

Black Friday Promo

R1 Banner Design

11.02.2012

AKQA

GAP



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.

60% off Banners - Sale

300x250



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. "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.



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



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

60% off Banners - Doorbuster

300x250



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300x600



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60% off Banners - Doorbuster

300x600



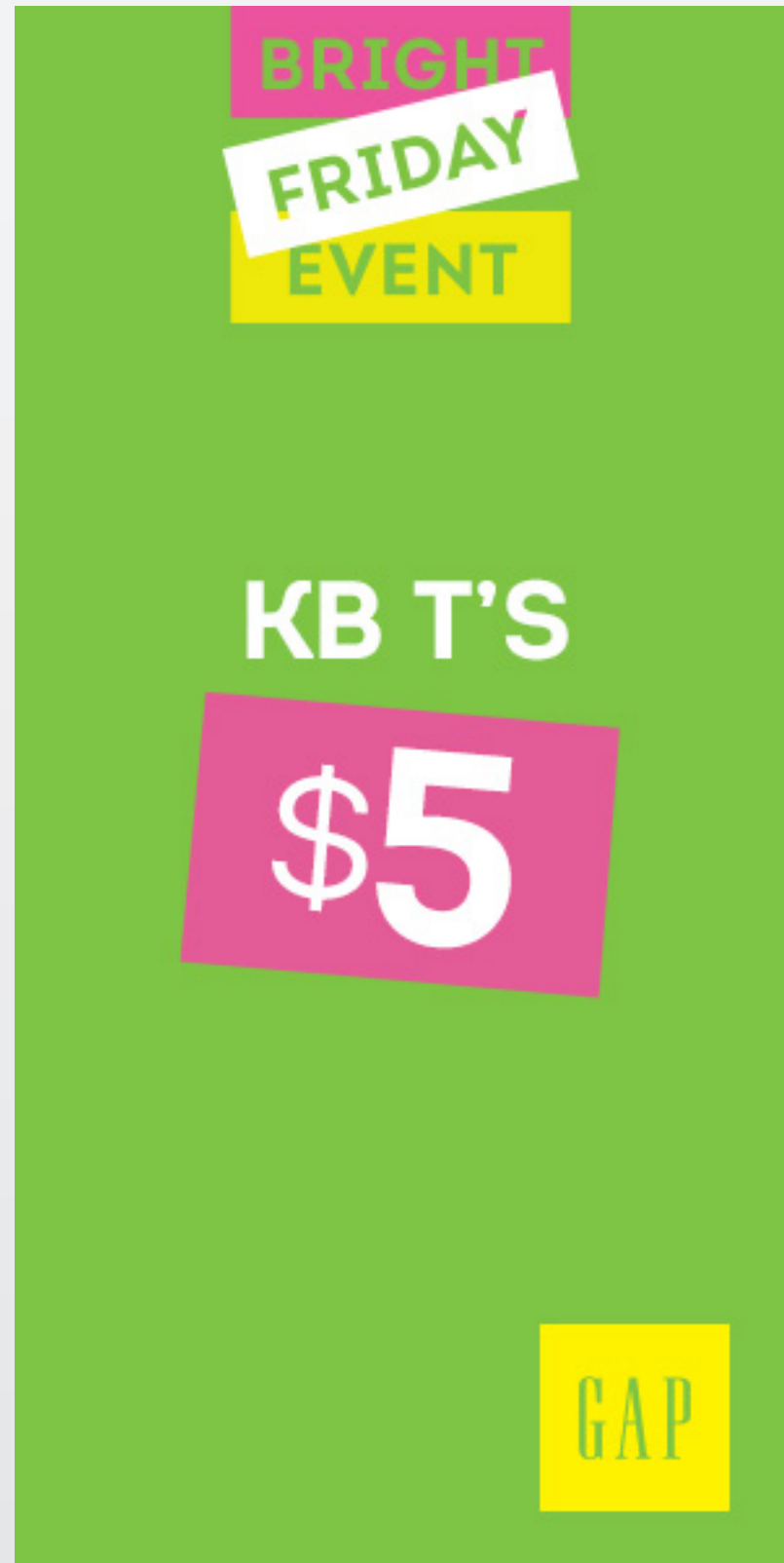
3. "Sweaters" Slides in and \$19 appears.



