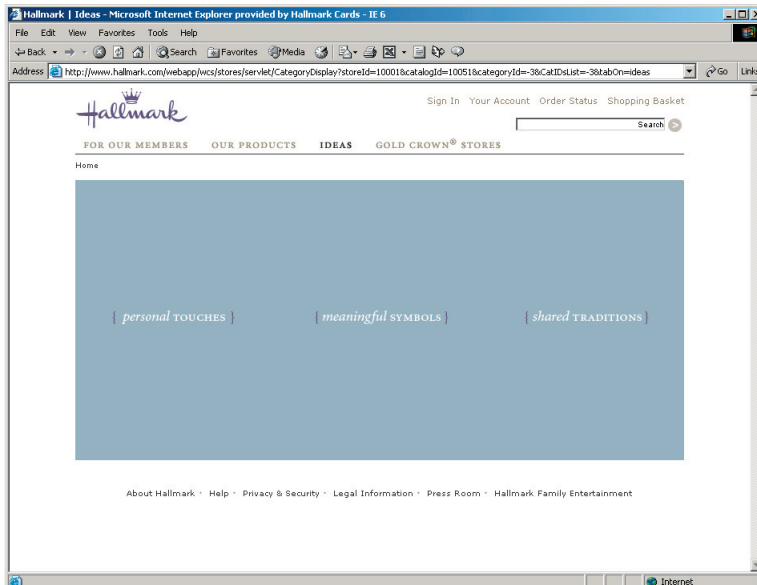




HALLMARK.COM
Signature feature

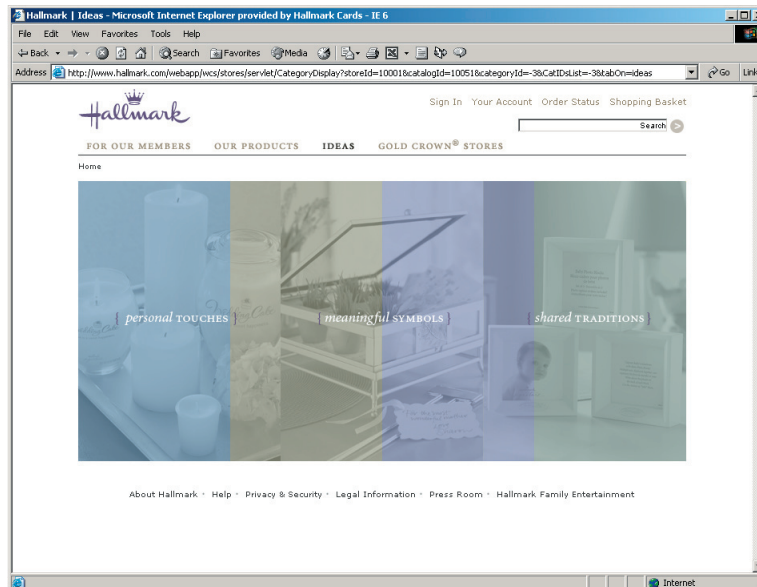


INTRO 1

COPY:
Personal TOUCHES,
meaningful SYMBOLS,
shared TRADITIONS...

GRAPHICS:
All three words are loaded by the expanding “{}”
Focuses users on core message, gives images time to load

ELAPSED TIME:
apx 2 to 4 seconds



INTRO 2

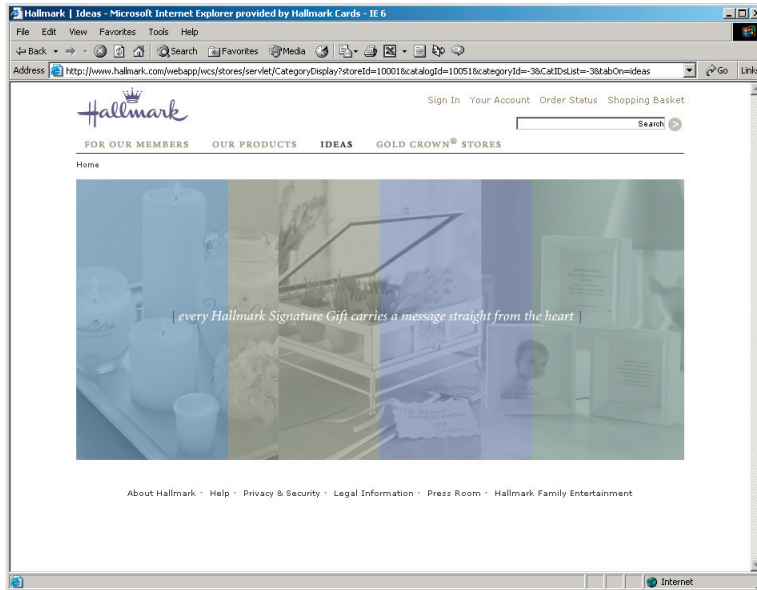
COPY:
Personal TOUCHES,
meaningful SYMBOLS,
shared TRADITIONS...

