

Homerun Deal-Specific Ad-Unit

20110103 Initial Concept/Layout Directions

Notes:

- Saying "Save 50%" instead of "50% Off" so a verb is used and inspire action.
- Placing city name towards to to catch users attention.
- Could emphasize Homerun branding and imagery to create awareness rather than different offer specific photos

Version 1



Catch the deal at top with baseball illustration in background. Bottom left corner has Homerun.com character with logo text.

Version 2



Using red and yellow colors from website in outer frame. Inset coupon offer area look like a window into showing into the deal.

Version 3

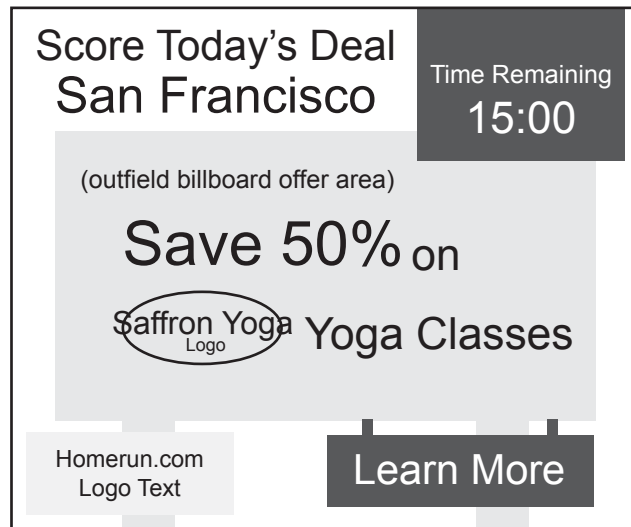


Image of cheering fans in background behind billboard offer area.

Version 4



Emphasizing time remaining and number already purchased.