

asos christmas campaign

**App: #BestNightEver
(map), Concept 1**



#BESTNIGHTEVER

Ad fierent suscipiantur nam. Ius assum eripuit philosophia
at, his ut falli vituperata, ad ius nonumy incorrupte
philosophia. Duo alterum ceteros

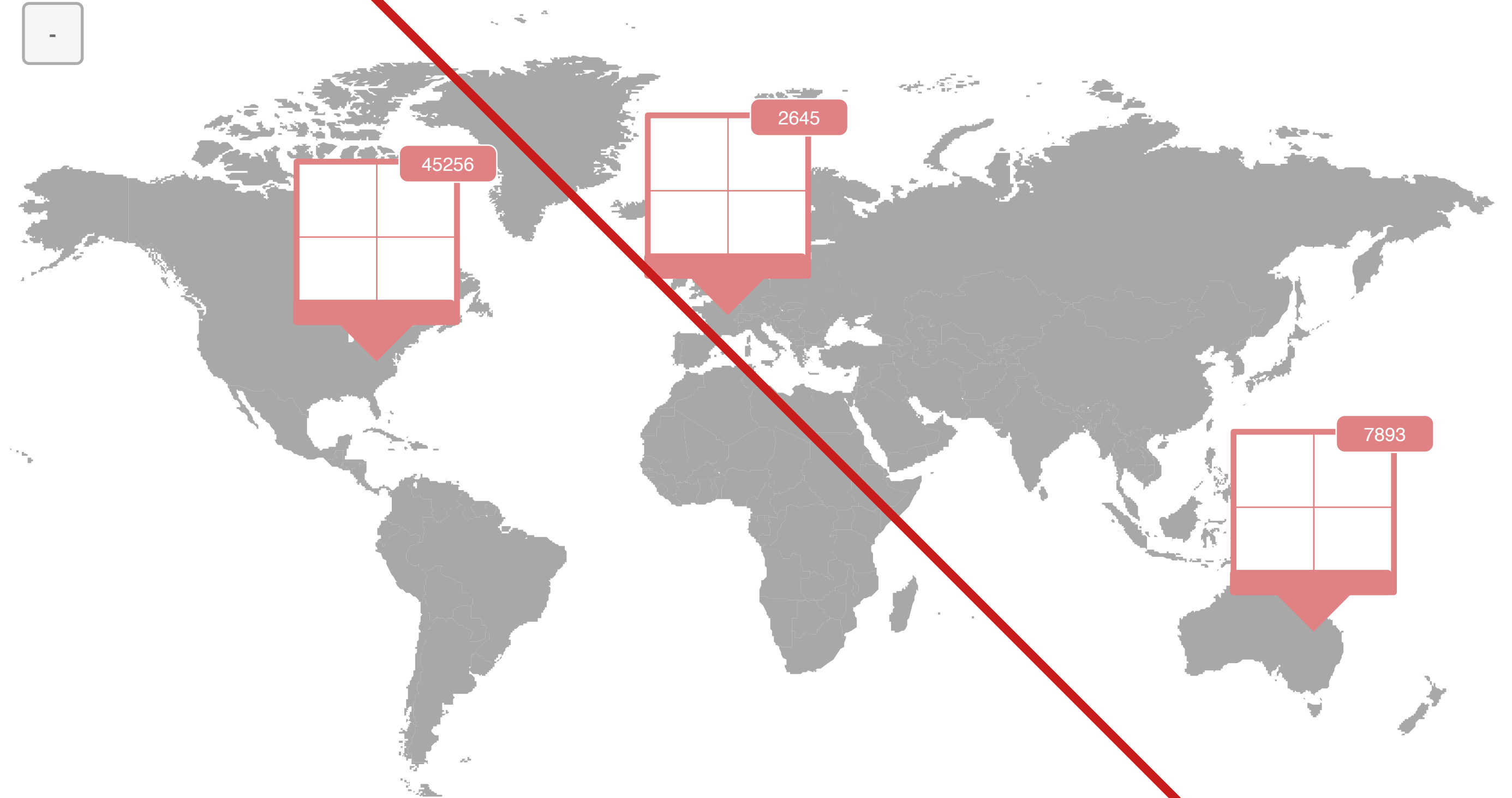
Global New York London Paris Madrid Milan Sydney

#BestNightEver

#OutPoseYourMates

Trends this Week

Map Grid



Navigation

User explore the map by moving left right up and down and by using the zoom tool

What's next

Ad fierent suscipiantur nam. Ius assum eripuit philosophia
at, his ut falli vituperata, ad ius nonumy incorrupte
philosophia. Duo alterum ceteros

Go to Next App >

Logo

#BESTNIGHTEVER

Ad fierent suscipiantur nam. Ius assum eripuit philosophia
at, his ut falli vituperata, ad ius nonumy incorrupte
philosophia. Duo alterum ceteros

