

Example 1

Frame 1:

Picture of what is clearly a newspaper classified ad (distinctive and very legible typewriter-ish font) reading as follows:

<p>WANTED: travel companion Safe, stylish and well-connected; Wide-ranging interests; Believer in everyday adventure, anywhere. *</p>
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Frame 2:

Viewer double-clicks anywhere on banner, and sees an image of the '08 Sable with the following text (in same font) to the right. Your perfect partner on the road. The 2008 Sable...just think of the places you'll go.

Visual emphasis is on the graphic feel to the text and imagery.

Example 2

Frame 1:

Postcard of a scenic mountain landscape (distant view), with a somewhat squigly arrow visibly drawn in to mark a little spot on the road winding around the dramatic scenery.

Frame 2:

When cursor is moved over the postcard the image changes to the postmarked flip side with name, address and message written in rough handwriting. Text reads: Safe journies, stay in touch!

Frame 3

When viewer double-clicks anywhere on either the front or back images of the postcard, the visual goes to a close-up shot of the scenery, zooming in on the squigly arrow which eventually (on super zoom) shows the '08 Sable on the mountain road. The text reads: The 2008 Sable...just think of the places you'll go. The font used should look like the handwriting on the back of the postcard and the arrow.

Example 3

Frame 1:

A photo of what is clearly a nightstand, with a book lying in the center. The brightly colored cover has the title in bold lettering (like all the books in the self-help sections of any brick and mortar bookstore)
YES, YOU CAN TAKE IT WITH YOU!

Frame 2:

The book cover opens to a few pages in, and you see on the lhp an image of a car (naturally the '08 Sable) pulling out of a garage and then the driveway. The rhp reads (in large subtitle text of a chapter head):
Your home away from home. The tiny text underneath is initially not legible, but supportive text on the Sable's connectivity/SYNC features becomes clear when the viewer clicks on the text.

Frame 3:

The book flips a few pages further in, and the imagery and text cross over from the lhp to the rhp. The viewer sees the same Sable from Frame 2 continue down the street (from the driveway) with text reading:
The new Sable lets you go mobile with comfort, safety and style. The font should be the same as that of the chapter head.

Frame 4 (continued view of open book):

As the car is clearly heading onto the open road (leaves residential area to the real great outdoors). The text reads: The 2008 Sable...just think of the places you'll go.