

Digital Ads

A UX/UI CASE STUDY

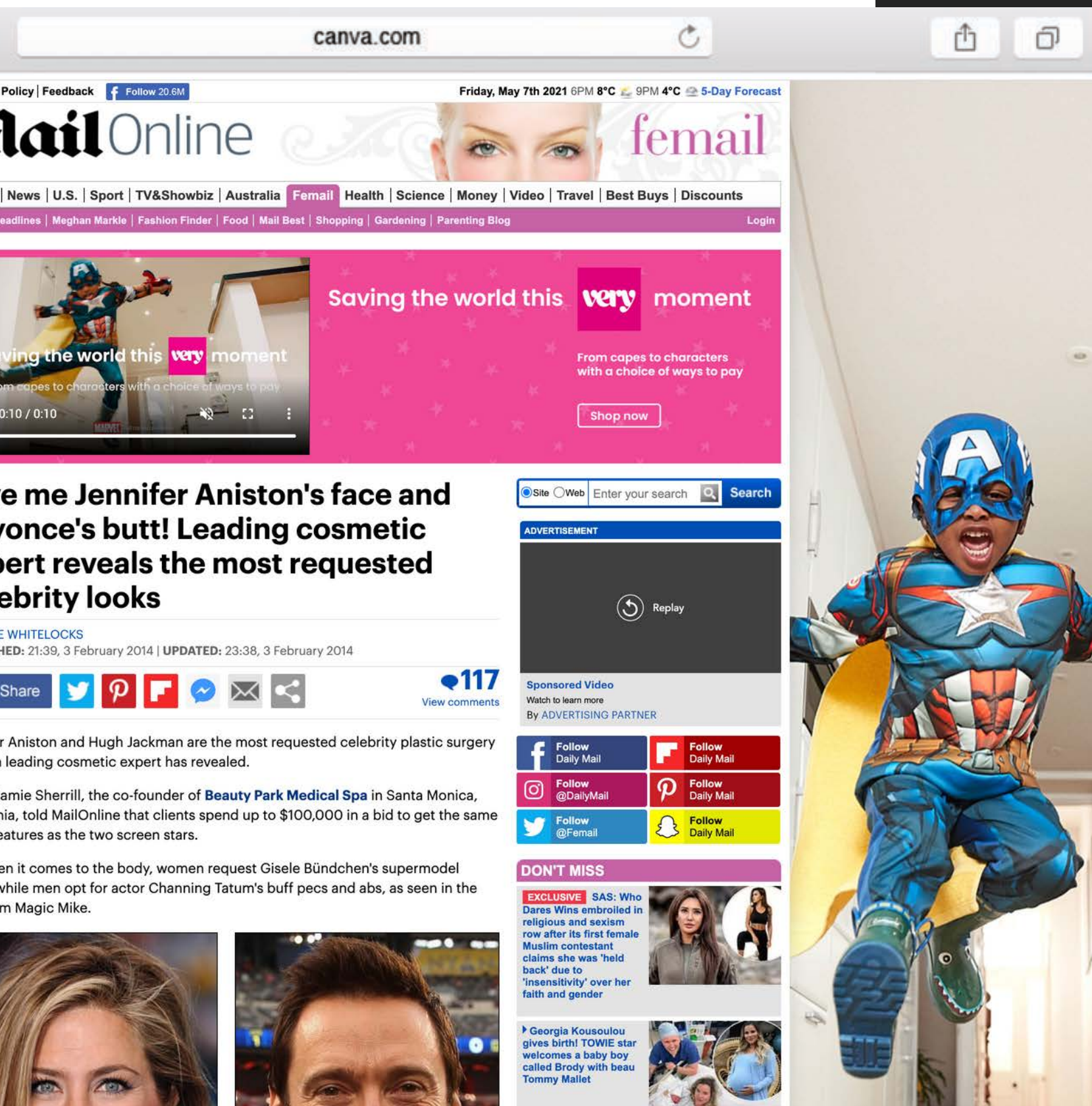


Track all your most
wanted games

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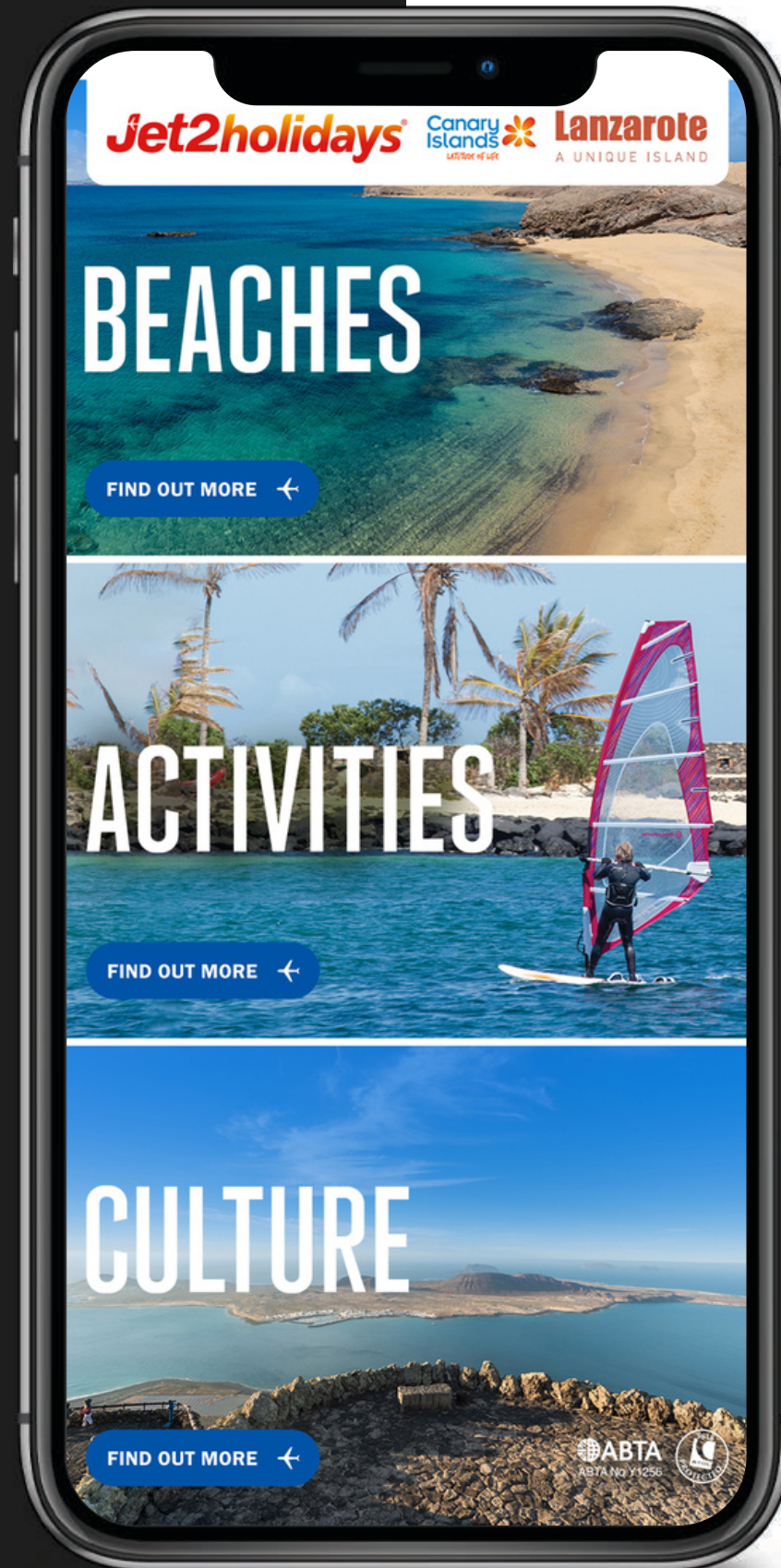
VERY LIFE'S ADVENTURE

VERY wanted to do something innovative and cool on the MailOnline website and come forward with a concept of 5 videos that they wanted the users to be able to switch between. I was tasked with creating an interactive BB and Skin where the user can choose to watch a particular video from selecting them in the skins and the video will play in the Billboard.

