

# LIONS INNOVATION

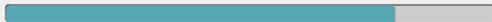
## CREATIVE REVIEW

## Headline | Copy



- Is there a compelling headline?
- Is the message conveyed in a short, simple and direct way?

## Call To Action



- Is the CTA always visible?
- Does it stand out?
- Does it look clickable?
- Is there a clear user benefit?
- Does it instill a sense of urgency?

## Design



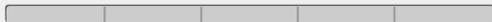
- Does the banner have enticing imagery?
- Does the banner maintain a visual hierarchy?

## Interactivity

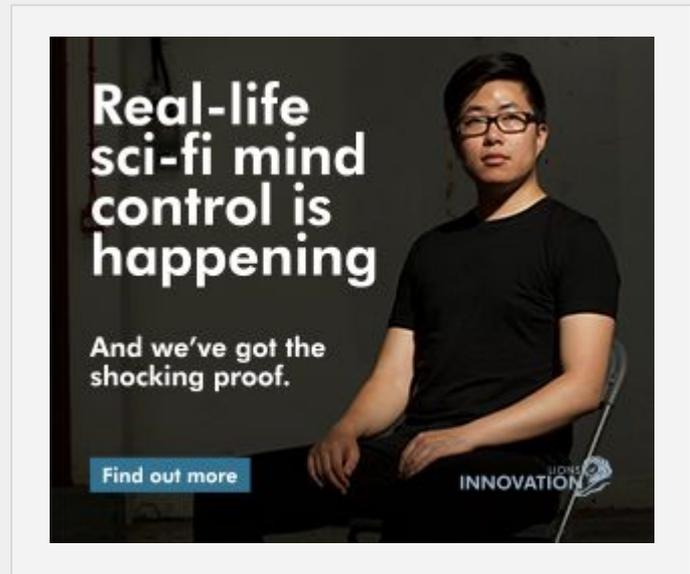


- Is there relevant interactivity?
- Is the interactivity intuitive and user friendly?

## Animation



- Does the animation succeed in grabbing the users attention?
- Does the animation resolve to a frame that makes sense on it's own?



## Suggestions

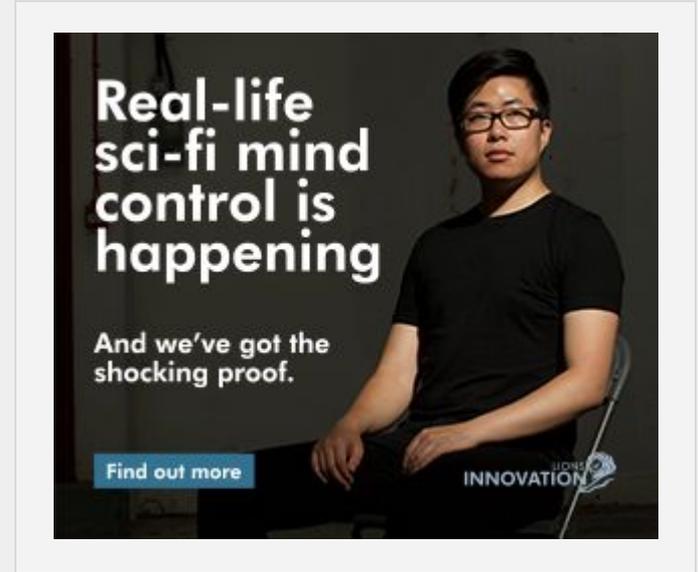
Overall this banner looks pretty good. The design is clean, the ad contains a compelling headline and the CTA has a clear user benefit. There are a few things we may want to adjust which could help improve the banner's performance:

The first thing we may want to tweak is the background image. A more interesting photo (*more bold/colorful, more exciting shot*) may help grab the user's attention.

Additionally, this banner is static so it does not contain any animation or interactivity. The eye is naturally attracted to movement, using animation is a great way to ensure the banner stands out on the page. A few ways we could add animation to this banner are:

- Add a countdown clock to the event (*this could help draw the user's eye while instilling a sense of urgency, which should improve the click through rate*)
- We could also simply have the headline and subhead slide in

Our general rule of thumb is to use animation to grab the user's attention, and use interactivity to draw the user in and let them engage with the banner. One easy way of adding interactivity to this unit would be to create a rollover effect on the CTA (have the button grow, change color or add a light sweep)

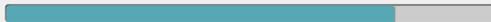


## Headline | Copy



- Is there a compelling headline?
- Is the message conveyed in a short, simple and direct way?

## Call To Action



- Is the CTA always visible?
- Does it stand out?
- Does it look clickable?
- Is there a clear user benefit?
- Does it instill a sense of urgency?

## Design



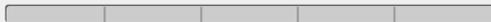
- Does the banner have enticing imagery?
- Does the banner maintain a visual hierarchy?

## Interactivity

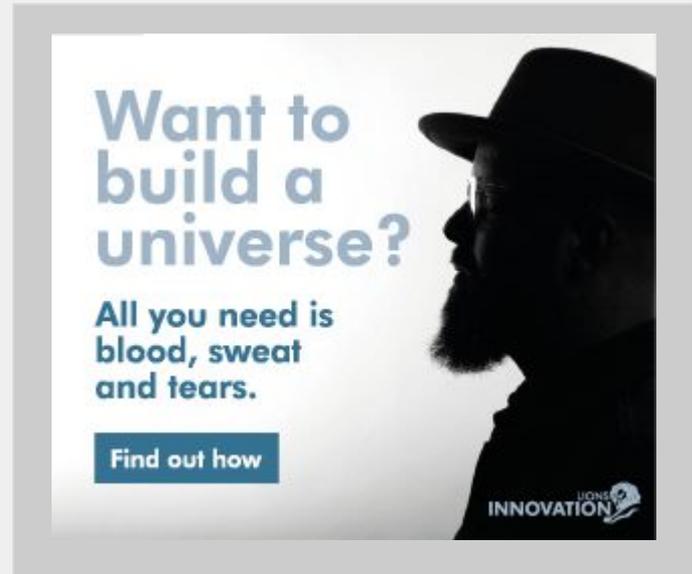


- Is there relevant interactivity?
- Is the interactivity intuitive and user friendly?

## Animation



- Does the animation succeed in grabbing the users attention?
- Does the animation resolve to a frame that makes sense on it's own?



## Suggestions

Similar to the last previous banner, this unit looks good. The design is clean, the ad contains a compelling headline and the CTA has a clear user benefit. I also think the photo on this banner is more compelling than the previous unit.

Once again we always recommend adding animation and interactivity to the banners we review, we could use the same animation suggestions from the other banner. Here few additional ideas we could try:

- Have the man slide into frame from off the right side of the banner
- Create an animated background, this could be something simple like having the color change, to something more complex like adding a particle system

Adding interactivity to this banner may be a little more tricky without a significant redesign, in addition to adding a rollover to the CTA we could explore the idea of having the man in the banner react to the user's mouse (*if we have the necessary assets*) the person could possibly rotate when the user rolls over part of the ad. Another idea would be to add more photos and allow the user to scroll through them like a gallery.