GRAPHICS:
Load in monotone images with color pallette. Images are FPO

ELAPSED TIME:
2 seconds
apx



HALLMARK.COM
Signature feature



INTRO 3

COPY:

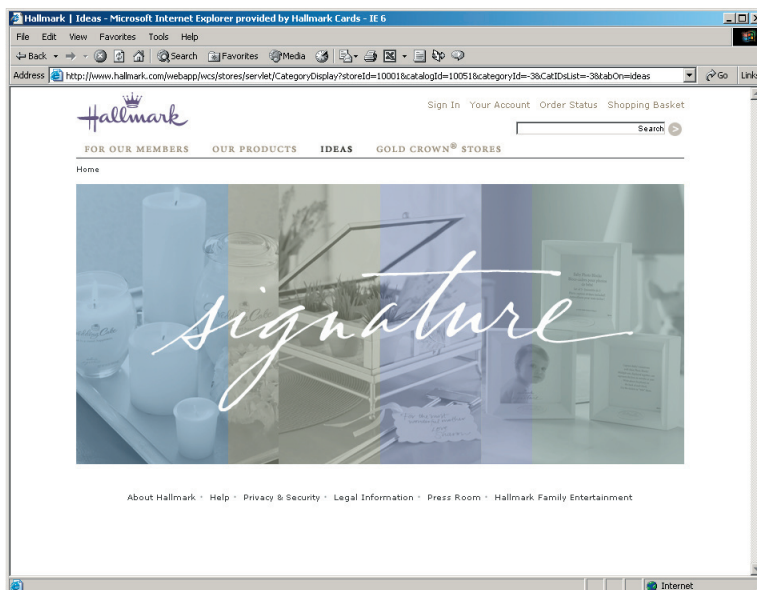
Every Hallmark Signature Gift carries a message straight from the heart.

GRAPHICS:

"{}" collapses then expands revealing the supporting theme

ELAPSED TIME:

apx 2 to 3 seconds



INTRO 4

COPY:

signature

GRAPHICS:

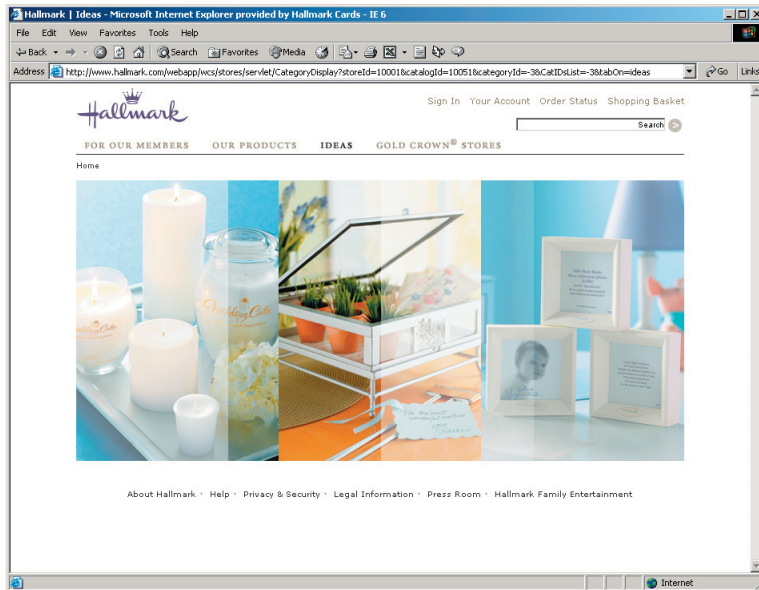
"signatureA" quickly draws in supporting the personalization and customization with marketing campaign, allows time for full color images to load

