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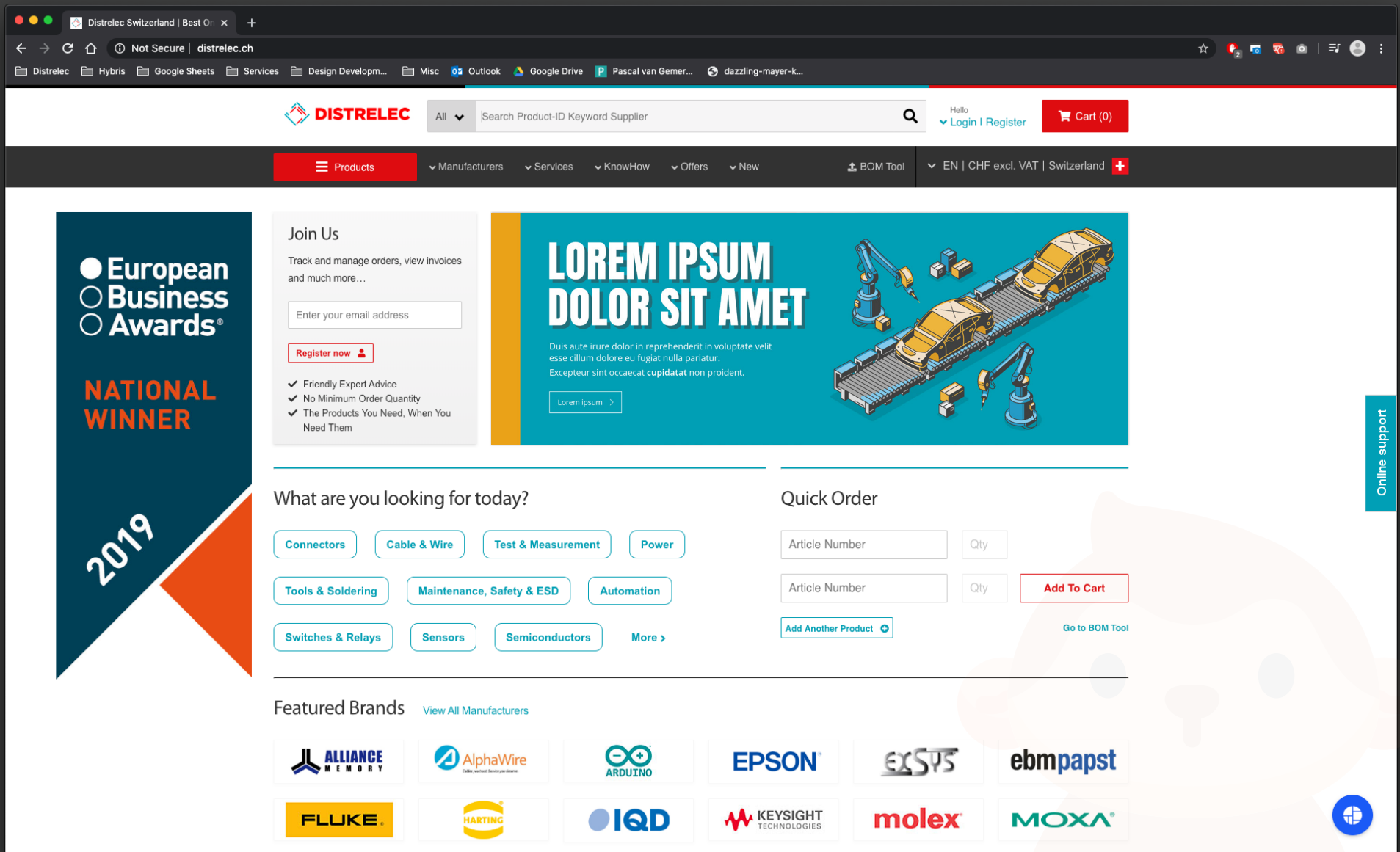
**ROBOTICS
LINESIDE
& TTM
CAMPAIGN**



