

**SOME OFFICE**

**CAT SS16 Campaign Page  
Wireframes  
2016  
Version 1.0**

**Key**



**One Self-Contained  
Graphic / Image**

**BLUE TYPE** *Text hyperlink*

**BLACK TYPE** *Dynamic Text*

**< >** *Slideshow arrows  
and indicator*  
● ○ ○ ○

**.....** *The Fold –  
575 px*

Notes

1 Interactive Main

We want a huge impact upon landing on the campaign page. We're thinking the MAS logo could be distorted somehow on hover, with image or video changing as you move your cursor around the space. We'll have to make more specific decisions in design, but we've been looking at a these sites as inspiration:

http://resn.co.nz/dev/presents/menu/  
http://via-2015.com/chicago/?t=VIA%20CHI

2 Campaign Copy

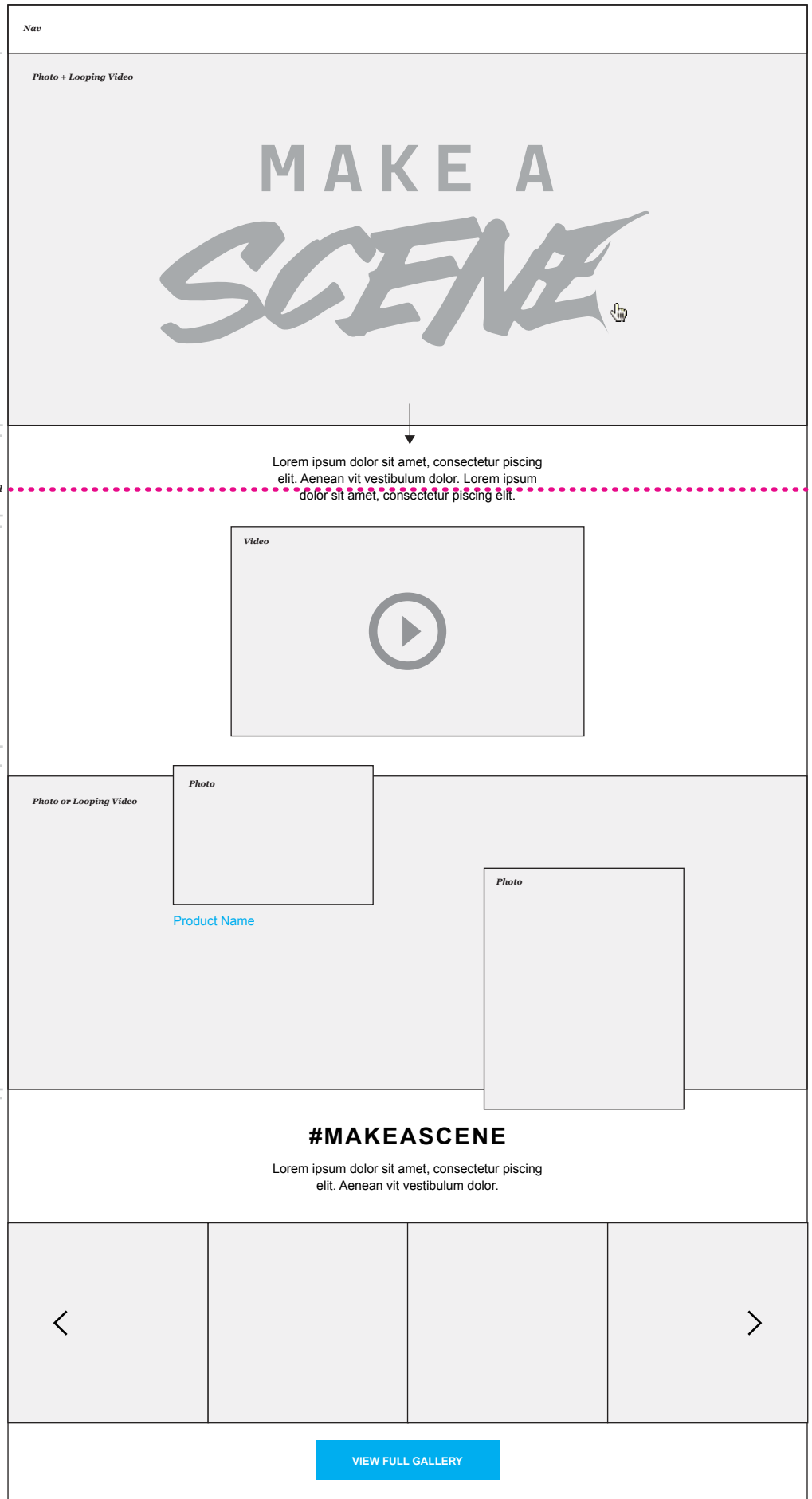
3 Lifestyle Video

User selects the video to open a modal.