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

60% off Banners - Doorbuster

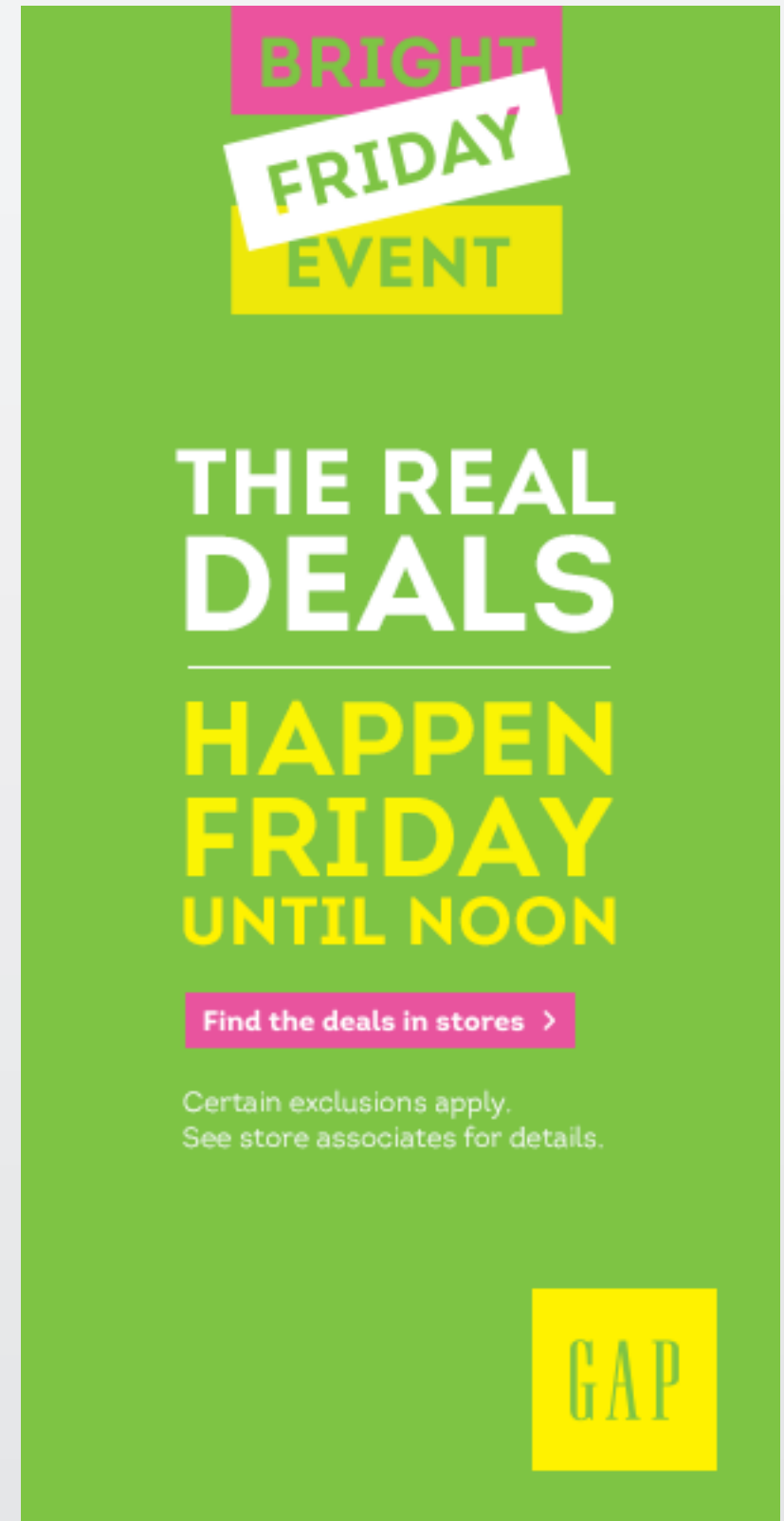
300x600



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



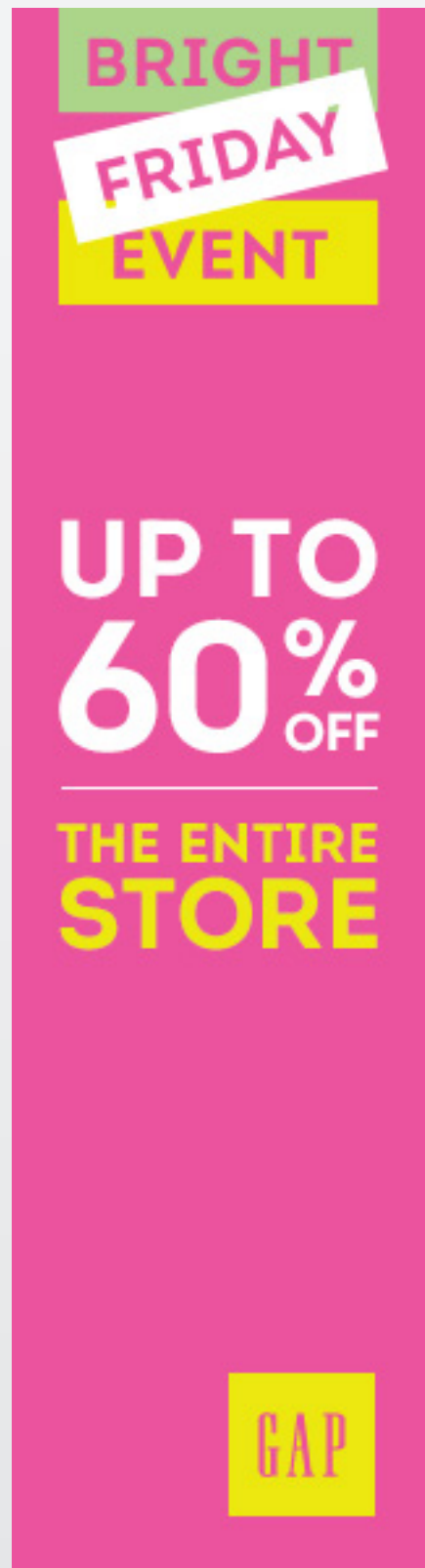
6. "PJ SETS" Slides in and \$19 appears.



