## Black Friday Promo

R1 Banner Design
11.02.2012

AKQA

## 60\% off Banners

## BRIGHT FRIDAY EVENT <br> पP60\%

THE ENTIRE STORE

1. " $60 \%$ off" slides in from the side. "up to" appears, and "the entire store " slides in from side.

## BRIGHT <br> FRIDAY <br> EVENT


THE ENTIRE STORE THROUGH $11 / 25$

## Get to stores now >

4. " $60 \%$ off" slides in from the side. "up to" appears, and "entire store until $11 / 25$ " slides in from side. CTA Appears.

## POWER-GIFTING

 STARTS NOW
## GAP

2. "Power-gifting" appears, and "Starts now" slides in from side.
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BRIGHT
FRIDAY
EVENT
```

GET THE DEALS NOW THROUGH 11/25
3. "Get the deals" appears, and "Now through 11/25" slides in from side.


1. "The Gap Friends" lockup drops down from top of frame. "Up to" reveals, then " $60 \%$ off" reveals. "The entire store" slides in from the side.

2. "Tees" Slides in and $\$ 10$ appears.

ARRIVE FASHIONABLY EARLY FRIDAY UNTIL NOON IN STORES ONIY

## fiAP

2. "Arrive fashionably early" slides in from the side. "Friday until noon" appears, and "In stores" only slides in from side.

3. KB T's" Slides in and $\$ 5$ appears.

## SWEATERS \$19

3. "Sweaters" Slides in and $\$ 19$ appears.

4. "The real deals" slides in from the side. "Happens Friday" appears, and "Until noon" slides in from side. CTA Appears

## UP TO 60\%

THE ENTIRE STORE

## POWER

 GIFTING STARTS NOW1. " $60 \%$ off" slides in from the side. "up to" appears, and "the entire store" slides in from side.
2. "Power-gifting" appears, and "Starts now" slides in from side.

3. "Get the deals" appears, and "Now through 11/25" slides in from side.

4. "The Gap Friends" lockup drops down from top of frame. "Up to" reveals, then "60\% off" reveals of frame. "Up to" reveals, then " $60 \%$ off" $r$

## ARRIVE

 , EARLY FRIDAY UNTIL NOONIN STORES ONIY

## fAP

2. "Arrive fashionably early" slides in from the side "Friday until noon" appears, and "In stores" only slides in from side.


60\% off Banners - Doorbuster
$300 \times 600$

5. "KB T's" Slides in and $\$ 5$ appears.

## THE REAL DEALS HAPPEN FRIDAY UNTIL NOON

Find the deals in stores >
Certain exclusions apply.
See store associates for details.
7. "The real deals" slides in from the side "Happens Friday" appears, and "Until noon" slides in from side. CTA Appears.


1. "60\% off" slides in from the side. "up to" appears and "the entire store" slides in from side.
2. "Power-gifting" appears, and "Starts now" slides in from side.
3. "Get the deals" appears, and "Now through 11/25" slides in from side.
4. " $60 \%$ off" slides in from the side. "up to" appears, and "entire store until 11/25" slides in from side. CTA Appears

5. "The Gap Friends" lockup drops down from top of frame. "Up to" reveals, then " $60 \%$ off" reveals. "The entire store" slides in from the side.
6. "Arrive fashionably early" slides in from the side "Friday until noon" appears, and "In stores" only slides in from side.
7. "Sweaters" Slides in and $\$ 19$ appears

8. "Tees" Slides in and $\$ 10$ appears.
9. "KB T's" Slides in and $\$ 5$ appears.
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10. "The real deals" slides in from the side. "Happens Friday" appears, and "Until noon" slides in from side. CTA Appears.

## 60\% off Banners - Doorbuster

$160 \times 600$


## bRIDAY POWER-GIFTING STARTS NOW

1. " $60 \%$ off" slides in from the side. "up to" appears, and "the entire store" slides in from side.
2. "Power-gifting" appears, and "Starts now" slides in from side.
3. "Get the deals" appears, and "Now through $11 / 25$ " slides in from side.
4. " $60 \%$ off" slides in from the side. "up to" appears, and "entire store until 11/25" slides in from side. CTA Appears.

## BRIGHT

FRIDAY
EVENT

## UP $/$ \% THE ENTIRE UNTIL 11/25 <br> Get to stores now >

## ARRIVE FASHIONABLY EARLY FRIDAY UNTIL NOON IN STORES ONLY

## SWEATERS \$19

2. "Arrive fashionably early" slides in from the side "Friday until noon" appears, and "In stores" only slides in from side.
3. "Sweaters" Slides in and \$19 appears.
4. "Tees" Slides in and $\$ 10$ appears.

## tees \$10

QAP
5. KB T's" Slides in and $\$ 5$ appears.

## KB T's \$5

THE REAL DEALS
HAPPEN FRIDAY UNTIL NOON
Certain exclusions apply, details
See store associates for
Find the deals in stores >

60\% off Banners - Sale

## Thank You

Merci•Grazie・ありがと・謝謝

