



2 html5 banners sets in 2 languages

The banners (for a google adwords campaign) are for a kickstarter project we will launch on september 6th.

The name of the product is **edo**, and it is a giant cardboard block, you can see it in the website <http://playedo.com> (in this website you can see the mood, graphics and fonts we have used).

We need the banners to invite people to order the product on the kickstarter page. Banners should show the fun of playing with **edo** and the single block.

First set:

- two frames:
 - a picture (garden and house made of brick, attached)
 - a second picture for the second frame with only the bricks
- the kickstarter badge (usually is a "pre-order now on kickstarter" or something like this, you will see many of them online
https://www.google.it/search?q=kickstarter+badge&espv=2&biw=1390&bih=763&source=lnms&tbm=isch&sa=X&ved=oahUKEwjX2oOPod_OAhUiJJJoKHSI_DuEQ_AUIBigB)
- a call to action button, something like "pre-order now" or "order now"
- these text for english version:
 - Are you the coolest mum in the neighbourhood?*
 - Hours of family fun with the giant cardboard blocks.*
- and these texts for the italian version:
 - Sei una mamma cool?*
 - Ore e ore di divertimento per tutta la famiglia con i mattoni di cartone giganti.*

Second set:

- two frames:
 - a picture (2 kids on a horse and house made of bricks, attached)
 - a second picture for the second frame with only the bricks
- the kickstarter badge (usually is a "pre-order now on kickstarter" or something like this, you will see many of them online
https://www.google.it/search?q=kickstarter+badge&espv=2&biw=1390&bih=763&source=lnms&tbm=isch&sa=X&ved=oahUKEwjX2oOPod_OAhUiJJJoKHSI_DuEQ_AUIBigB)

[ource=lnms&tbm=isch&sa=X&ved=oahUKEwjX2oOPod_OAhUiJJ0KHSl_DuEQ_AUIBigB\)](#)

- a call to action button, something like "pre-order now" or "order now"
- these text for english version:

Did you know your child is already an architect?

The giant cardboard blocks to build anything are here.

- and these texts for the italian version:

Sai che tuo figlio è già un architetto?

Arrivano i mattoni di cartone giganti per costruire qualsiasi cosa.

Formats requested

300 x 250 (also for mobile)

336 x 280

320 x 100 (only mobile)

300 x 600

728 x 90

Banners are for a google adwords campaign so please respect their specs

(<https://support.google.com/adwordspolicy/answer/176108?hl=en>)

Depending on the format, the content could change (we understand it is very difficult to put all these contents in the 320x100 banner).

We would like

Some suggestion from you. So you think it is a good material/solution for this kind of banner? we accept every type of suggestion and creativity.

Thank you very much

Simon and the Edo team