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

60% off Banners - Doorbuster

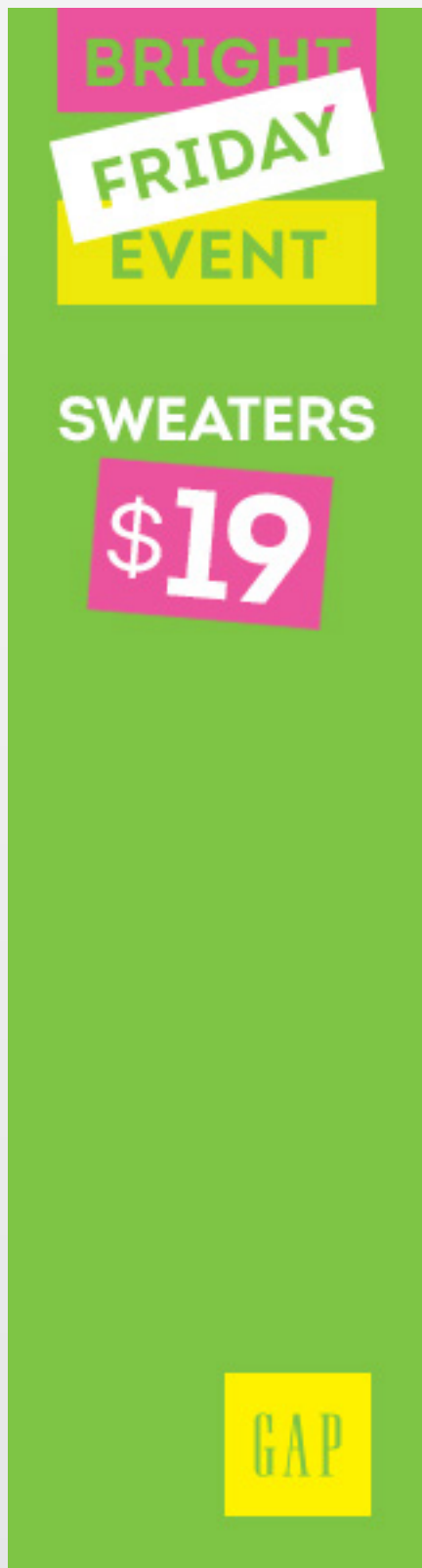
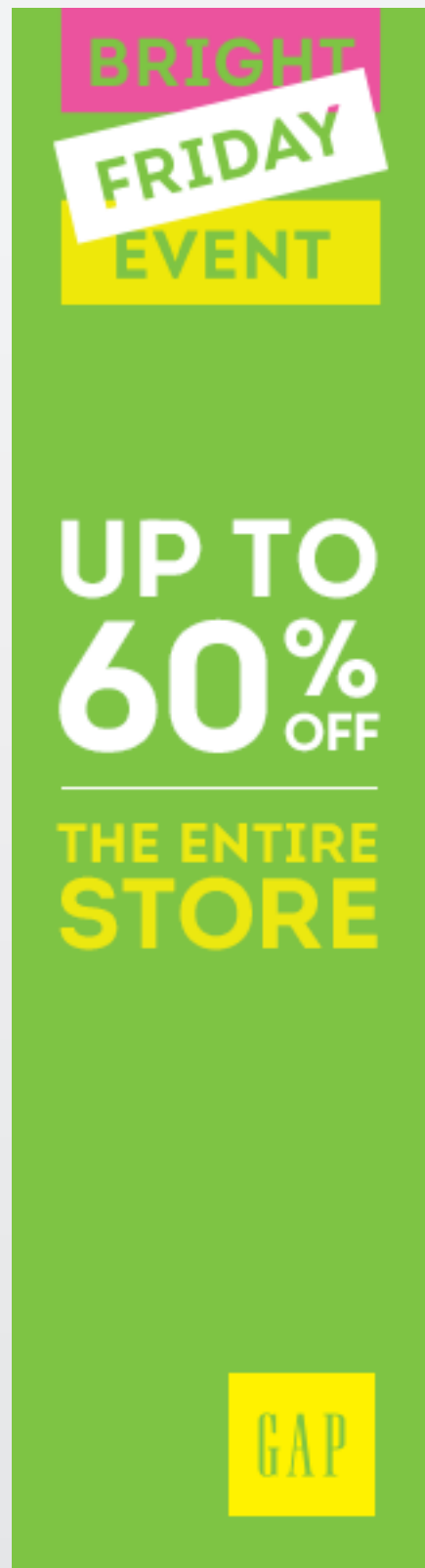