HERO BANNER CONCEPT 1

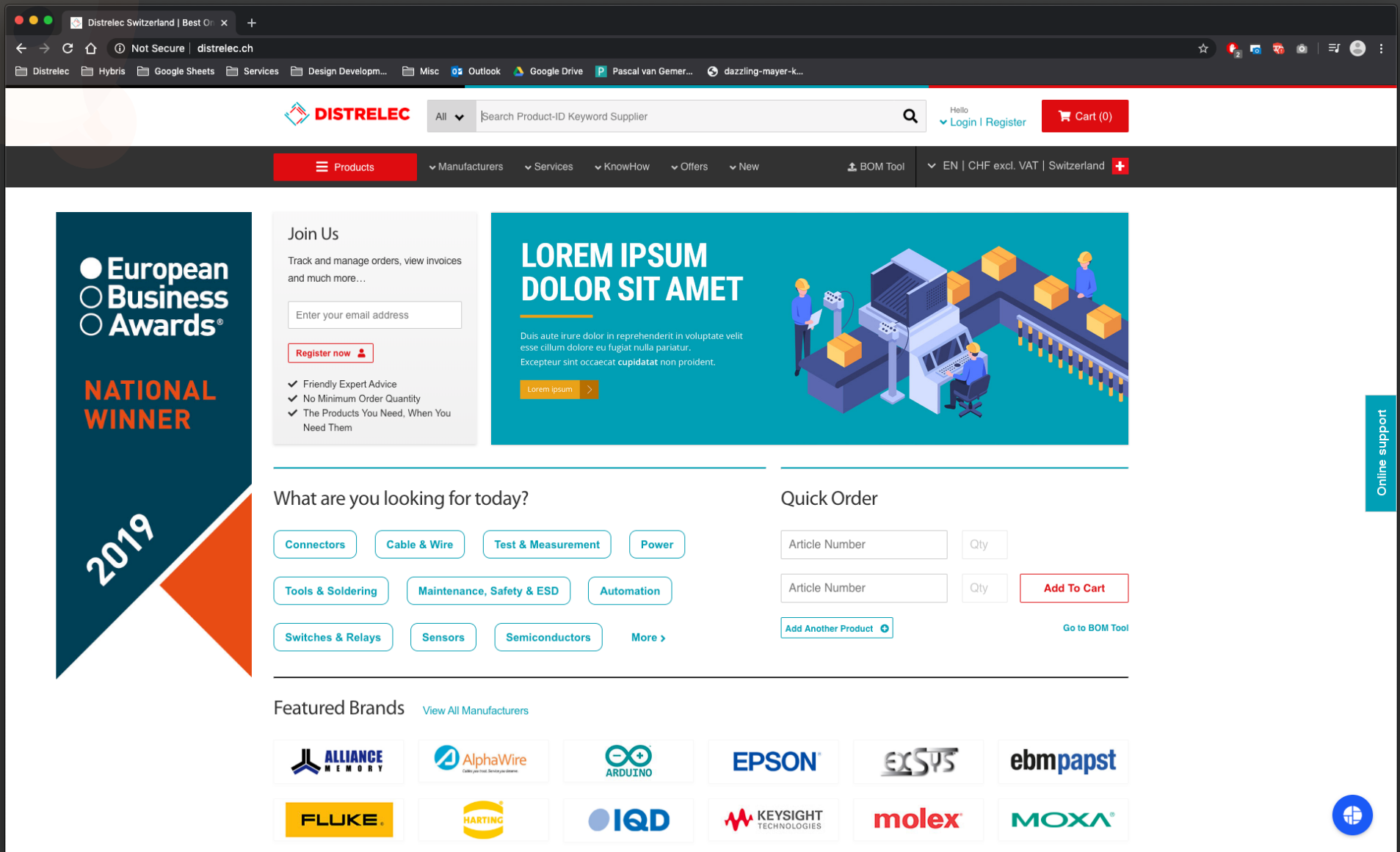
Pros: Bold, unique style, easily recoloured assets

