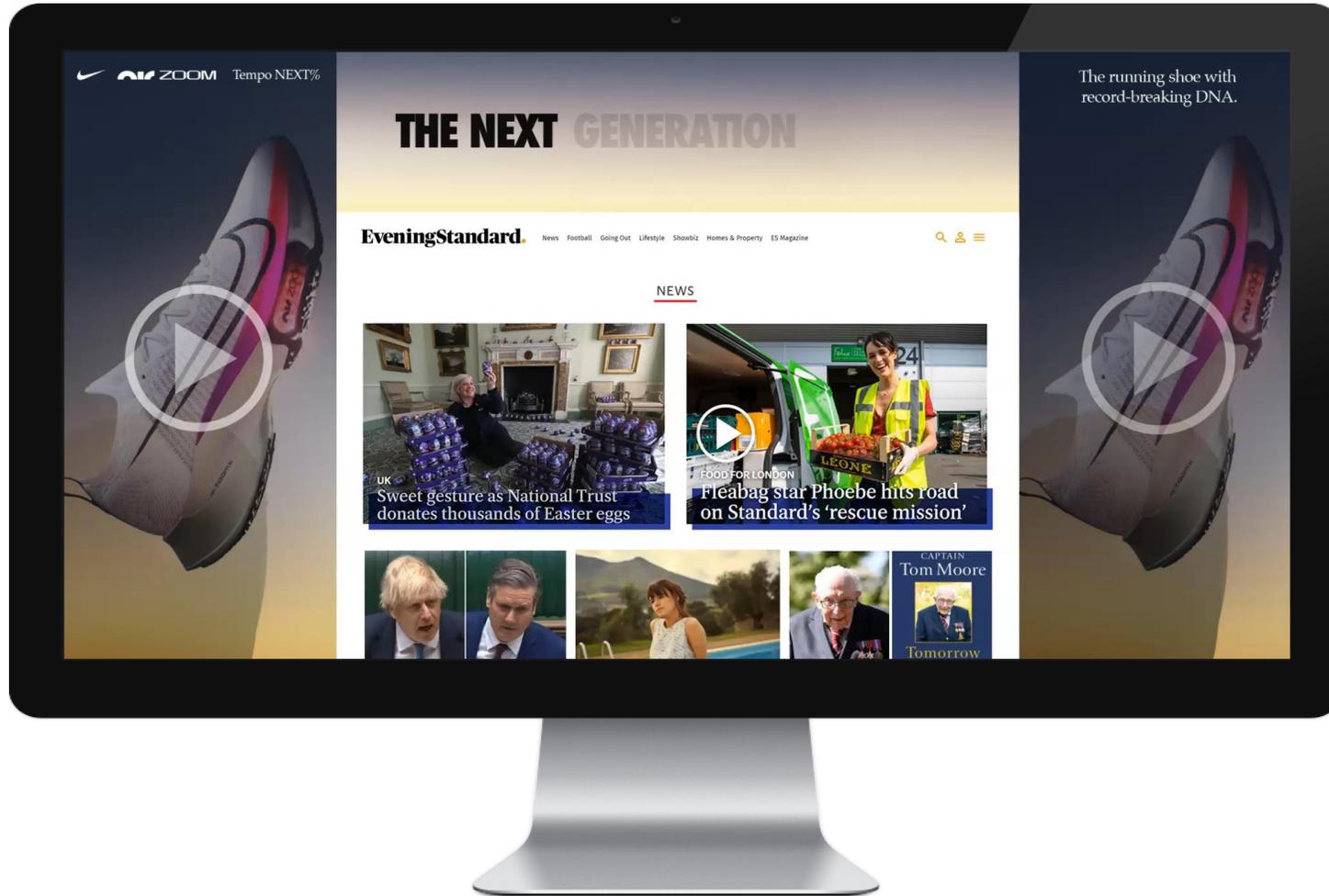
META Oculus:

- ✓ Layered assets / copy animation give depth to imagery
- ✓ Simple clean product shot and information on scroll
- ✓ Subtle passive product animation.
- ✓ [Link to Demo](#)

Nike Mothers Day:



- ✓ Great shoppable creatives showcase the product range
- ✓ Interactive roll over hotspots for product information
- ✓ Evolve + Carousel feature prevents an overwhelming creative experience
- ✓ [Link to Demo](#)