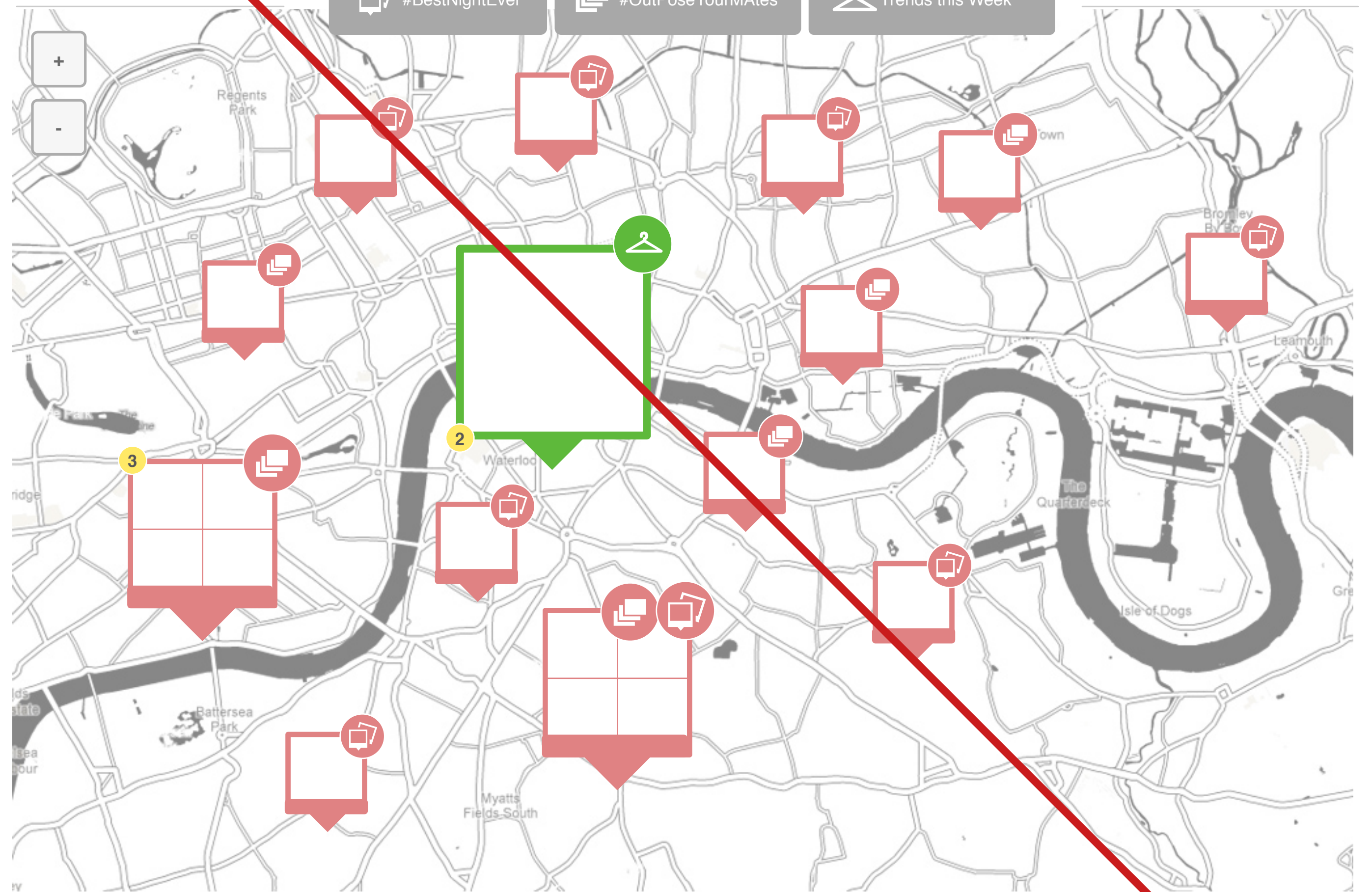
Global New York London Paris Madrid Milan Sydney

#BestNightEver

#OutPoseYourMates

Trends this Week

Map Grid



2 Latest Trends

The latest trends e.g. in London will be displayed at the middle of the map as a bigger thumbnails as the photos.

3 Clustering

• to avoid overlapping thumbnails we'll use a clustering technic same as instagram.

Zoom Level

The zoom level is locked to display only city (privacy raison)

What's next

Ad fierent suscipiantur nam. Ius assum eripuit philosophia
at, his ut falli vituperata, ad ius nonumy incorrupte
philosophia. Duo alterum ceteros

Go to Next App >



#BESTNIGHTEVER

Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata, ad ius nonumy incorrupte philosophia. Duo alterum ceteros

Global New York London Paris Madrid Milan Sydney

1

Map Grid

#BestNightEver

#OutPoseYourMates

Trends this Week

Grid:

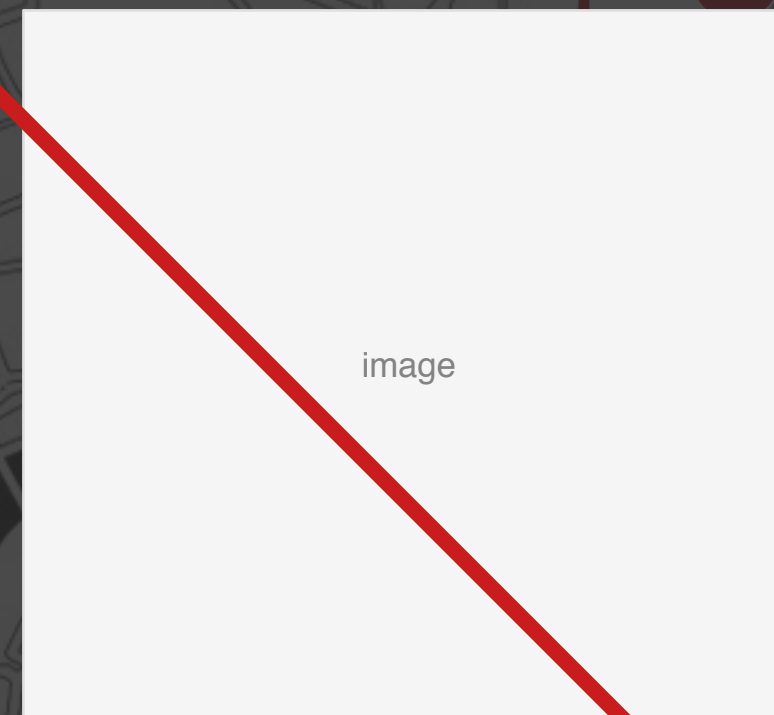
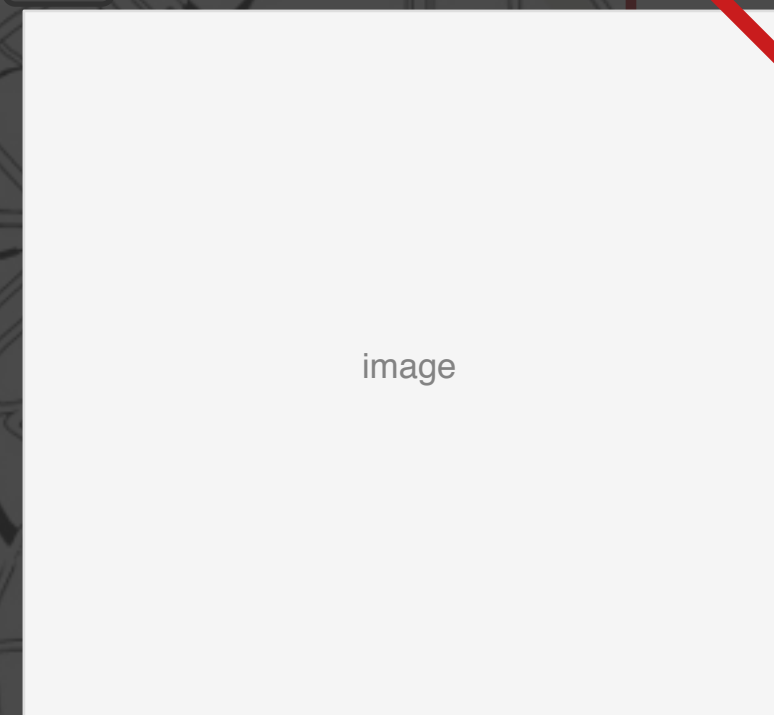
user can explore datas within a grid using scroll bar

Switch Map to Grid:

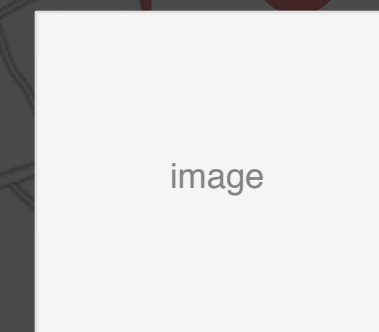
user can quickly access to the datas by using the switcher Map / Grid. (the "All" button will become deactivated, no need to have a global feed)

1

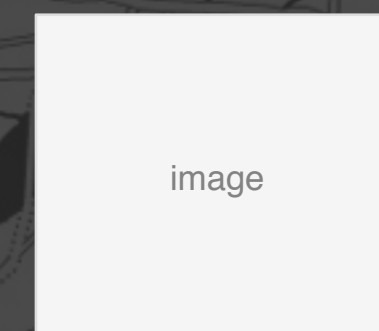
Latest Out Pose Your Mates & BestNightEver Pics



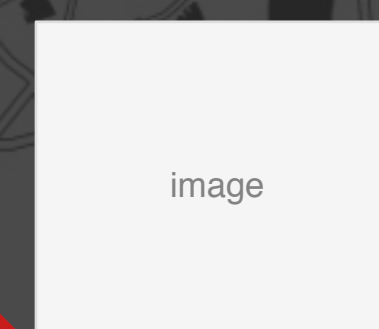
Latest Trends



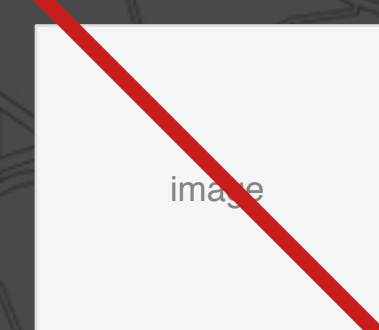
Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata



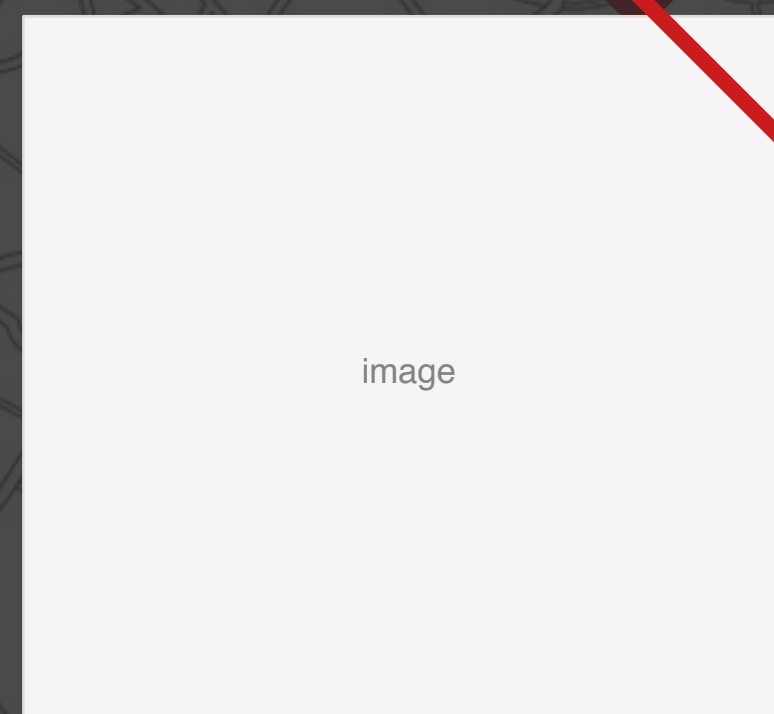
Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata



Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata



Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata



What's next

Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata, ad ius nonumy incorrupte philosophia. Duo alterum ceteros

Go to Next App >

asos christmas campaign

App: #BestNightEver Mobile
Version

mobile version?
grid only, map is too
complicate.

asos < Back To the Hub

Logo

#Best Night Ever
Ad fierent suscipiantur nam. Ius assum eripuit philosophia at nincorrupte philosophia.

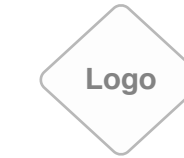
Check Out the Map
Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vitu

Out Pose Your Mate
Ad fierent suscipiantur nam. Ius assum erip uiAd fierent

Call To Action >

asos christmas campaign

App: #BestNightEver, Concept 2: Wall Feeds



#BESTNIGHTEVER

Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata, ad ius nonumy incorrupte philosophia. Duo alterum ceteros

1

Dashboard

World Feeds

Countries ▾

Main Navigation

Dashboard is the main grid, world feed and countries are the photo streams.

Global Feeds


Latest images for each country are displayed

Trend Feed

Latest trend is displayed for each city

Explore Feeds

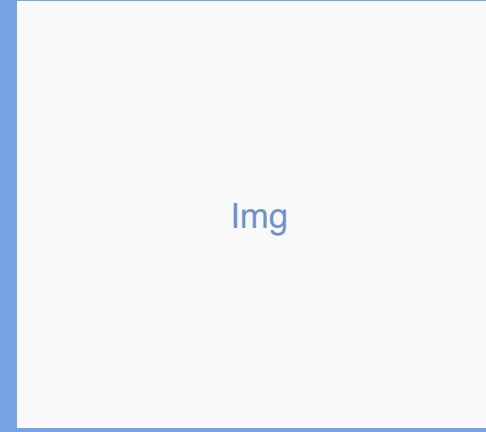
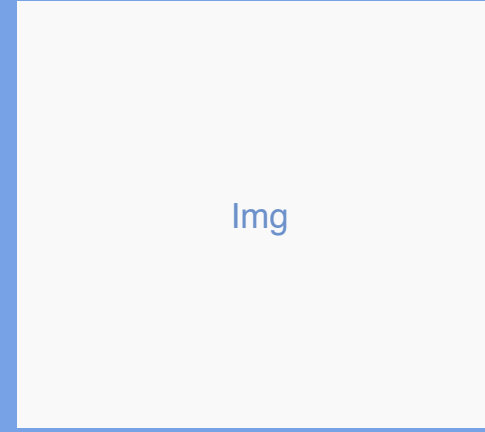
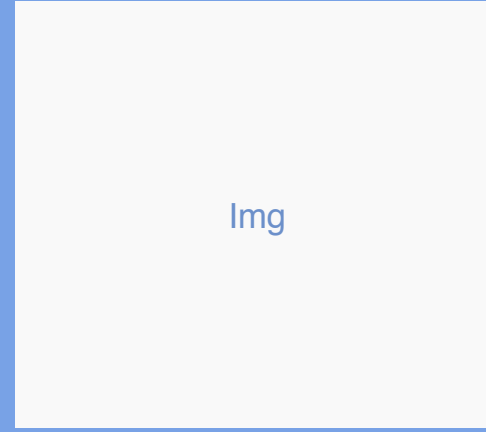
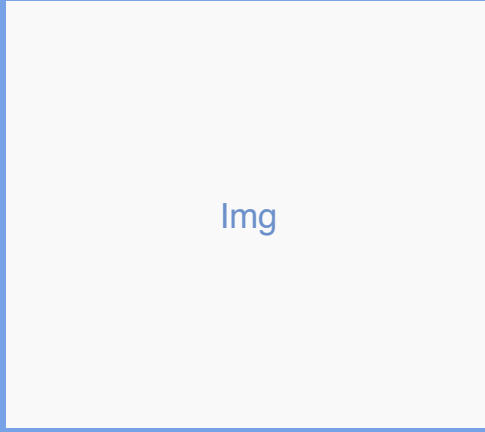
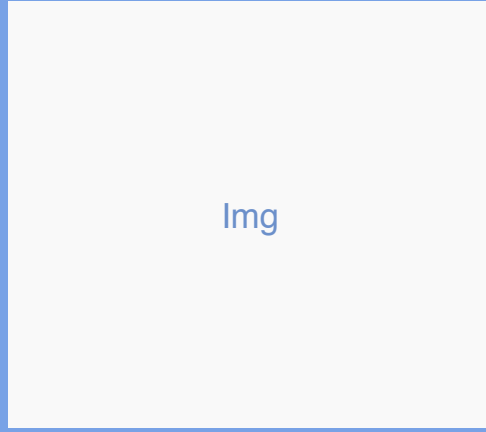
User click the Explore button or any photo to access to the photos stream and latest trends (see next screen)