Cons: Less appropriate subject, lacking in assets



HERO BANNER CONCEPT 2

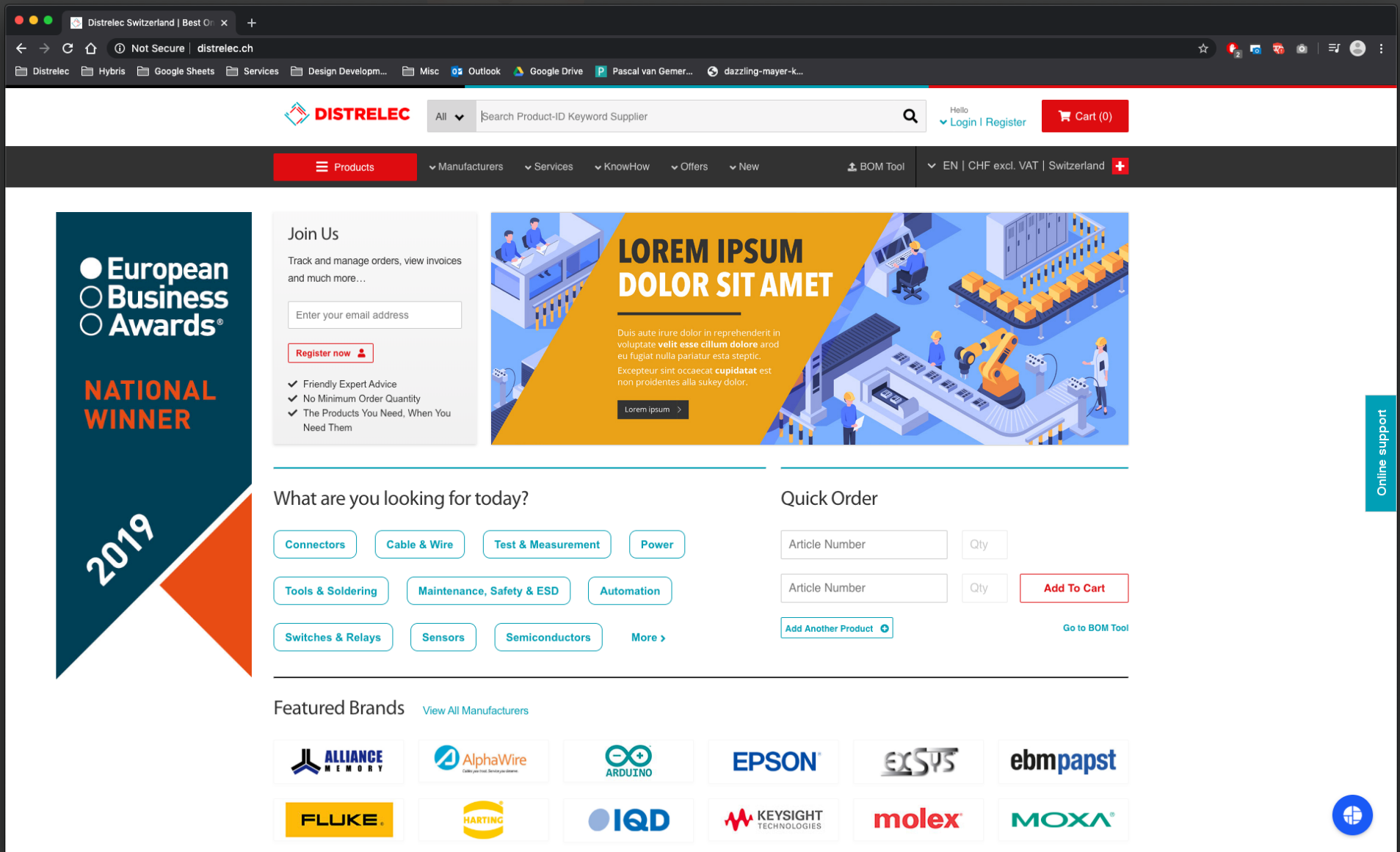
Pros: Bold, adaptable assets, extra assets, easily recoloured assets, consistent with interactive image



HERO BANNER CONCEPT 3

Pros: Bold, different, adaptable assets, extra assets, easily recoloured assets, very consistent with interactive image