ELAPSED TIME:

apx 2 seconds



HALLMARK.COM
Signature feature

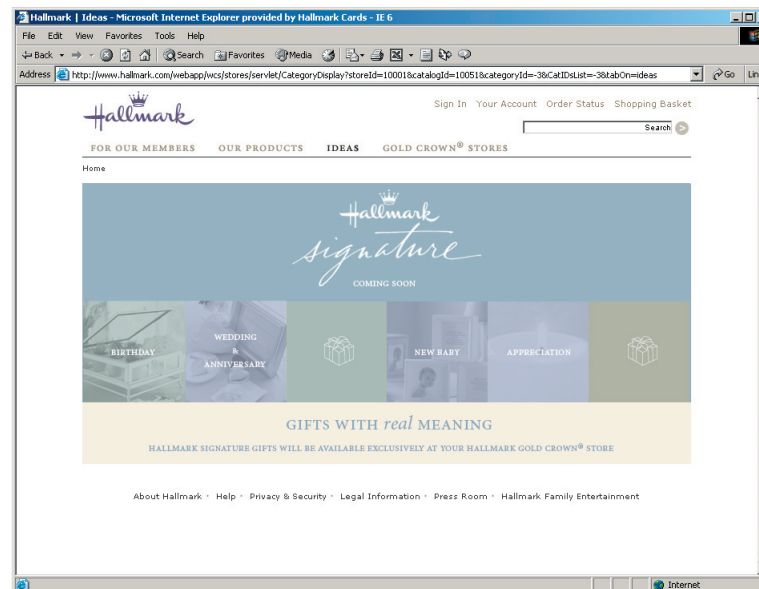


INTRO 4

COPY:

GRAPHICS:
full color images reveal themselves through the monotones

ELAPSED TIME:
apx 2 seconds



SPLASH

COPY:

Wedding & Anniversary
Baby
Birthday
Appreciation
(optional to add in "Mother's Day" and "Graduation")

Coming soon...
Hallmark Signature
Gifts with real meaning

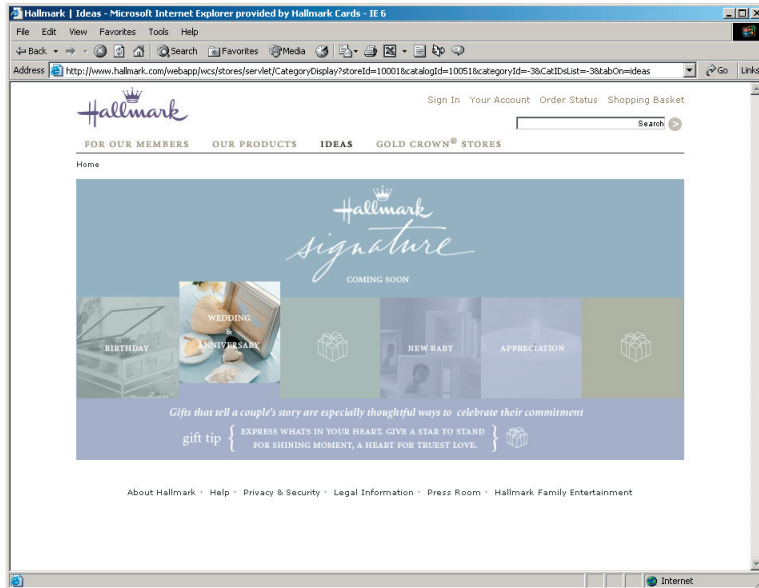
Hallmark Signature gifts will be available exclusively at your Hallmark Gold Crown® Store

GRAPHICS:
scrolling line of rollover elements and associated images. can be changed quickly to relate to instore promo piece.

ELAPSED TIME:
interactive area



HALLMARK.COM
Signature feature



SPLASH “ONROLLOVER”

COPY EXAMPLE:
Wedding & Anniversary

When you give a gift that could only be for her, she'll know it came straight from the heart.

gift tip
Add your personal touch – a snapshot, souvenir, note or small token of your feelings.

GRAPHICS:
rollover effect loads full color image and associated copy and “gift tip”

ELAPSED TIME:
interactive area