300x600



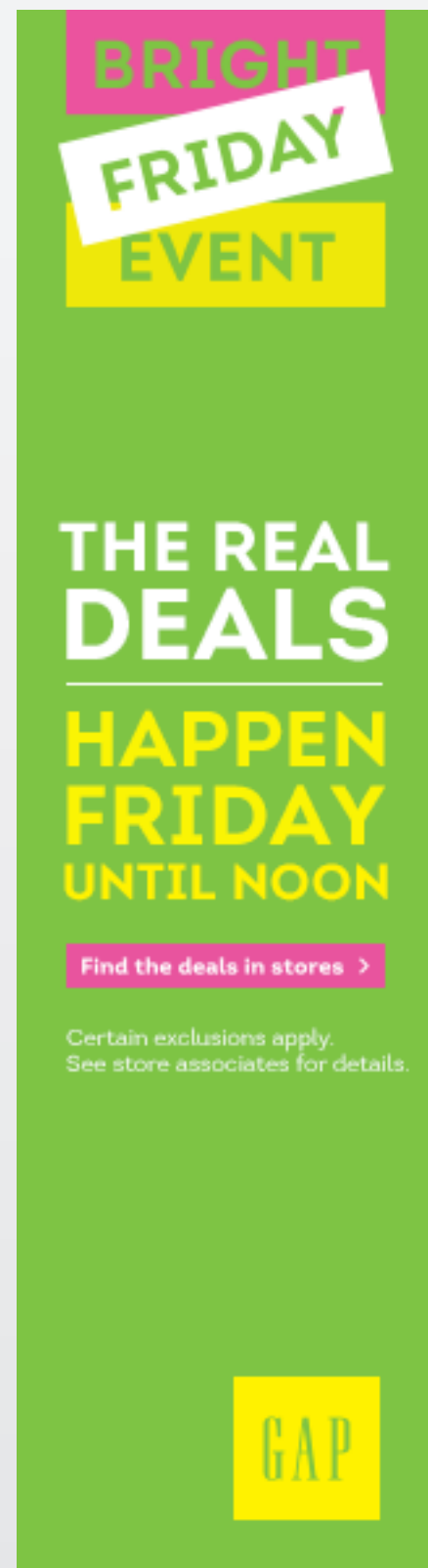
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60% off Banners - Sale