World Feeds

Latest Photos

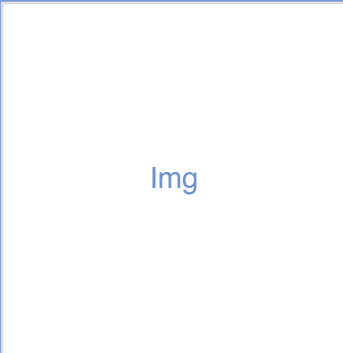
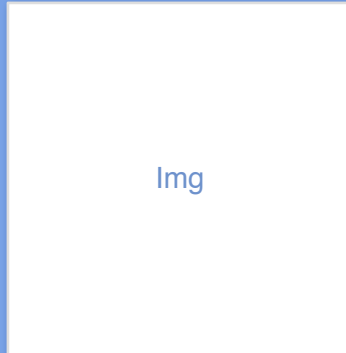
#BestNightEver & #OutPoseYourMate

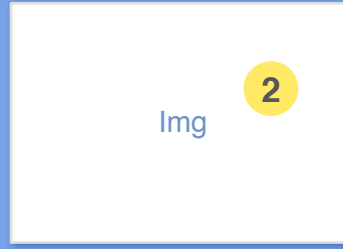


• • •

America

Latest photos

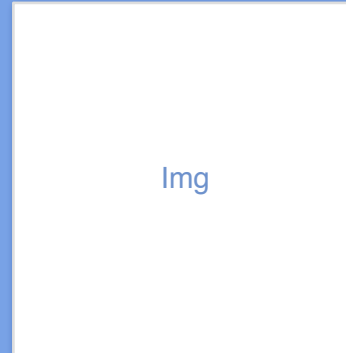
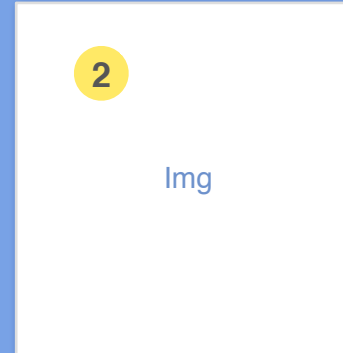


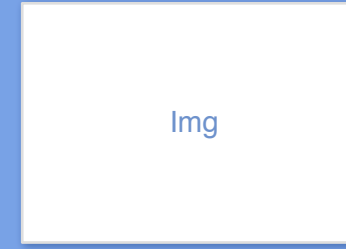
New York Latest Trend 11:30:23 

Explore Feeds >

Uk

Latest photos

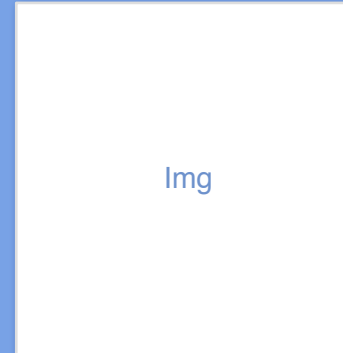
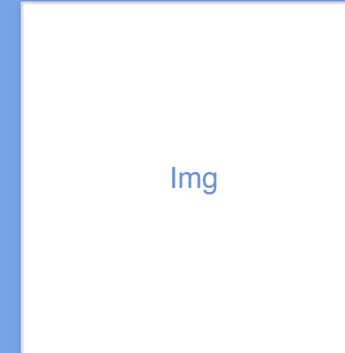


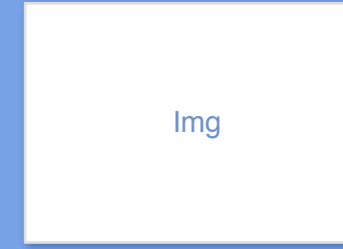
London Latest Trend 11:30:23 

Explore Feeds >

France

Latest photos

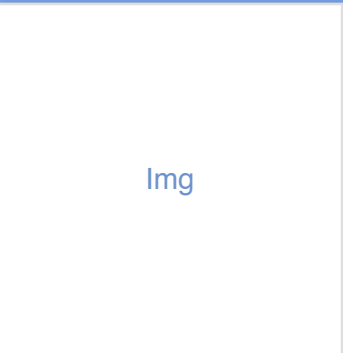
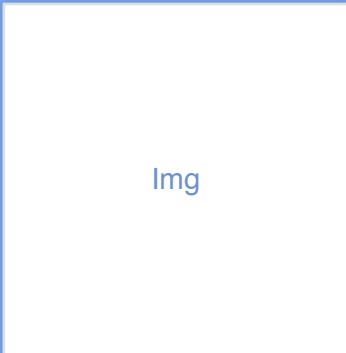



Paris Latest Trend 11:30:23 

Explore Feeds >

Italy

Latest photos

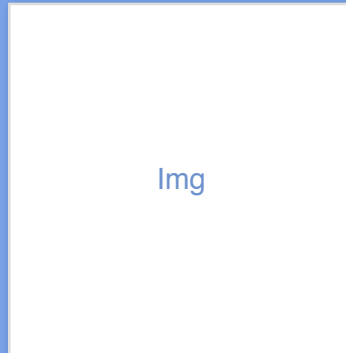
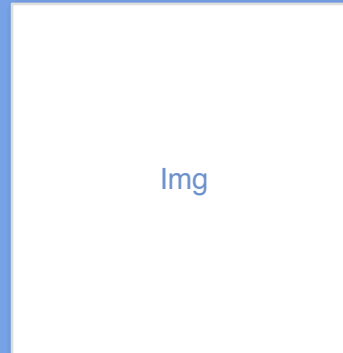



Milan Latest Trend 11:30:23 

Explore Feeds >

Spain

Latest photos

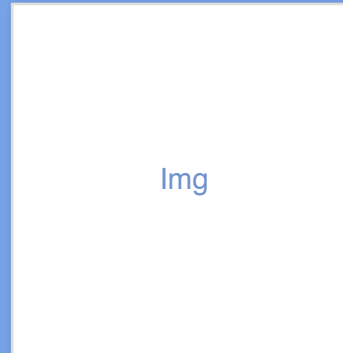
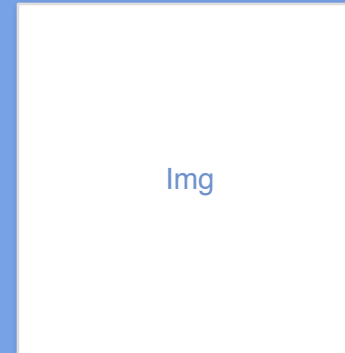


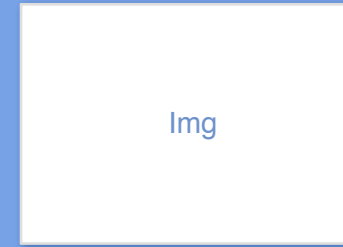
Madrid Latest Trend 11:30:23 

Explore Feeds >

Australia

Latest photos

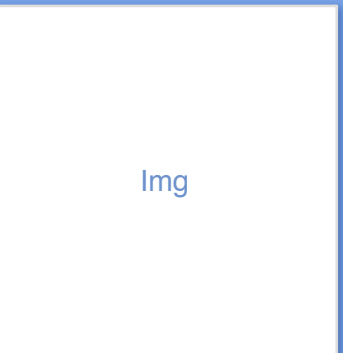




Sydney Latest Trend 11:30:23 

Explore Feeds >

Germany

Latest photos

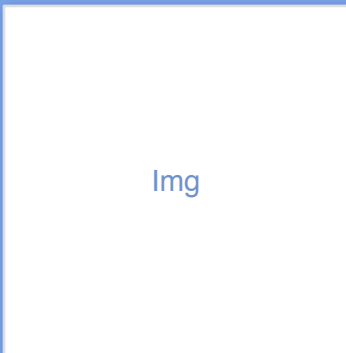
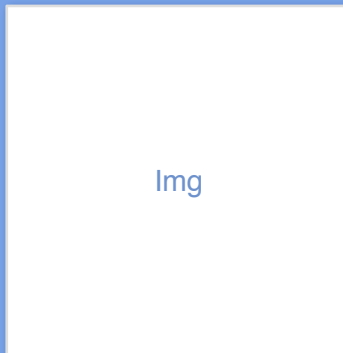


