

asos Christmas 2012 campaign

asos wireframes v29

Fri Nov 09 2012

Author: Julien

Project Summary:

The Christmas Hub will be built inside Facebook as a canvas tab - this allows us to control the layout and give the users a better experience.

The layout will also be responsive for the different device screen sizes, desktop/laptop/mobile. We're going to create and design a long scrollable page with a top navigation, constantly visible for an easy experience.

Micro site Functionalities (Updates tagged with *):

- 01** Main Navigation: always displayed for an handy experience. + *Shop Now button in the main navigation ASOS logo top left to link to asos.com
- 02** Interactive area with main player video carousel + promotion area on the side manageable via the cms any content needed to be highlighted.
- 03** Social Media Competition, (Instagram "Tag to Win" Pinterest "Pinterest Puzzle" Pinterest / YouTube "Pin it to Win It", All of them with a CTA, driving users to the social network site to participate)
- 04** Six Apps available through time, (Fashion Bingo, Global Party Feed, Pose like Free, Cover-Photobooth, Chris Mix, Ultimate Party Builder)
- 05** Content Managed Area, (Daily Edit, The Sunday Sale, The Full Price Key piece, Promotion + Editorial Content, All of them will CTA, driving users to the ASOS.com website)
- 06** Footer with T&Cs...
- 07** *The different sections of the hub can be swapped via the cms around in terms of ordering,

asos christmas campaign

Site Map

Existing Page

Pages

Links



Social Media Competitions will be temporary displayed, (around 2 weeks on the micro site)