LAUNCH PROJECT

**Build a product
accessible on
all devices**

This is our plan
as we build a product
accessible on all devices.

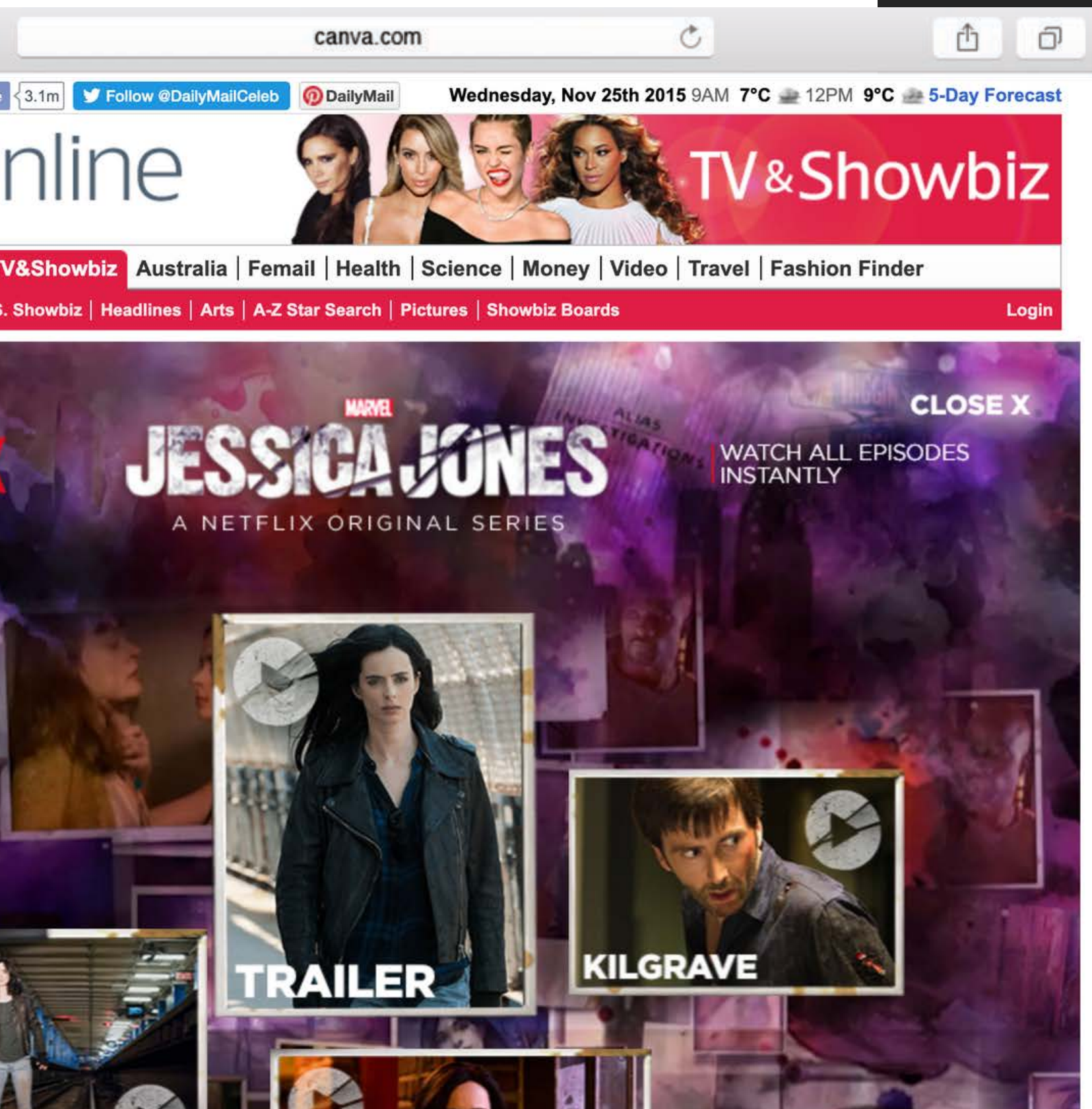


JET2HOLIDAYS LANZAROTE

Jet2Holidays wanted us to create an interactive JigSaw App for their Lanzarote promotion. This App consists of various information and click-throughs to different deals on their site. I used photoshop and Celtra to create the ad.