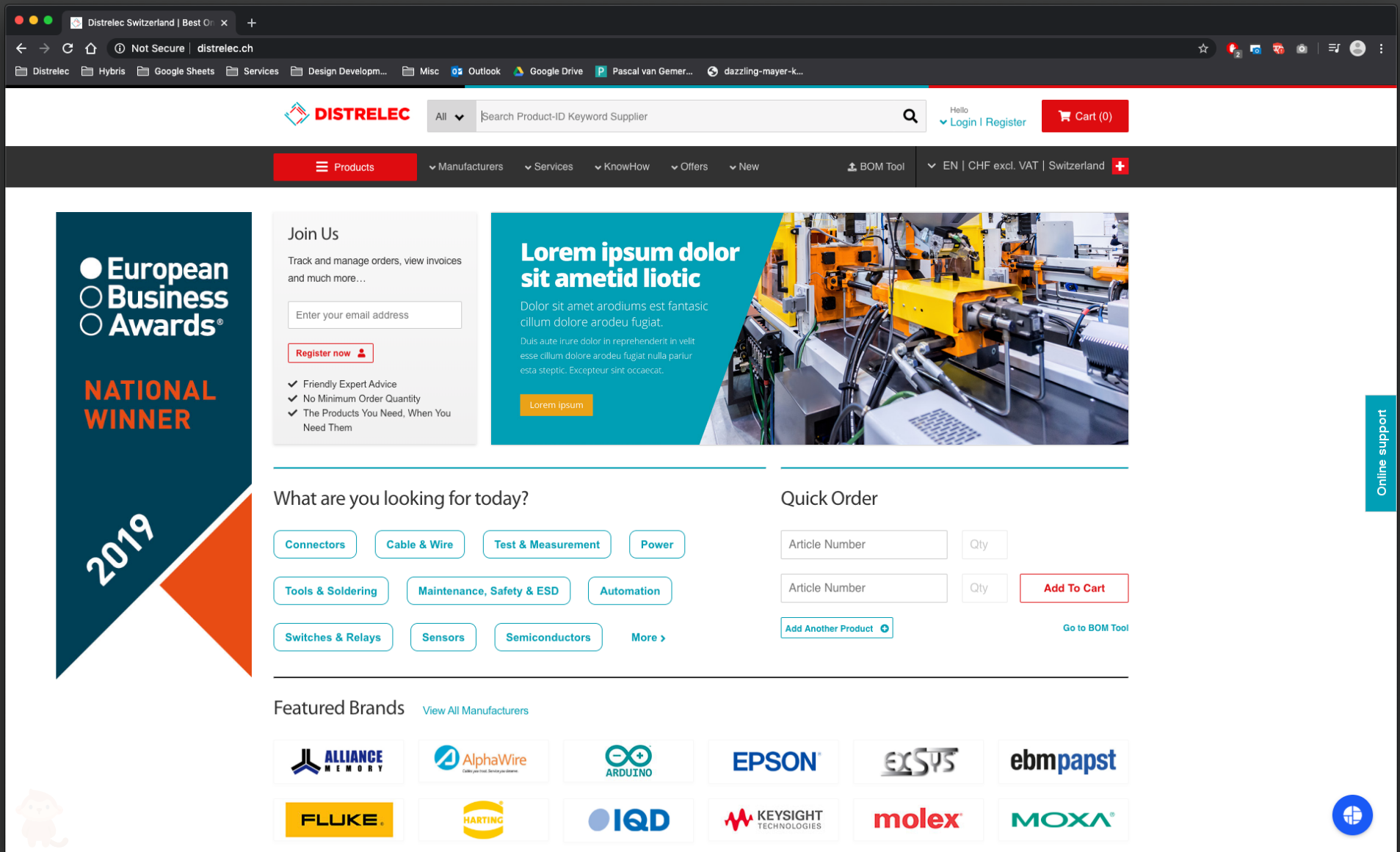
Cons: Text within slant is difficult to recreate in code



