

asos christmas campaign

**App: Pose Like
Charlotte Now
Renamed: Out-pose
your mates**



Out Pose Your Mate

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

Pose 1

Pose 1

Pose 1

Pose 1



headline

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

Instagram

Copy to explain how do you have to play, use your instagram app to take photo and @tag

Instagram

Feed from instagram

images

images

images

Name User / Date

Name User / Date

Name User / Date

images

images

images

Name User / Date

Name User / Date

Name User / Date

More

More Button

will display more photos good solution for all devices, a pagination is too small for mobile

What's next

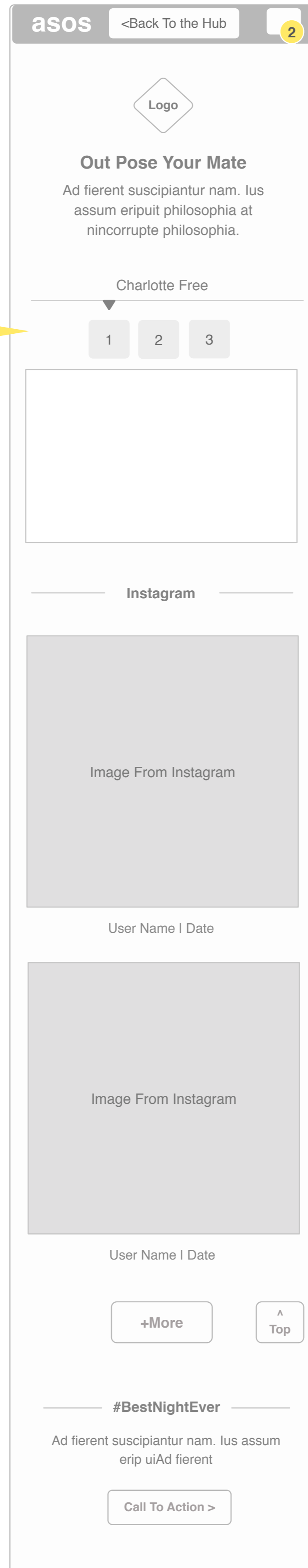
Ad fierent suscipiantur nam. Ius assum eripuit philosophia at, his ut falli vituperata, ad ius nonumy incorrupte philosophia. Duo alterum ceteros

Go to The Cover Photo Booth >

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App: Out-pose your mates,
Mobile Version

Tabs
Mobile Tabs to switch of
the different videos...



2
Change Languages
Will contain flags for the 7 languages