The client was extremely happy with the final product and the ad performed really well.

LAUNCH PROJECT



NETFLIX JESSICA JONES

Netflix wanted to promote their original series Jessica Jones with MailOnline and wanted to do something exciting and eye catching. They had in mind an interactive ad that showcases Jessica Jones walking through the DailyMail homepage.

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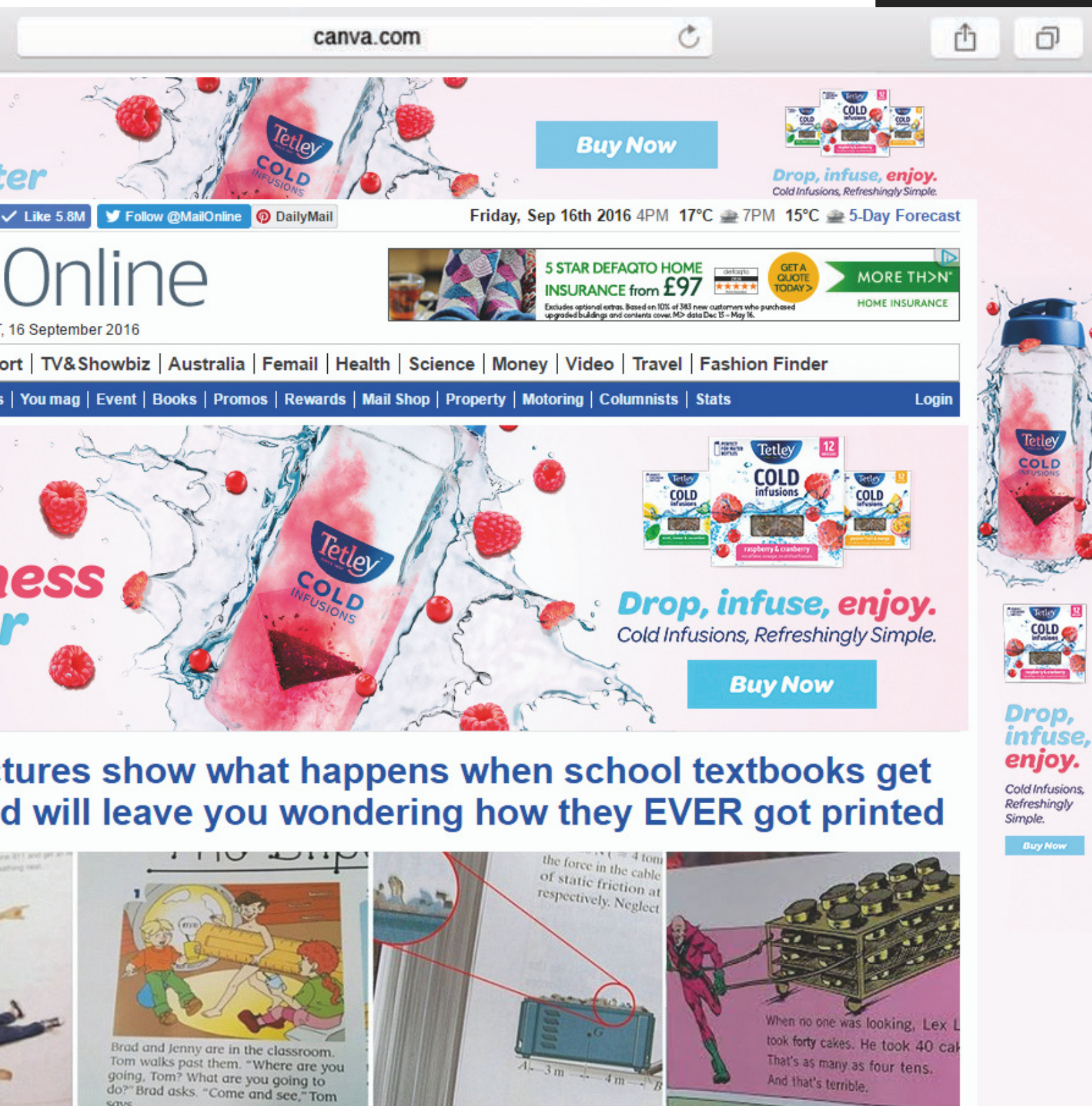