160x600



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vv

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60% off Banners - Doorbuster

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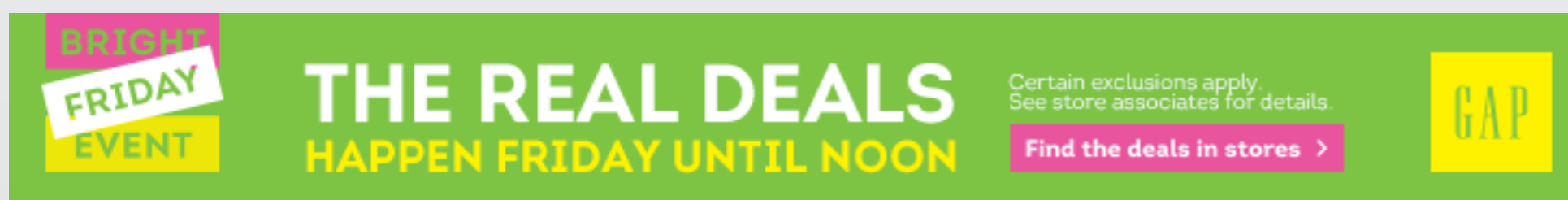
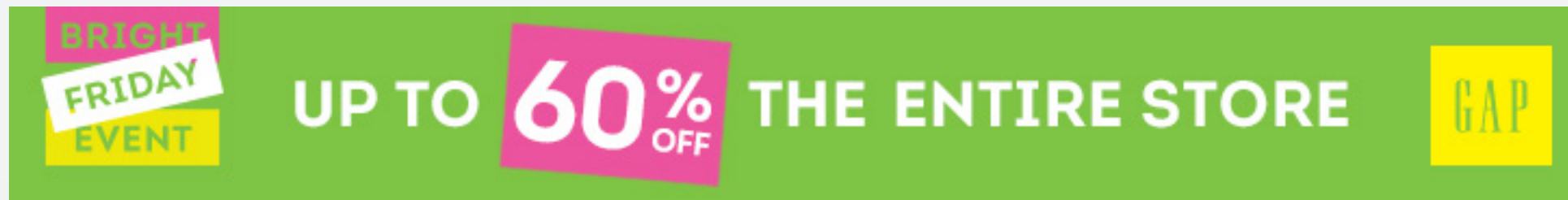


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60% off Banners - Sale

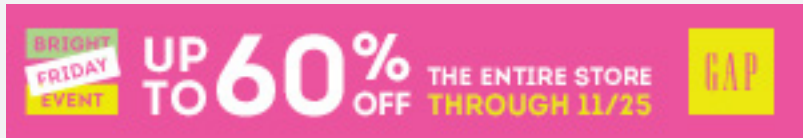
728x90



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60% off Banners - Doorbuster

728x90



60% off Banners - Sale

300x50 - Static



60% off Banners - Doorbuster

300x50 - Static

Thank You

Merci · Grazie · ありがとう · 謝謝