there is 7 languages so it will be different T&Cs for each

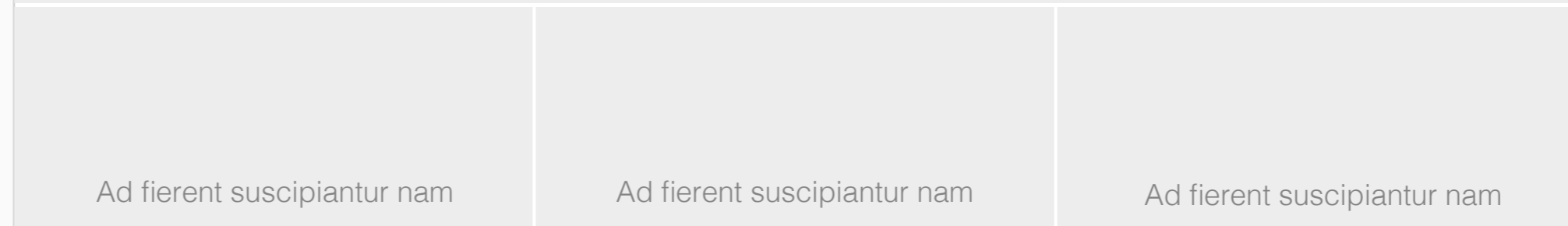
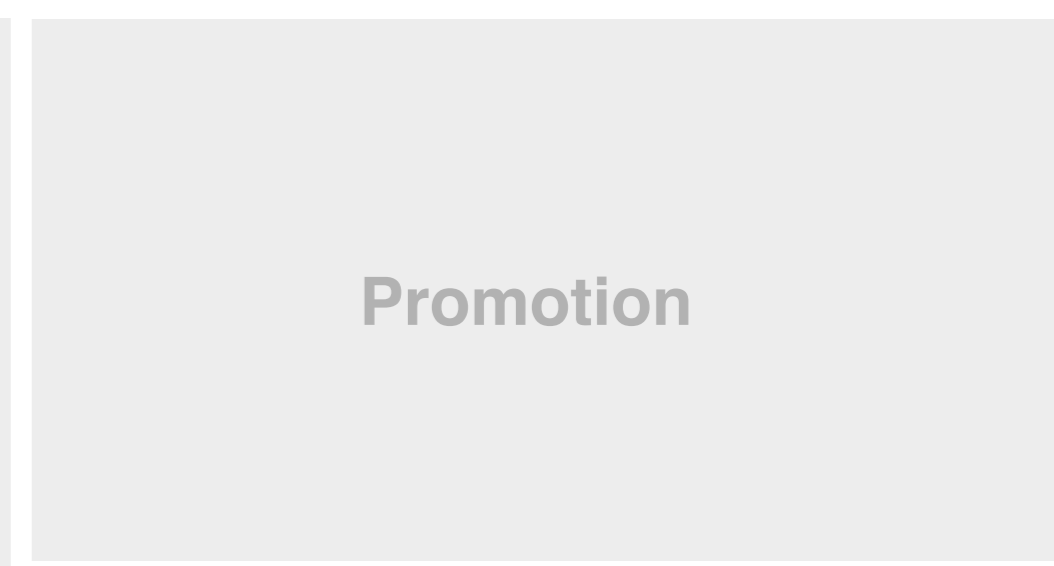
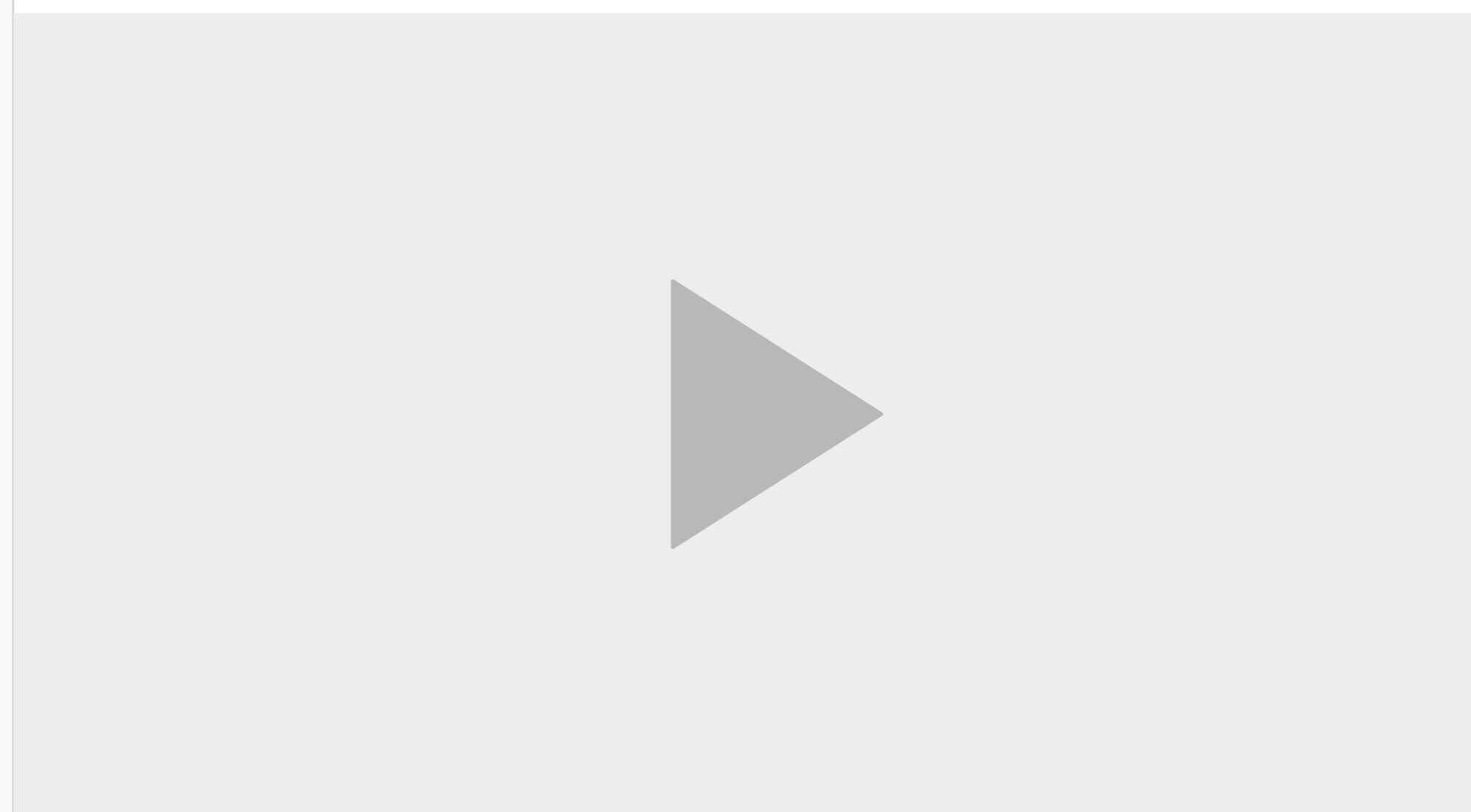
asos christmas campaign