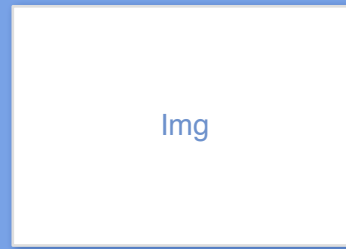
Berlin Latest Trend 11:30:23 

Explore Feeds >

China

Latest photos

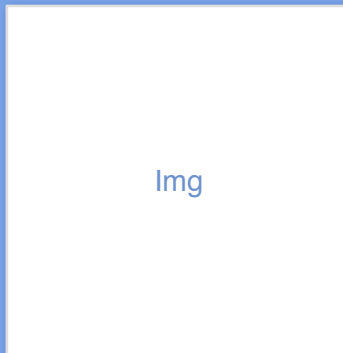
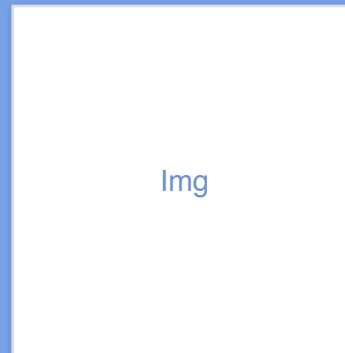


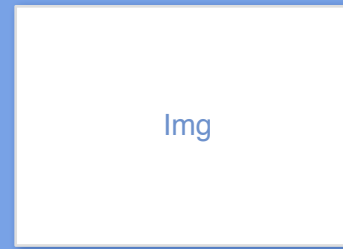
Beijing Latest Trend 11:30:23 

Explore Feeds >

Brazil

Latest photos



Rio Latest Trend 11:30:23 

Explore Feeds >

What's next

Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata, ad ius nonumy incorrupte philosophia. Duo alterum ceteros

Go to Next App >



#BESTNIGHTEVER

Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata, ad ius nonumy incorrupte philosophia. Duo alterum ceteros

Dashboard

World Feeds

Countries ▾

America

Uk

France

Spain

Italy

Australia

Germany

China

Brazil

Drop Down Menu

User can easily swap between the 9 countries photo stream.

Latest photos for America

User scroll to explore

Close the Window

Come back to the main grid

Latest Trend

the main city of the selected country is display first, user navigate in the carousel to explore the other trends in the different cities

the trends are manageable via Cms

America

Latest Photos

#BestNightEver & #OutPoseYourMate

What's Trending in

New York
Product name
15\$

Shop Asos.com >

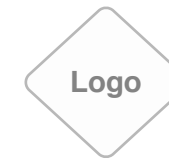
London
Product name
15£

Shop Asos.com >

What's next

Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata, ad ius nonumy incorrupte philosophia. Duo alterum ceteros

Go to Next App >



#BESTNIGHTEVER

Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata, ad ius nonumy incorrupte philosophia. Duo alterum ceteros

