

Content Brief

Chrysta

Objective:

1. Create a series of images of a claw machine that can be converted into gif.
2. Create 2 different series of images of a claw machine.
 - A. Claw machine that picked up Coupon
 - B. Claw machine that picked up product

Aim:

1. To achieve the effect of a gif claw machine.
(Example shown in the next slide)

Product link: <https://drive.google.com/drive/folders/1MabS21e1WI5yYavipgRHZW1j57DL7n4B?usp=sharing>



Inspiration

(See gif in presenting mode)

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Image 1

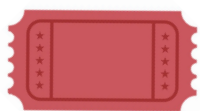
1. Feature a claw machine catching one of the coupon
2. Position: Above the products



Include a variety of Neutrogena products in the claw machine

Include a variety of Neutrogena products in the claw machine

Include a variety of coupon in the claw machine



Example of Coupon Search for a variety of "Red Coupons" online

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Image 2

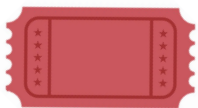
1. Feature a claw machine catching one of the coupon
2. Position (Above the drop box)



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Image 2

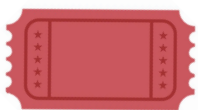
1. Feature a claw machine catching one of the coupon
2. Position (Coupon code in mid air
 Inbetween Clam and drop box)



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Image 3

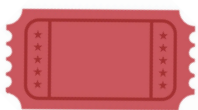
1. Feature a claw machine catching one of the coupon
2. Position (Coupon lands on the drop box)



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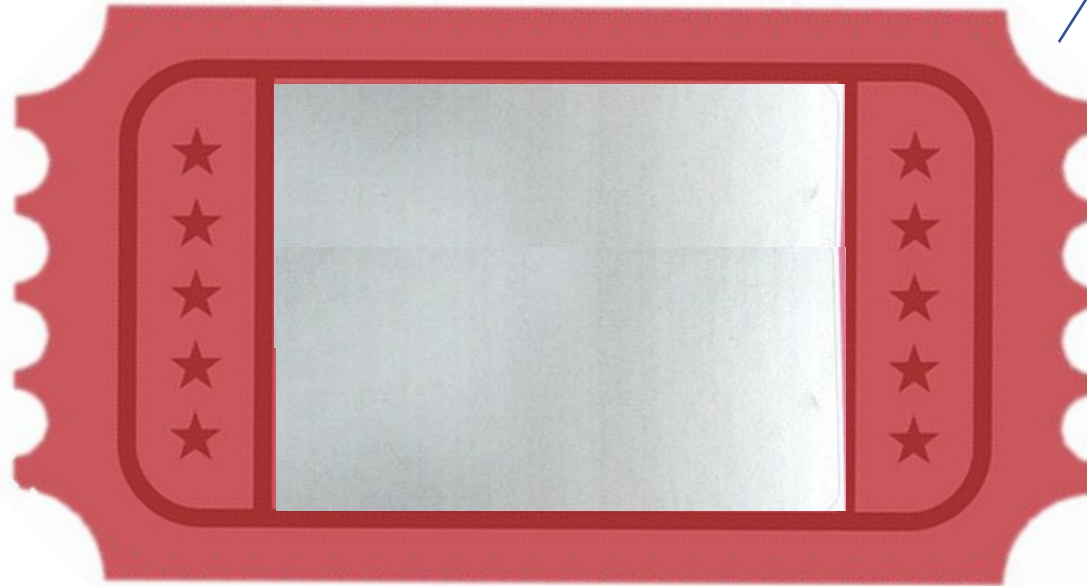
Example of Coupon Search for a variety of "Red Coupons" online

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Image 4

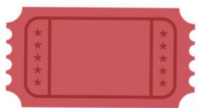
1. Feature a coupon that has not been scratched yet

Example of scratch card



Red Coupon
(Coupon design will be similar to the one you chose to put in the claw machine)

Scratch Card
(never scratch)



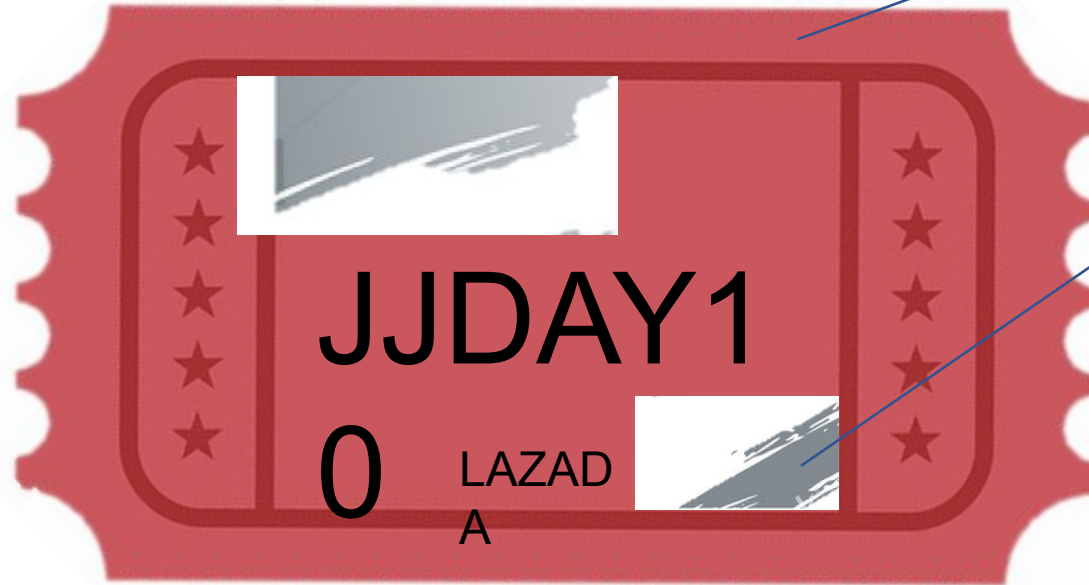
Example of Coupon
(Search for a variety of Red Coupons online,)

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Image 4

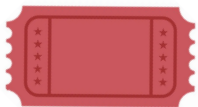
1. Feature a coupon that has been scratched

Example of scratch card



Red Coupon
(Coupon design will be similar to the one you chose to put in the claw machine)

Left over scratches from scratch card



Example of Coupon
(Search for a variety of Red Coupons online,)

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Image A

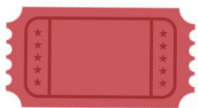
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Image B

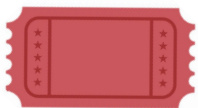
1. Feature a claw machine catching one of the coupon
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Image C

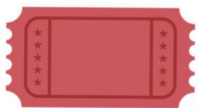
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Image D

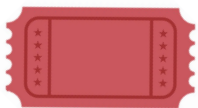
1. Feature a claw machine catching one of the coupon
2. Position (Coupon lands on the drop box)



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Image E

- 1. Feature a note + coupon +Product

Product: Fine Fairness Gel Cleanser

Please choose a suitable font.

Congrats Note to shopper

Coupon Code:
Please choose a suitable font.



COUPON
CODE
IEUFR

Neutrogena

EE

FINE
FAIRNESS[®]
cleanser
露得清
細白洗面乳
100g

Congratulations!
You won a free
Neutrogena Fine Fairness
Gel Cream
Sample.