HERO BANNER CONCEPT 4

Pros: Safe, consistent with brand

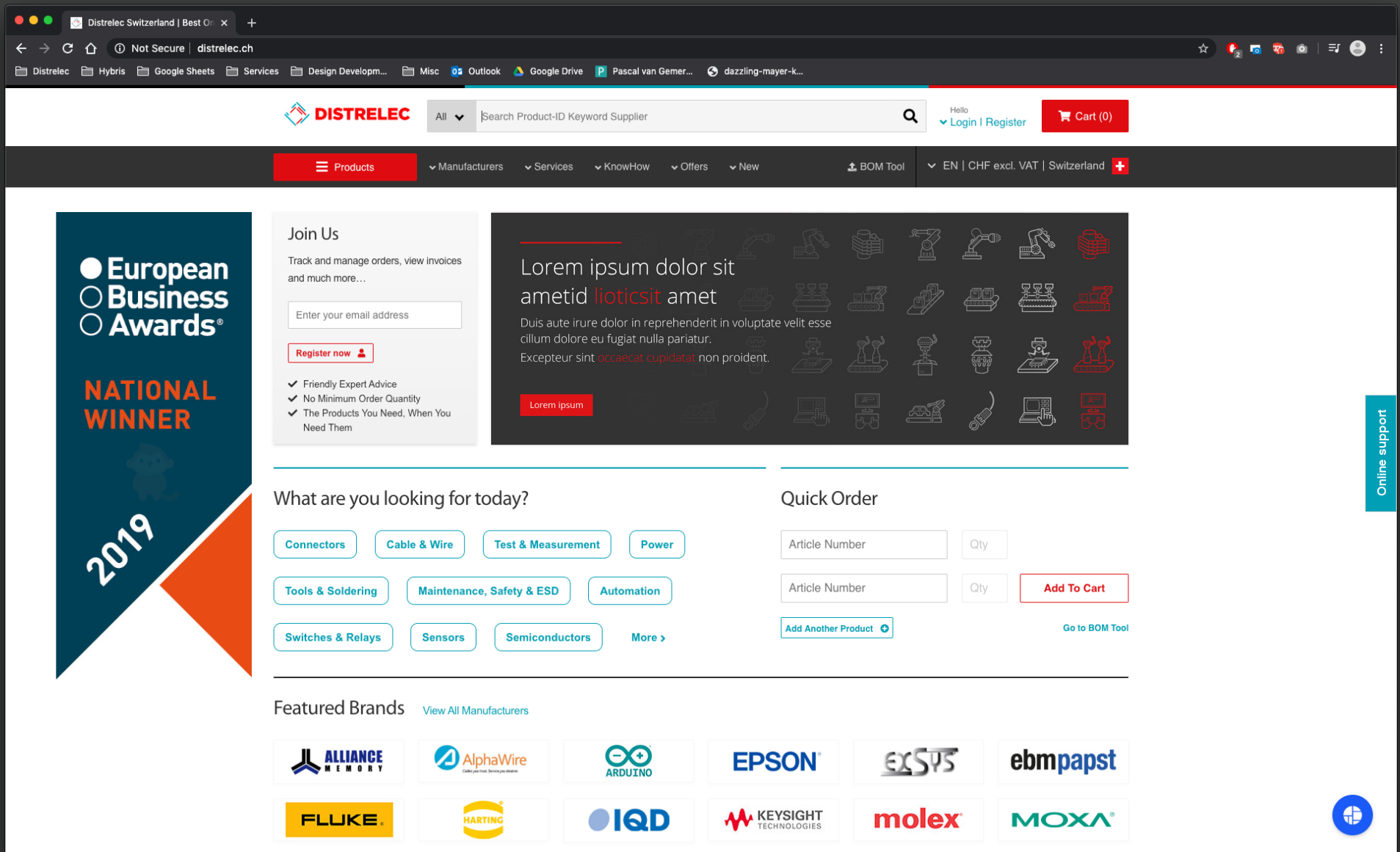
Cons: Boring



HERO BANNER CONCEPT 5

Pros: Extra assets, reusable assets

Cons: Finding suitable icons will be time-consuming



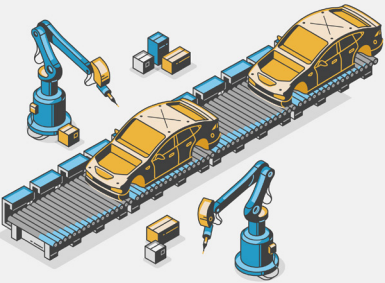
HERO BANNER

ALTERNATIVE COLOURS

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THOUGHTS

One of the main purposes of this campaign is to help Maintenance Engineers identify opportunities to improve the efficiency of their production lines by moving to a more automated system.

The main focal point of this campaign will be an interactive image of a factory designed to help Maintenance Engineers make informed purchasing decisions.

It's important to maintain a consistent theme throughout the campaign to help the customer associate all the different marketing material, and with this in mind I recommend the same style of artwork we've chosen for the interactive image.



DISTRELEC

FIN. (APPLAUSE)

