

# BRIEF FOR WEB DESIGNS

01/11/2019



## Website banner

Homepage Ban full width: 2000 x 800px

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➤ 1 banner = Little big book preview (announcement)

- Text: THE LITTLE BIG BOOK

Coming soon

- Design: you can try to reproduce something similar from our Paris banner =

French version of the LBB -  
Please use it as a reference in terms of design



URL >>> <https://www.whisky.fr/digitalstories/>

## Website banner

Homepage Ban full width: 2000 x 800px

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➤ 1 banner for redirecting to our “must have”

- Text: MUST HAVE

Find yours

+ CAT: DISCOVER (or) SHOP NOW

- Design: would be nice to have bottles illustrations or use one of our picture from our bar. Example:



## Website banner

Homepage Ban full width: 2000 x 800px

### ➤ 1 banners: Balblair new products

- Text: BALBLAIR – NEW RANGE

+ CAT: DISCOVER

- Design: use the following pictures

- Inspiration:





## Website banner

Square ban "left square": 734 x 791px

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➤ 1 banner = Little big book (release)

- Text: THE LITTLE BIG BOOK

New release catalogue 2020

+ CTA: Discover

- Design: you can try to reproduce something similar but adapted to the format:

French version of the LBB -  
Please use it as a reference in terms of design



This banner is the square located on the left side, It's also the 1<sup>st</sup> banner web users see we they enter in [www.lmdw.sg](http://www.lmdw.sg)



## Website banner

Square ban “left square”: 734 x 791px

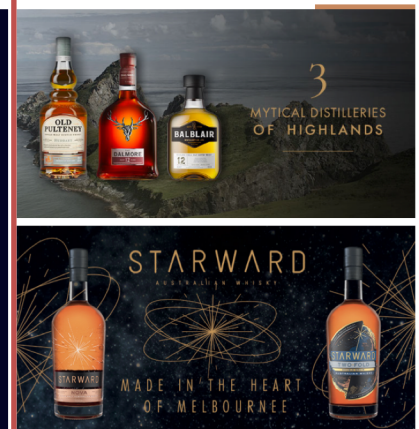
➤ 1 banner dedicated to our new eshop

- Text: Welcome to the brand new whisky.sg

+ CAT: DISCOVER

- Design: please be creative and use also our logo =  LMDW

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## Website banner

Square ban “left square”: 734 x 791px

➤ 1 banner : NIKKA brand

- Text: Explore the full Nikka Whisky range

- Design: please don't forget to use NIKKA logo

We we be able to find all the range but no need to use every product.. Nikka from the barrel is the most iconic one.

- Inspiration:

<https://www.nikka.com/eng/>



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## Website banner

small bans on the right: 734 x 386px

### ➤ 1 banner : Focus Nikka

- Text: NIKKA FROM THE BARREL

A timeless blended whisky

- Design: You have the full range + the logo + this website for inspiration: [www.nikka.com/eng/](http://www.nikka.com/eng/)

The small bans are located on the right side, next to the square ban.



## Website banner

small bans on the right: 734 x 386px

### ➤ 1 banner : Focus Ki No Bi

#### - Text:

KI NO BI

The 1<sup>st</sup> artisanal crafted Dry Gin from Japan

- Design (picture ranged in “Bestseller” field):  
Don't use the carton pack, just the bottle please.



The small bans are located on the right side, next to the square ban.





# Google Display Ads

- 5 designs to provide: please find below the sizes
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## Format JPG - Max size 150 KB

- **Responsive display ads:**

- Landscape 1200 × 628 (please realise 2 different designs)
- Square 1200 × 1200 (x 2 different designs)
- Facebook post size = 1200 x 630 pixels (please choose the most adapted one)

- Text (you can adapt if needed):

DISCOVER THE BRAND NEW WHISKY.SG

- Pictures (please use 4/5 of our bestsellers without their packs)



2 Brand awareness Ads: 1 080 x 1 080 px

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➤ 2 different creations to enhance our brand awareness for the newly launch website

- **Text 1:** WHISKY.SG

**Shop . Taste . Experiment**

**OR - Text 2:** DISCOVER THE BRAND NEW  
WWW.WHISKY.SG

- Pictures: our logo + you can use nice bottle's illustrations of whisky or few pictures of our bestsellers (without their pack) like below:

- INSPIRATION:

