**Project details:**

We will be running movie contests to give away premiere movie tickets to three upcoming Superheroes blockbuster movies, Iron Man 3, Man of Steel and The Wolverine.

**Design Brief (inSing SuperHeroes movie screening)**

**Material assets requirement:**

* 300x151
* 640x120
* 728x90
* 300x250
* 300x51
* 450x70 (please exclude inSing logo for this)
* 600x45
* 600x500 (EDM)
* 600x450 (Individual contest article image)
* 600x450 (Contest landing article image)
* 1x icon: inSing Superheroes Giveaway

**\*Except for the inSing Superheroes Giveaway icon and contest landing article image, would require 3 sets of materials assets each for the remaining sizes.**

**\*\*Also note that all banners have to follow inSing style guideline. Will be attaching the style guideline and banners of past campaigns for your reference and working files for your usage**

**Specification:**

Static image file size in less than 20kb. Flash image file size in less than 40kb. This excludes material sizes 600x500 and 600x450.

**Icon:**

**Copy:**

inSing Superheroes Giveaway

**Contest landing article image:**

Referring to size – 600x450

**Copy:**

Win premiere tickets to watch the hottest blockbusters of the year!

**Note: inSing Superheroes Giveaway icon to include in article image**

1. **Iron Man 3**

**Banner:**

Referring to sizes as follows,

-300x151

-640x120

-728x90

-300x250

-300x51

-450x70 (please exclude inSing logo for this)

-600x45 (Include contest period: 4 Apr – 17 Apr)

**Copy:**

Win\* premiere tickets to Iron Man 3!

CTA Button: Join Now

\*Terms apply (in fine print, preferably 6-8 px)

**Note: inSing Superheroes Giveaway icon to include in all banners**

**Individual contest article image (Iron Man 3):**

Referring to size – 600x450

**Copy:**

Win\* premiere tickets to Iron Man 3!

**Note: inSing Superheroes Giveaway icon to include in article image**

**EDM (e-mailer)**

Referring to size – 600x500

**EDM title: Win\* premiere tickets to Iron Man 3!**

**EDM Copy:**

This month, inSing is giving away **50 pairs** of premiere movie tickets to the highly anticipated third installment of the Iron Man series! Don’t miss your chance to be one of the **first 50** to watch the movie!

CTA Button: Join Now

\*Terms apply (in fine print, preferably 6-8 px)

1. **Man of Steel**

**Banner:**

Referring to sizes as follows,

-300x151

-640x120

-728x90

-300x250

-300x51

-450x70 (please exclude inSing logo for this)

-600x45 (Include contest period: 20 May – 5 Jun)

**Copy:**

Win\* premiere tickets to Man of Steel!

CTA Button: Join Now

\*Terms apply (in fine print, preferably 6-8 px)

**Note: inSing Superheroes Giveaway icon to include in all banners.**

**Individual contest article image (Man of Steel):**

Referring to size – 600x450

**Copy:**

Win\* premiere tickets to Man of Steel!

**Note: inSing Superheroes Giveaway icon to include in article image**

**EDM (e-mailer)**

Referring to size – 600x500

**EDM title: Win\* premiere tickets to Man of Steel!**

**EDM Copy:**

This month, inSing is giving away **50 pairs** of premiere movie tickets to one of hottest blockbusters of the year, Man of Steel! Don’t miss your chance to be one of the **first 50** to watch the movie!

CTA Button: Join Now

\*Terms apply (in fine print, preferably 6-8 px)

1. **The Wolverine**

**Banner:**

Referring to sizes as follows,

-300x151

-640x120

-728x90

-300x250

-300x51

-450x70 (please exclude inSing logo for this)

-600x45 (Include contest period: 4 Jul – 17 Jul)

**Copy:**

Win\* premiere tickets to The Wolverine!

CTA Button: Join Now

\*Terms apply (in fine print, preferably 6-8 px)

**Note: inSing Superheroes Giveaway icon to include in all banners**

**Individual contest article image (The Wolverine):**

Referring to size – 600x450

**Copy:**

Win\* premiere tickets to The Wolverine!

**Note: inSing Superheroes Giveaway icon to include in article image**

**EDM (e-mailer)**

Referring to size – 600x500

**EDM title: Win\* premiere tickets to The Wolverine!**

**EDM Copy:**

This month, inSing is giving away **50 pairs** of premiere movie tickets to one of hottest blockbusters of the year, The Wolverine! Don’t miss your chance to be one of the **first 50** to watch the movie!

CTA Button: Join Now

\*Terms apply (in fine print, preferably 6-8 px)