

# BrandWrap™

## GUIDELINES FOR SUCCESS



### Definition

The **BrandWrap™** is a unique, patent-pending form of interactive advertising in which content is actually integrated *into* the advertisement.

### Getting Oriented

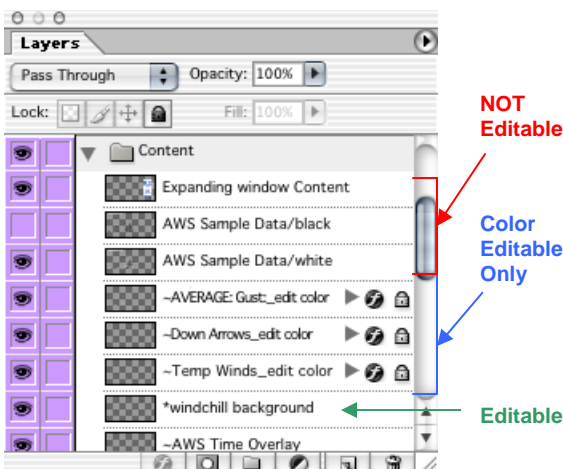


**Image A: Everything but the BrandWrap** – This is what you see when you first open the template file. Your job is to add the BrandWrap.

You've decided to design your own BrandWrap! The learning curve is small, and it's a lot of fun to do. We think you'll enjoy the process. Before you begin, take a few minutes to read through this document. Once you start designing, keep in mind we are always available to assist, and have plenty of experience making BrandWraps for advertisers. So let us help. Keep in touch with any questions you have – contact WeatherBug Client Services at [csg@weatherbug.com](mailto:csg@weatherbug.com).

To get started, use the latest version of Photoshop to open the attached WeatherBug BrandWrap template. Please do your actual design within this file.

### The Subtle Marriage of Design and Data



**Image B: Photoshop Layers** – The Layer names tell you which ones are under your control.

Once the template file is opened, you will see all the elements that the user will see, without one important element ... your BrandWrap!

1) Turn on one of the sample BrandWrap layers ("Sample wrap4\_full template" for instance). There are 5 sample layers. (Note how advertiser branding and design is carefully weaved into and around the weather content)

2) Get familiar with all the layers by turning them on and off, one at a time. (Some layers are there for your reference, and others are ready for you to customize)

### IMPORTANT: LAYER GUIDELINES

- You may edit any layer whose title begins with a "\*".
- You may edit the color of any layer whose title begins with a "~".
- All other layers are for reference only, and may not be changed.
- See Image B to the left for examples.

## Weather Data



**Image C: Weather Data Readability** – It is essential that the weather data generated by WeatherBug it easily read when displayed over your BrandWrap.

Take special note of exactly where weather data is displayed and where there are open areas. When you get a sense for this, you'll be able to better create a BrandWrap that integrates content into your advertisement.

The general background scheme within the weather data area must be muted to the point that the weather data can be easily read when placed over your BrandWrap. After your BrandWrap is complete, we will assign a single complimentary font color for presenting all the data. Be sure that the background is the same general level of lightness or darkness in the areas wherever text weather data will appear.

When designing your BrandWrap, you should consider the readability of the weather data as the highest priority, followed in order by the two advertisement/click to action banners and a seamless Background design.

## Content Area and Tabs

appears, replacing a 418x261 pixel box within the center of the BrandWrap. Watch your BrandWrap design so that the appearance of this content box will not cut off a design element at a point uncomfortable to the eye.

The navigation tabs (i.e. Alerts, Forecast, Cameras, etc.) are part of your BrandWrap, so you may customize their color. However, they must be positioned exactly according to the template. Remember, WeatherBug customers rely on these tabs as their primary navigation tool. It is important to maintain these buttons as a prominent design element, especially so the customer's attention is drawn to the tabs.

## Making Your BrandWrap Animated & Clickable



**Image D: Getting Interactive** – The BrandWrap reserves two large areas for animation and clickability: one at the top and one at the bottom

The BrandWrap has two clickable areas. They are both 468x60 in size, and are located at the top and bottom. These portions of the BrandWrap should appear seamless in design with the rest of the BrandWrap, and can be animated like any ad banner. They will be served as banners, may be animated, and may include HTML. When designing your BrandWrap, be careful that these clickable areas do not appear as simple, boxed banners. Instead, these "open" space areas must graphically blend into the rest of the BrandWrap, so there is a seamless integration of content, design and clickability. This enhances advertiser recall, and causes the user to be more likely to internalize your message.

If you plan to put animation within either or both of the 468x60 sections, copy these two background sections (using the appropriate overlay layer as your guide) and paste them into new files. Then create a layered animation with timings. Provide us the animated banner section(s), non-optimized and in Photoshop (or Image-Ready) format.

But before you do, be sure to test-optimize it yourself. Make sure that each banner does not exceed 15k.

## WeatherBug 'Today'

The color around the outside of this tall, rectangular box on the right side of the WeatherBug should match the overall background color of the BrandWrap you design. Note how the curved line in the top of this section bleeds into the top right section of the BrandWrap. For design continuity, be sure to mute this curved design feature into the background of the BrandWrap you design.

## How to Handle "Reserved Areas"

Two small areas (upper left and lower right) are reserved for WeatherBug branding. The WeatherBug brand in the upper left is protected, except for the color behind the logo. You can change this color to appropriately match the other elements of the BrandWrap. The BrandWrap background should not extend behind this area. The bottom brand has a bit more flexibility. The color/background of the "Share WeatherBug" logo can match the background of the BrandWrap, so long as the text "Share WeatherBug" is clearly legible.



**Image E: Reserved Areas** – Other than the small reserved areas, the BrandWrap designer has a large canvas to create a creative and unique background image and theme.

## Putting Your Design To the Test

Three tests will help you determine if your BrandWrap is effective...



**Image F: Sample BrandWrap** – When completed, your BrandWrap is an effective advertising platform to build your brand.

**#1: The Blend Test** – Check to make sure that each of the three sections (top, middle and bottom) blends together seamlessly. If this is the case, you have begun to achieve what a successful BrandWrap *should* be. **KEY: You don't want a BrandWrap that looks like it has one ad banner at the top and one at the bottom.** Three separate sections defeat the uniqueness of the BrandWrap.

**#2: The Cover-up Test** - Another way to test whether you have created a successful BrandWrap is to cover the top and bottom "open" areas of the WeatherBug. If you still recognize who the advertiser is, you're headed in the right direction. So, even with the "open" areas covered, there should still be enough visual cues (color scheme, muted logos etc.) in the middle section of the BrandWrap to allow the user to recognize the advertiser.

**#3: The User-Experience Test** - Finally, test content readability by turning on a "Sample Data" layer. If you have a dark background, turn on the "Sample Data White" layer, and visa versa. While we optimize the exact font color for readability, you should do this preliminary check before

you finalize your design. *NOTE: All BrandWraps are subject to internal review and approval for WeatherBug content integrity.*

## ***Production Steps***

1. Design the general BrandWrap graphic based on the attached design template and samples, as well as the guidelines given above.
2. Submit your master BrandWrap design and any animated graphics as layered, non-optimized Photoshop images. (Please do not flatten any portion!)
3. WeatherBug, advertiser and agency review and modify design as appropriate.
4. WeatherBug programs the BrandWrap. Please plan for this to take 3 business days.
5. Final sign-offs and launch.