**Kerb – Animation Display/Retargeting Banners**

Designer notes

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| Kerb™ is a soon-to-be-launched global parking app, which allows people looking for an affordable parking space in their city to rent a private parking space from leasers who have an empty private space to lease. The platform caters to cars, motorbikes, boats and even helicopters.  We are looking to create a simple, but highly engaging, series of display/retargeting banners which will really reinforce our brand and the theme of ‘easy parking’ and a ‘new way to park your car/motorbike’.  **Colours**: Black background, with white for the character, vehicle, etc **Theme**: cartoonish animation which would appeal to a teenage/young-adult audience  **Branding:** See attached the Kerb logo **Banner sizes**: **Format**: Animated Gif/HTML 5   * Banner: 468 x 60 * Leaderboard: 728 x 90 * Square: 250 x 250 * Small square: 200 x 200 * Large rectangle: 336 x 280 * Inline rectangle: 300 x 250 * Skyscraper: 120 x 600 * Wide skyscraper: 160 x 600 * Half-page: 300 x 600 * Large leaderboard: 970x90 * Large mobile banner: 320 x 100 * Billboard: 970 x 250 * Portrait: 300 x 1050 * Animation length must be 15 seconds or shorter * Animations can be looped, but the animations must stop after 30 seconds   Animated GIF ads must be slower than 5 FPS  **Deliverable source files**:  All of the above, in either GIF or HTML5 format.  **Comments**: I suggest you do 1 x 468x60 banner first. Black background, white text and images. All source files to be delivered at the end of the project, as we will need to translate the text in these banners for use in many markets. |

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|  | **Timing** | **Text** | **Animation** |
| Frame 1 | 3 seconds | Tired of looking for affordable parking spaces in your city? | Cartoon man, hands on head? Facing a traffic jam. |
| Frame 2 | 3-4 seconds | Kerb – A new way to park your vehicle | Cartoon car swishes in from left, turns and parks in a parking space in the middle. Motorbike swishes in from right, turns in and parks next to the car. |
| Frame 3 | 3-4 seconds | Save time. Save money. | Cartoon car turns into a private parking space. Man gets out. Hands on hips, smiling, between a car and a motorbike |
| Frame 4 | 3 seconds | Visit  www.kerb.works | ‘Download from Apple App Store’ button appears. Next to it appears (animate as appropriate) ‘Download from Google play’ . Then animate underneath (typewriter lettering)  www.kerb.works |

Logos







