

Storyboard

Date: 23/10/15

Size: 300x250

Filename: 829_03133_SKY_XMAS_CUST_BB_MPU_014



F1 – We open in the Sky Christmas environment with the Sky logo and the campaign orb with the campaign line in situ. Sparkles animate around the orb.



F2 – The orb moves left off-screen and the Broadband line fades up. There is a flurry of sparkles around the text.



F3 – The Broadband line fades out and a Savings message fades in. Sparkles animate around the text.



F4 – The Savings message fades out and the campaign orb floats into view with both offers in situ. The CTA appears and there's a flurry of sparkles around the orb and Sky Movies logo and a sheen runs across the CTA.