Main Facebook page: The Asos Hub



#Best Night Ever

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



Video Player Update Monday 8th of October 2012

01:
Unfortunately we can't have the video carousel inside the video player (current design), due to a technical limitation from youtube, there is two options about video players:

1 The customised video player: we can build whatever we want but we can't track the user view we can't access to any statistic from the asos youtube channel

2. The standard embedded video player: Asos want to track the user views and other statistics on their videos > only possible with this video player version.

So we'll use the standard youtube video player, and have the carousel underneath the main player.

02:
Our creative director suggests to have tab navigation on a top of the video player to highlight the 3 asos girls. Since they are the main centre of the asos christmas campaign it would be better to showcase them clearly.

Enter Competition

Tag to Win
Ad fierent suscipiantur nam. Ius assum erip uiAd fierent
[Call To Action >](#)

Pinterest Puzzle
Ad fierent suscipiantur nam. Ius assum erip uiAd fierent
[Call To Action >](#)

Pin it to Win It
Ad fierent suscipiantur nam. Ius assum erip uiAd fierent
[Call To Action >](#)

Apps

<p>20 / 09 / 2012 Fashion Bingo Ad fierent suscipiantur nam. Ius assum erip uiAd fierent Available ></p>	<p>1 / 10 / 2012 Global Party Feed Ad fierent suscipiantur nam. Ius assum erip uiAd fierent Available ></p>	<p>20 / 10 / 2012 Pose like Free Ad fierent suscipiantur nam. Ius assum erip uiAd fierent </p>
<p>15 / 11 / 2012 Cover-Photobooth Ad fierent suscipiantur nam. Ius assum erip uiAd fierent </p>	<p>18 / 12 / 2012 Chris Mix Ad fierent suscipiantur nam. Ius assum erip uiAd fierent </p>	<p>20 / 12 / 2012 Ultimate Party Builder Ad fierent suscipiantur nam. Ius assum erip uiAd fierent </p>