WICKES

BATHROOM STYLES

I worked on a pretty big Wickes Campaign where they wanted multiple ads showcasing their Bathrooms, Kitchens, and offices. For these ads, I created a shoppable mobile app, Interactive Moodskin, responsive emails, and various accompanying ads.

LAUNCH PROJECT



TETLEY COLD FUSION

Tetley came to MailOnline to promote their Cold Infusion drink/tea and wanted to utilise a variety of creative formats to help increase awareness about the fruit flavours of the Cold Infusion product. I looked after the build and development of the Tetley Cold Infusion ads which took a fair few rounds of amends to get to where the client would be extremely satisfied.

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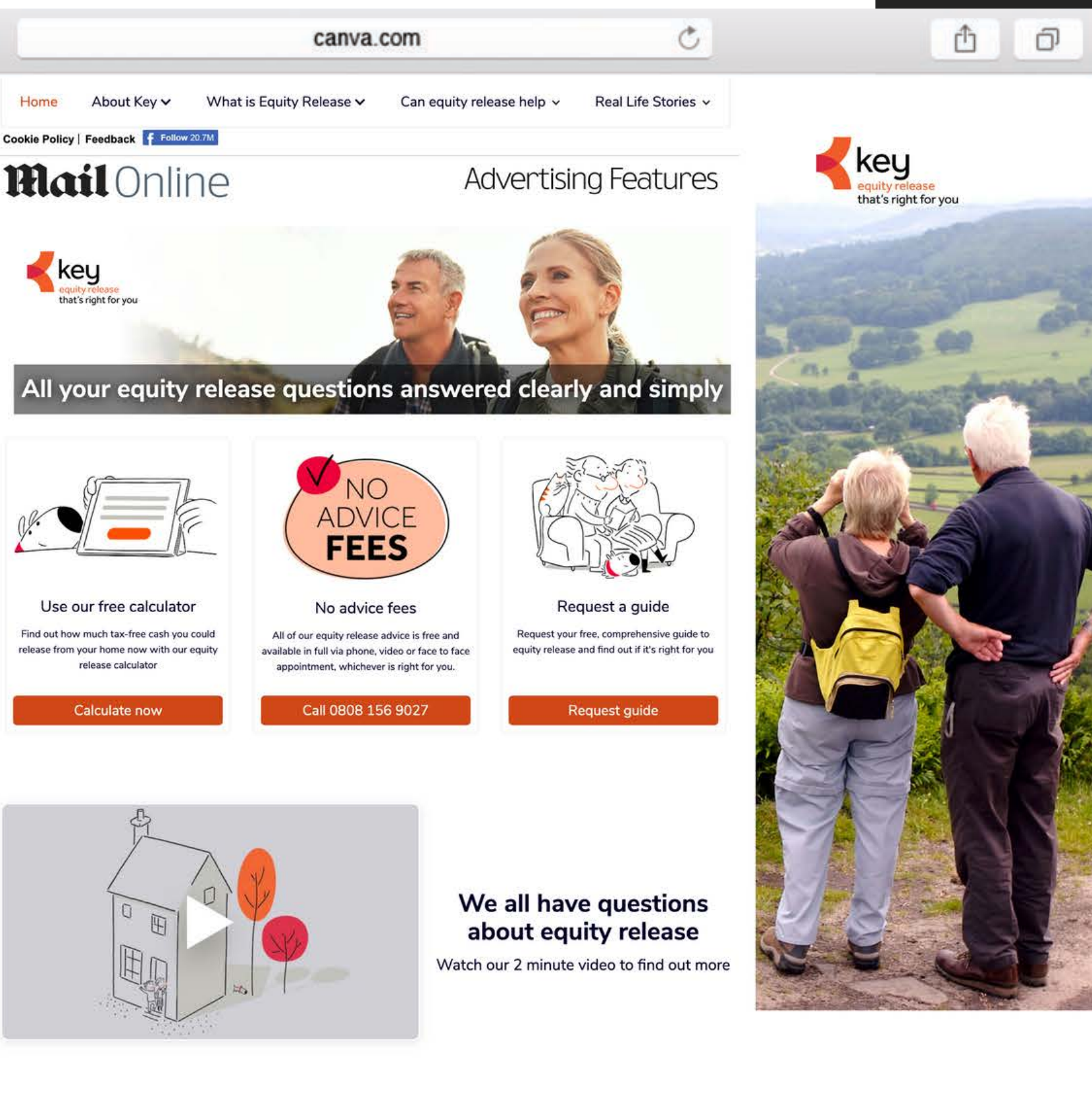
CHANNEL 5

BLOOD

Channel 5 wanted to run a range of high-impact displays across the MailOnline website promoting their upcoming TV show BLOOD.

I created animated Billboards, Double MPU, Logo morph, Interstitial, and Interscrollers. The challenge was building and adapting the creatives provided by the client to run across the MailOnline website without issues whilst maintaining as high as the quality of feasible on the website.