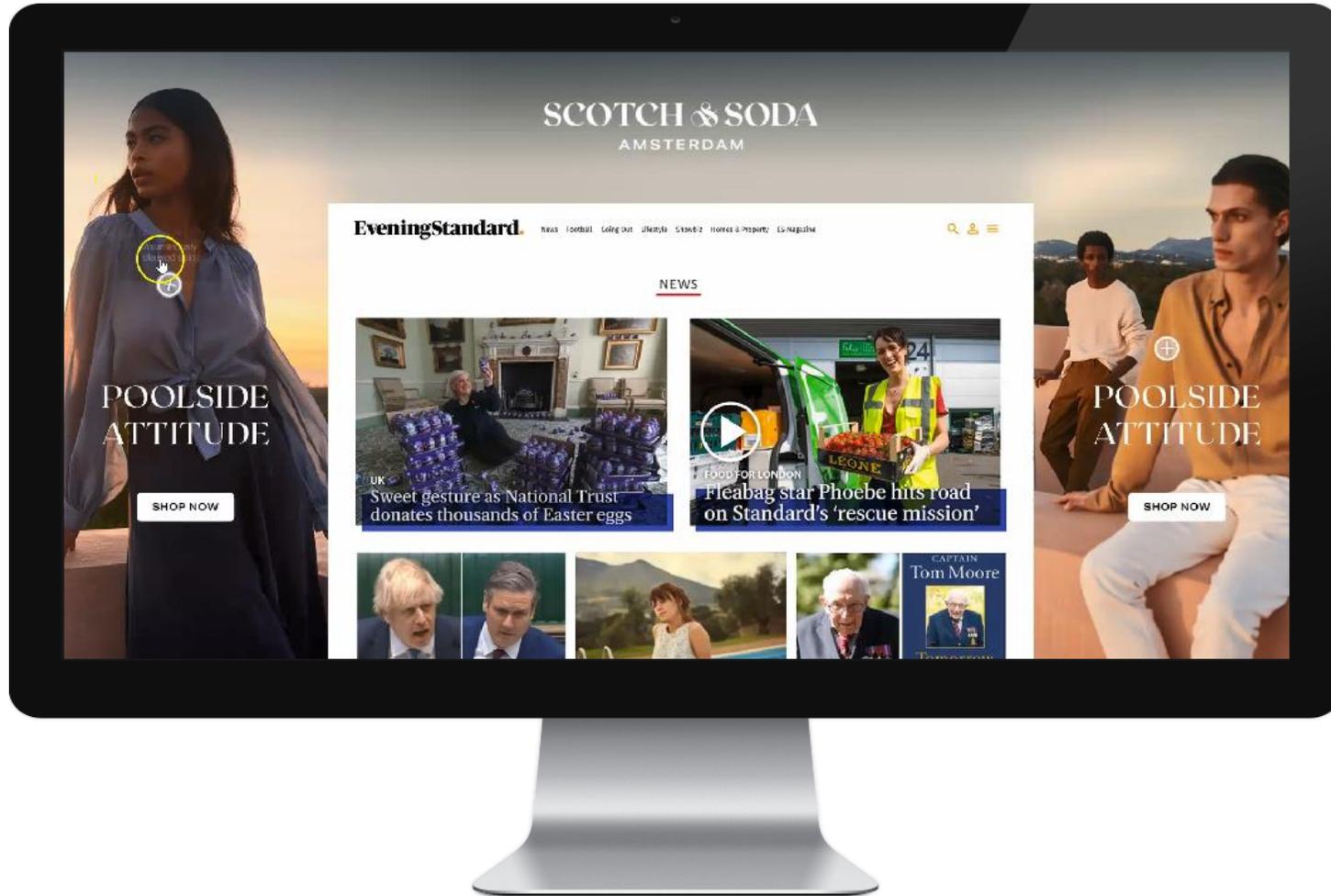
Nike Running Tempo:

- ✓ High impact dedicated vertical video assets to showcase product
- ✓ Strong on scroll imagery to educate consumer on product benefits
- ✓ [Link to Demo](#)



Nurishh:

- ✓ Simple uncluttered product evolution on scroll
- ✓ Strong use of colour to arrest eye
- ✓ Subtle passive product animation when static
- ✓ [Link to Demo](#)



Scotch & Soda:

- ✓ Beautiful product imagery on load
- ✓ Subtle image zooms for each product shot
- ✓ Interactive roll over hotspots for product information
- ✓ Simple integration of video assets
- ✓ [Link to Demo](#)



Under Armour:

- ✓ Multiple product shots on scroll
- ✓ Strong integration of horizontal and vertical video assets
- ✓ Subtle image zooms for each product shot
- ✓ Effective use of Evolve feature to showcase product range and drive interaction
- ✓ Passive animation when not scrolling
- ✓ [Link to Demo](#)

Thank-you



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