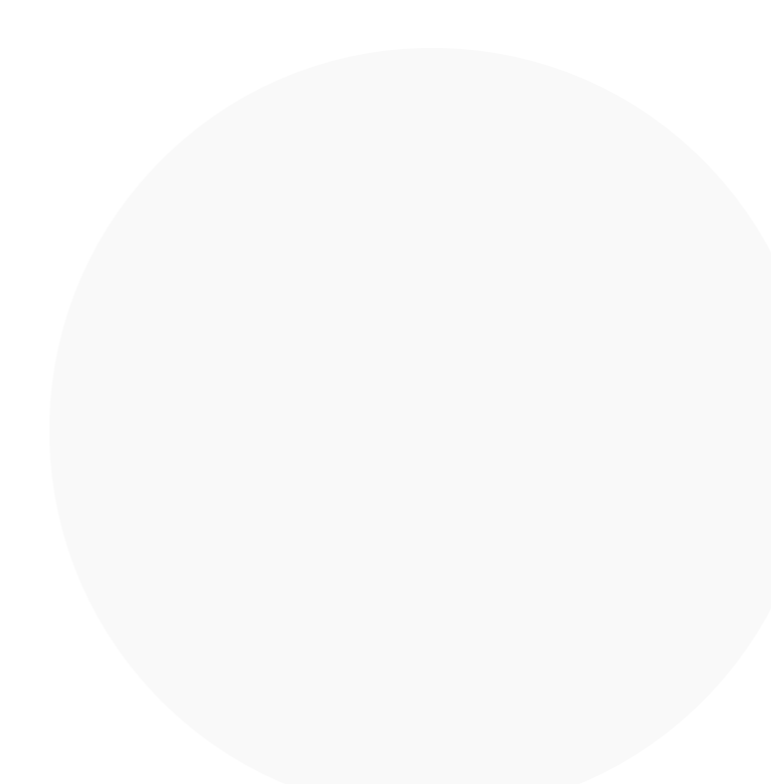
Latest From asos

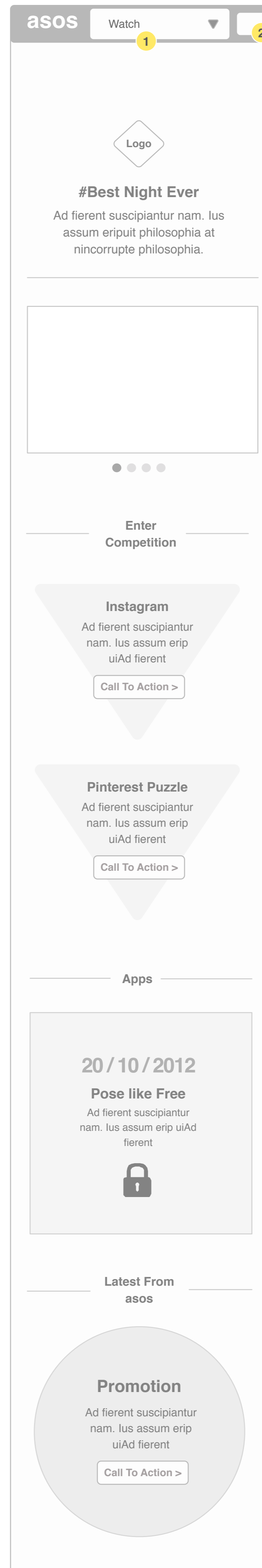
Daily Edit
Ad fierent suscipiantur nam. Ius assum erip uiAd fierent
[Call To Action >](#)

The Sunday Sales
Ad fierent suscipiantur nam. Ius assum erip uiAd fierent
[Call To Action >](#)

The Full Price Key Piece
Ad fierent suscipiantur nam. Ius assum erip uiAd fierent
[Call To Action >](#)

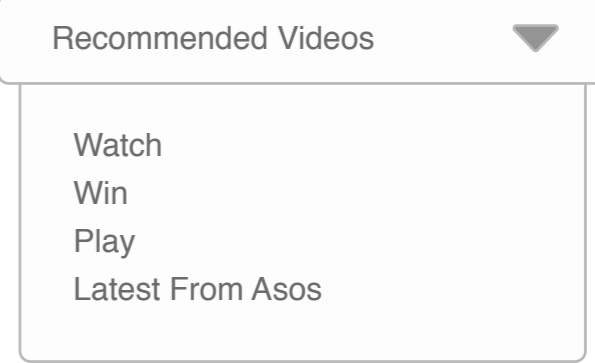
Promotion
Ad fierent suscipiantur nam. Ius assum erip uiAd fierent
[Call To Action >](#)





Mobile Video Carousel
user scroll right to left to watch the asos videos

Drop Down Menu
same navigation as the desktop header version



Change Languages
Will contain flags for the 7 languages