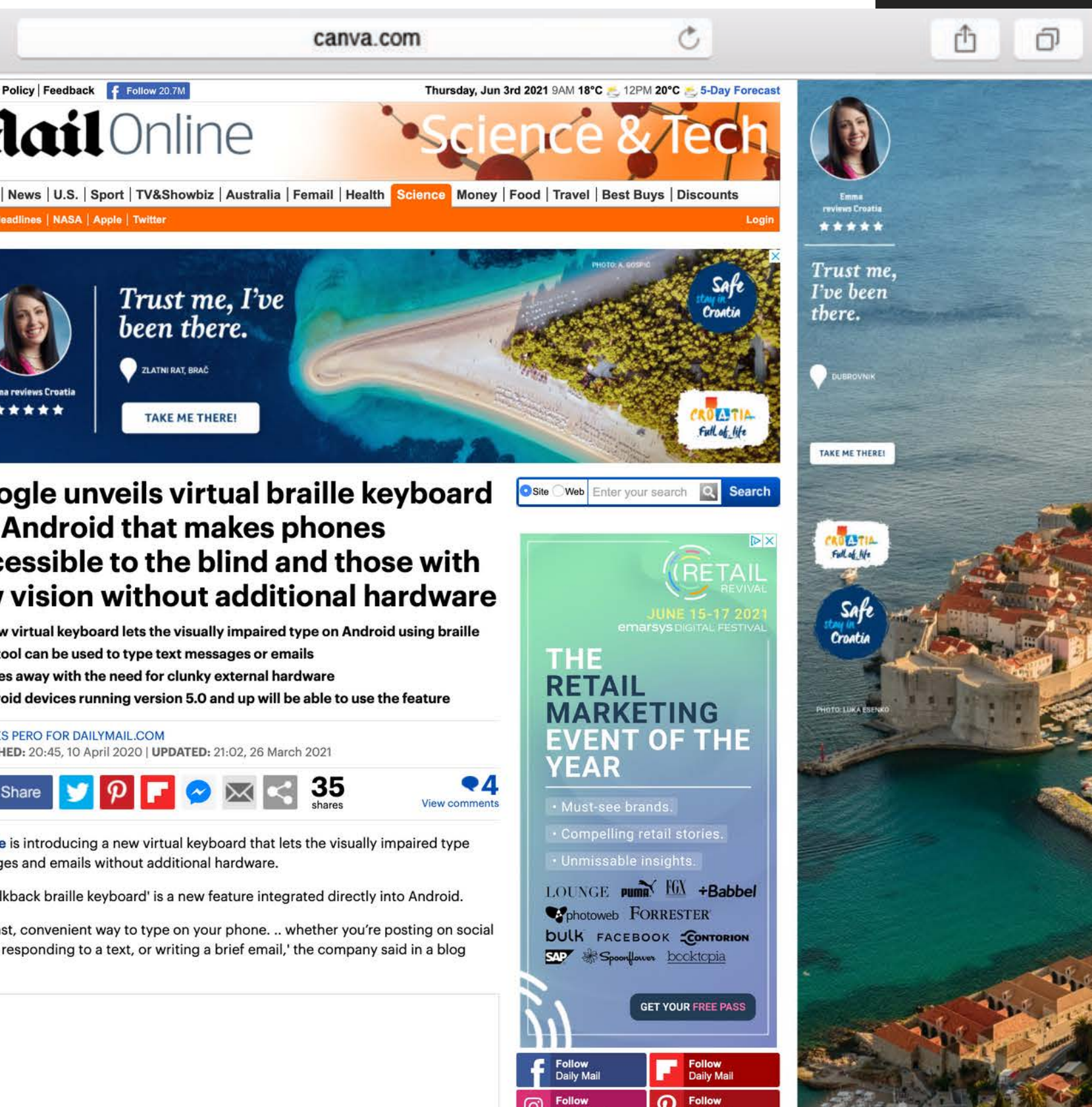
LAUNCH PROJECT



KEY EQUITY RELEASE

Key booked a partnership campaign where they wanted MailOnline to creative a website and various ads to promote their calculator and general information that was presented on their official Key website. They wanted the branding to be fused between MailOnline and Key so that users get a sense of the partnership. This Key campaign was an extremely big campaign that took around 4 months to work on.