Dashboard

World Feeds

Countries ▼

Latest photos for All around the world

Worlds Feed

Latest Photos

#BestNightEver & #OutPoseYourMate

user name / date

What's Trending in

New York
Product name
15\$
Shop Asos.com >

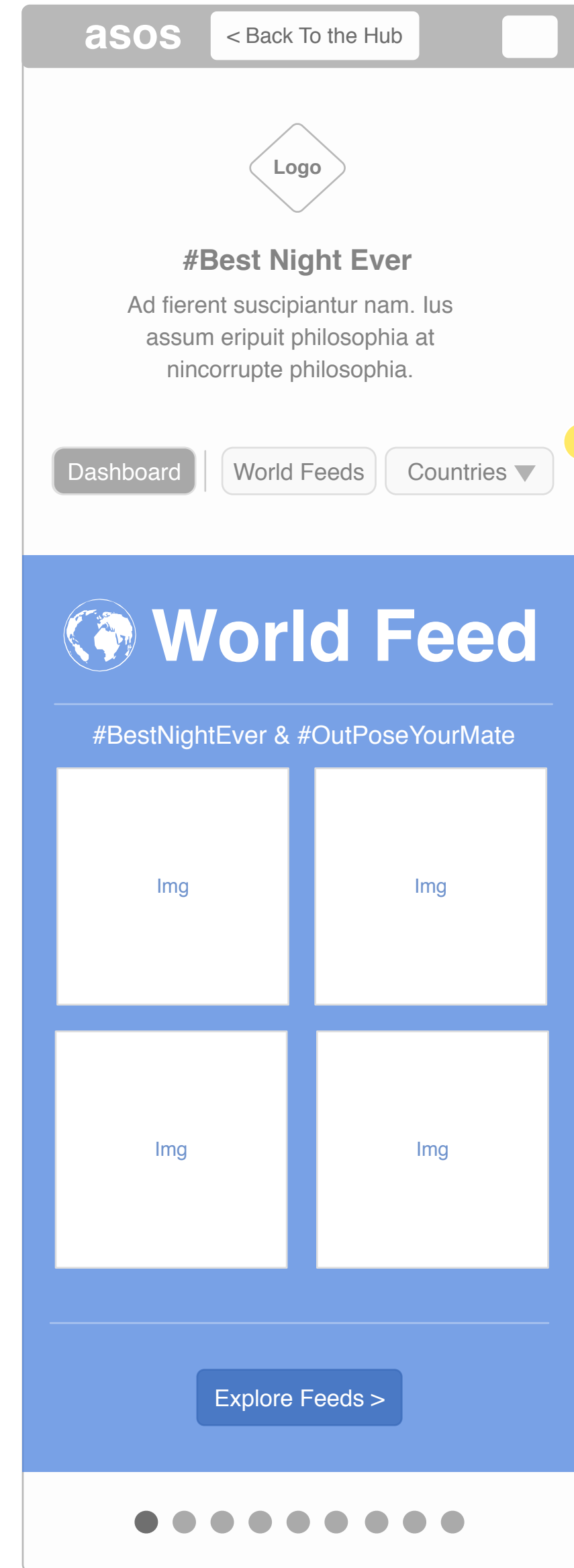
London
Product name
15£
Shop Asos.com >

What's next

Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata, ad ius nonumy incorrupte philosophia. Duo alterum ceteros

Go to Next App >

Drop Menu
the main countries are easily
selectable via a drop menu on
mobile



asos < Back To the Hub

Logo

#Best Night Ever
Ad fierent suscipiantur nam. Ius assum eripuit philosophia at nincorrupte philosophia.

Dashboard World Feeds Countries

 **World Feed**

#BestNightEver & #OutPoseYourMate

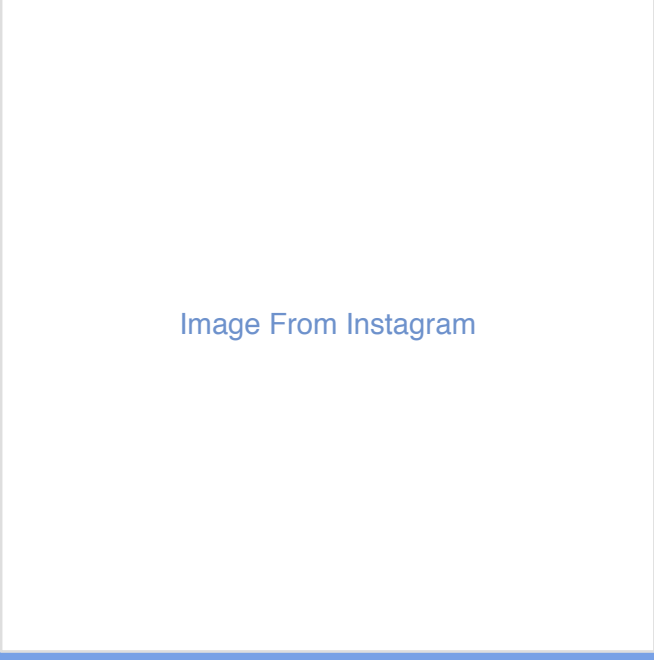


Image From Instagram

User Name | Date

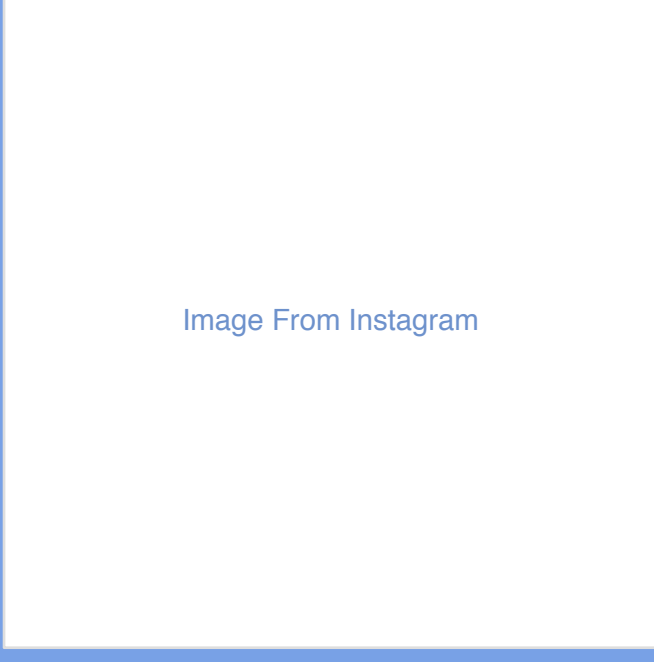


Image From Instagram

User Name | Date



Image From Instagram

User Name | Date



Image From Instagram

User Name | Date

+More

What's Trending in:

New York
Product name **15\$**



Img

Shop Asos.com >

Top

What's Next

Ad fierent suscipiantur nam. Ius assum erip uiAd fierent

Call To Action >

asos < Back To the Hub

Logo

#Best Night Ever

Ad fierent suscipiantur nam. Ius assum eripuit philosophia at nincorrupte philosophia.

Dashboard World Feeds Countries

America

#BestNightEver & #OutPoseYourMate

Image From Instagram

User Name | Date

Image From Instagram

User Name | Date

Image From Instagram

User Name | Date

Image From Instagram

User Name | Date

+More

What's Trending in:

New York
Product name 15\$

Img

Shop Asos.com >

Top

What's Next

Ad fierent suscipiantur nam. Ius assum erip uiAd fierent

Call To Action >