4 Lifestyle

5 Olapic Area

A call to action for users to share their Make A Scene moments using the hashtag. Users can select the left and right arrows to view more photos, or select the CTA to go to a full Olapic landing page.



Notes

6 Lifestyle Cont'd

7 Interactive Collage  
Users can drag photos and other elements to create their own collage.

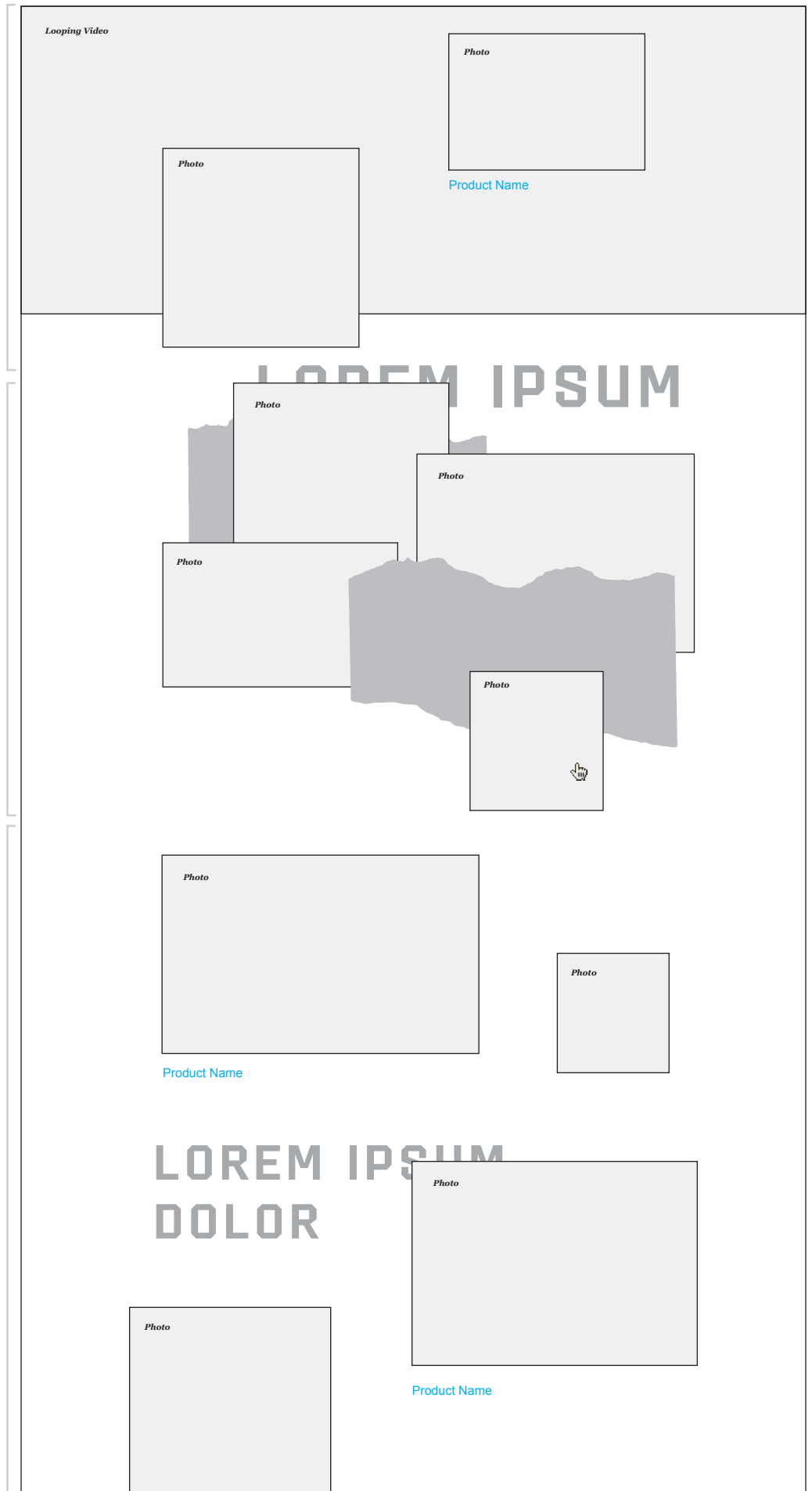
Inspiration:  
<http://iwantyou.miamiespm.com.br/>

8 Lifestyle Cont'd

6 Lifestyle Cont'd

7 Interactive Collage

8 Lifestyle Cont'd



*Notes*

**8**  
Lifestyle Cont'd

*Photo or Looping Video*

*Photo*

*Photo*

*Photo*

Product Name

**LOREM IPSUM  
DOLOR**

*Photo*

Product Name

*Photo*

*Photo or Looping Video*

*Footer*

8  
Lifestyle  
Cont'd