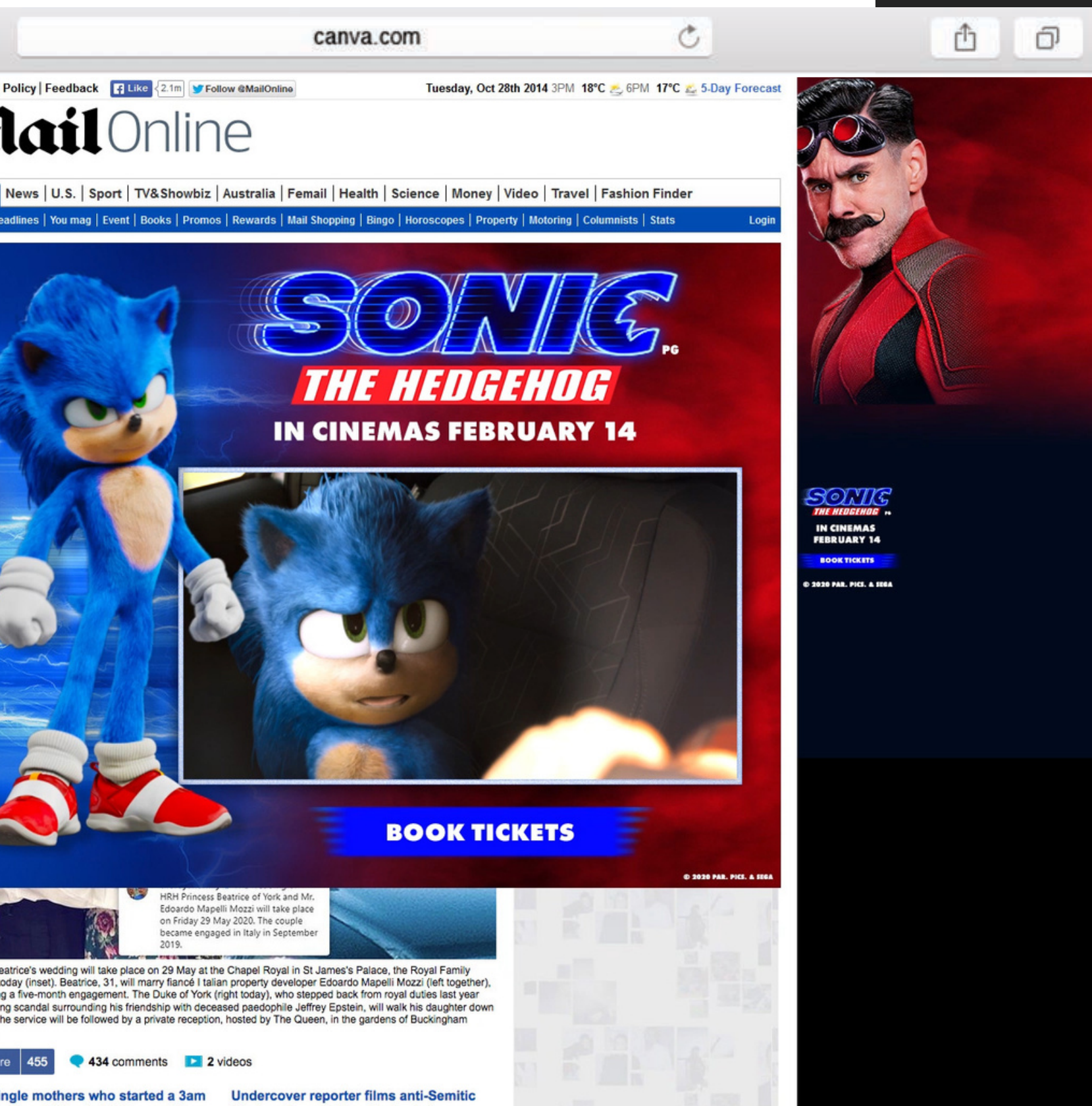
LAUNCH PROJECT



CNTB DISCOVER CROATIA

Croatia Feeds approached us to help generate more traffic on their official website as it currently wasn't generating enough traffic and engagement in which the company needed. Whilst the campaigns aim was also to increase the companies brand awareness, the overall aim of the campaign was to primarily raise interest in Croatia for both last-minute summer booking as well as early post-season booking where the sun & sea and nautical tourism are attractive to potential holiday bookers.

LAUNCH PROJECT



PARAMOUNT SONIC THE HEDGEHOG

Prior to the release of Sonic the Hedgehog the movie, I worked closely with the sales team to create a pitch to get them onboard to advertising with MailOnline to help promote the release of the Sonic the Hedgehog movie.

I did a series of animated designs to showcase what was possible on the site and fortunately the client was happy with what we pitched and was then task to create a campaign that Paramount could use to promote their upcoming movie.

LAUNCH PROJECT

THANKS FOR VIEWING!