


THE BOXTROUS

PROPOSAL ONLINE AD CAMPAIGN








ADDROID

THE BOXTROLLS



CUSTOM CONCEPTS



THE BOXTROLLS



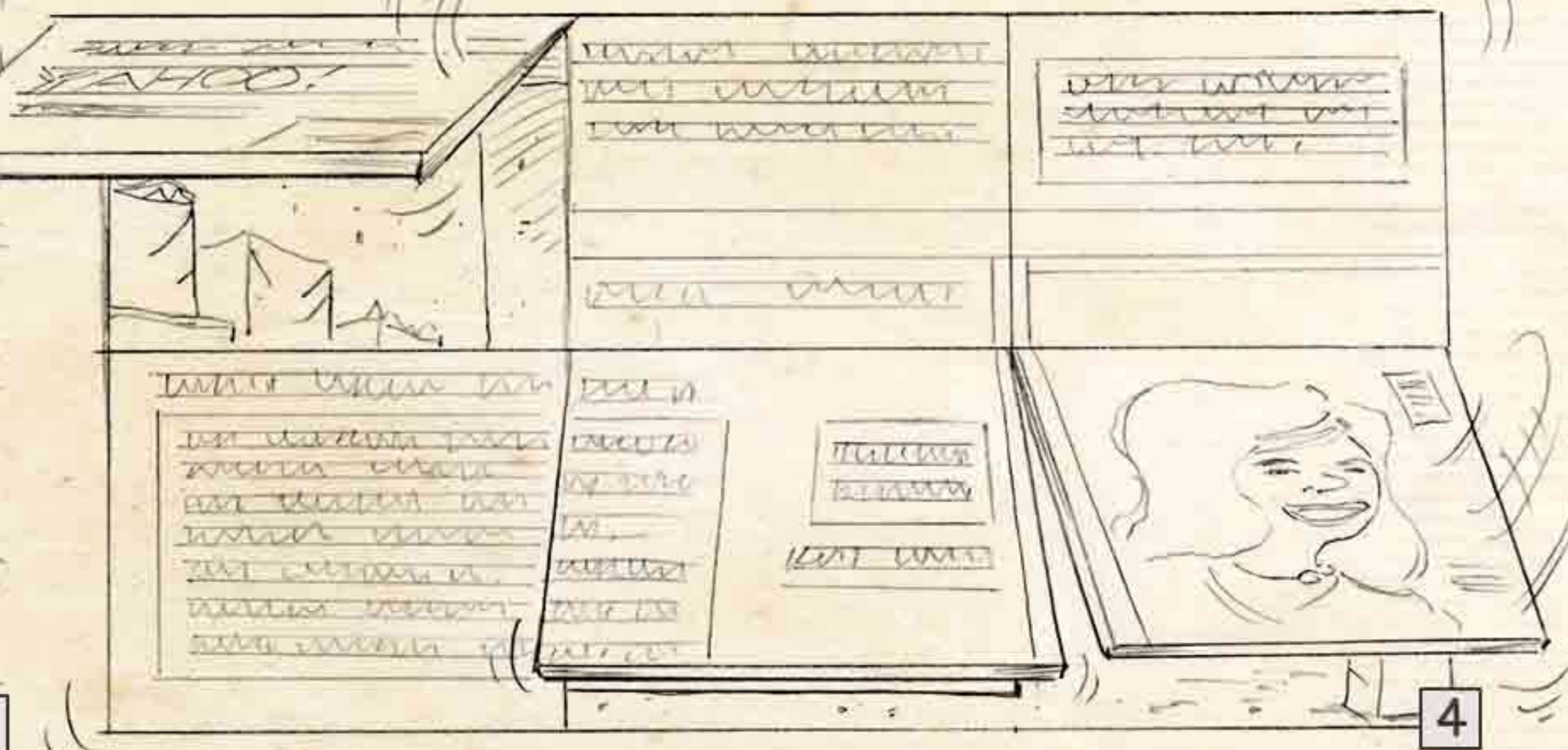
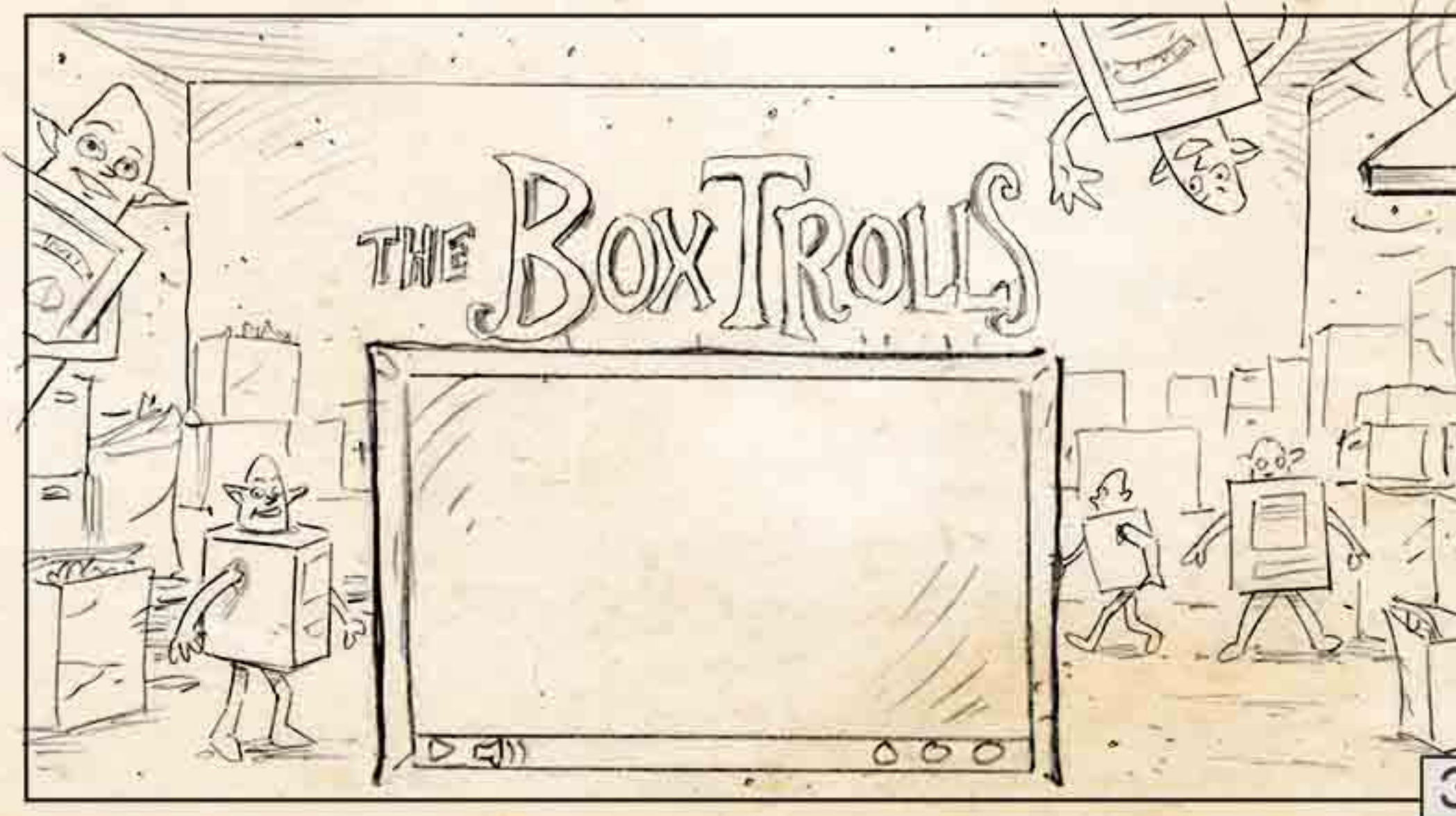
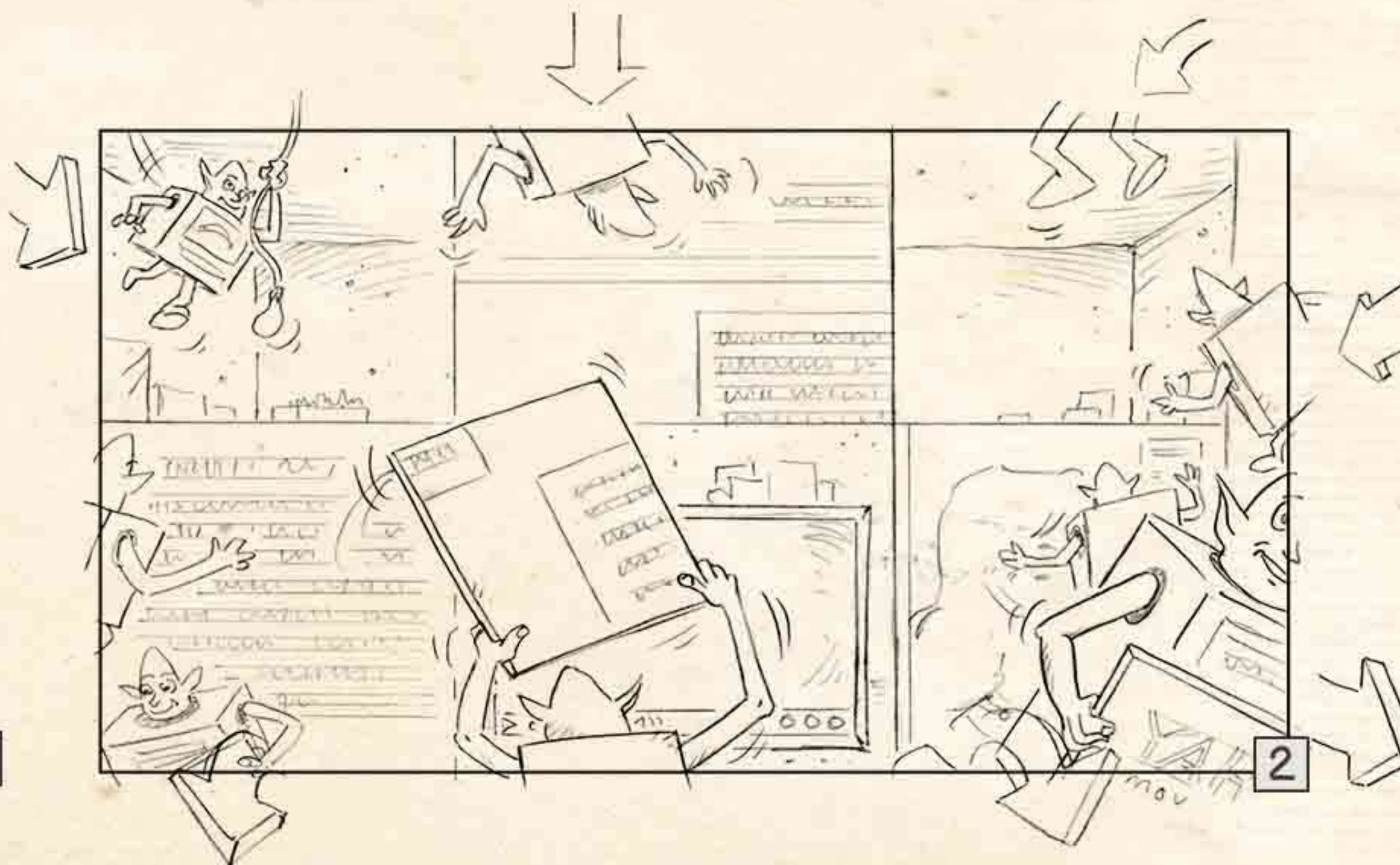
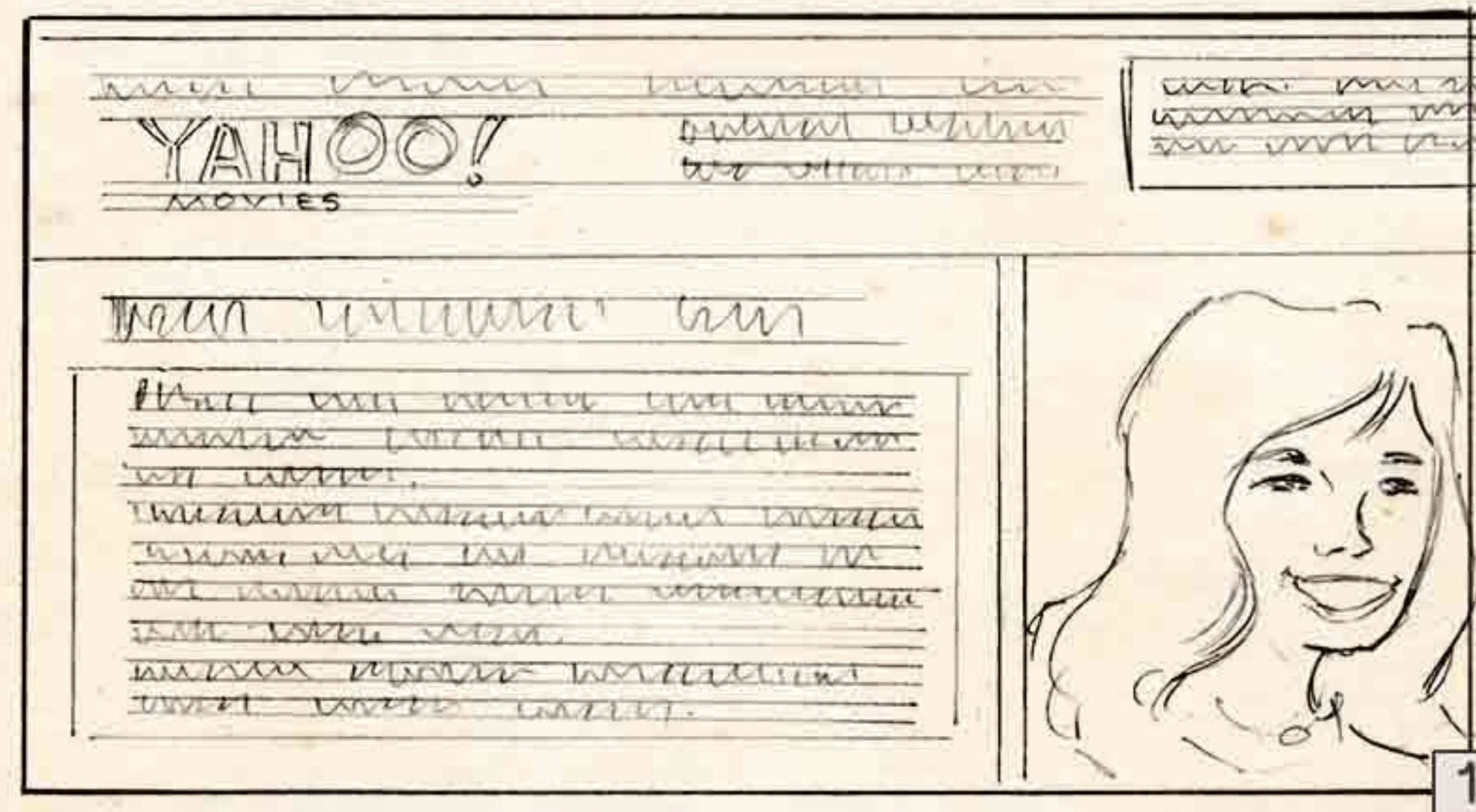
BLITZ IN THE BOX

Upon page load, the user sees the Boxtrolls scurry onto the page. One slides down head first from the top, another comes from the bottom of the page while still more of them come running in from the sides, and they all begin tinkering with site.

They're lifting pieces up, removing panels and disassembling the page. All of a sudden, the user sees a fully branded Boxtrolls page living underneath the site content with the title and release date.

At the conclusion of the auto play portion of the takeover, the Boxtrolls run away and the site panels fall back into place as if nothing has happened.

The user can then re-play the takeover from one of the ad units left on the page, and because it's now user initiated, sound elements can be included as well. But this time, when they disassemble the site the branded page contains a video player with the main trailer running, and there are several interactive background elements for the user to discover upon rollover.



THE BOXTROLLS

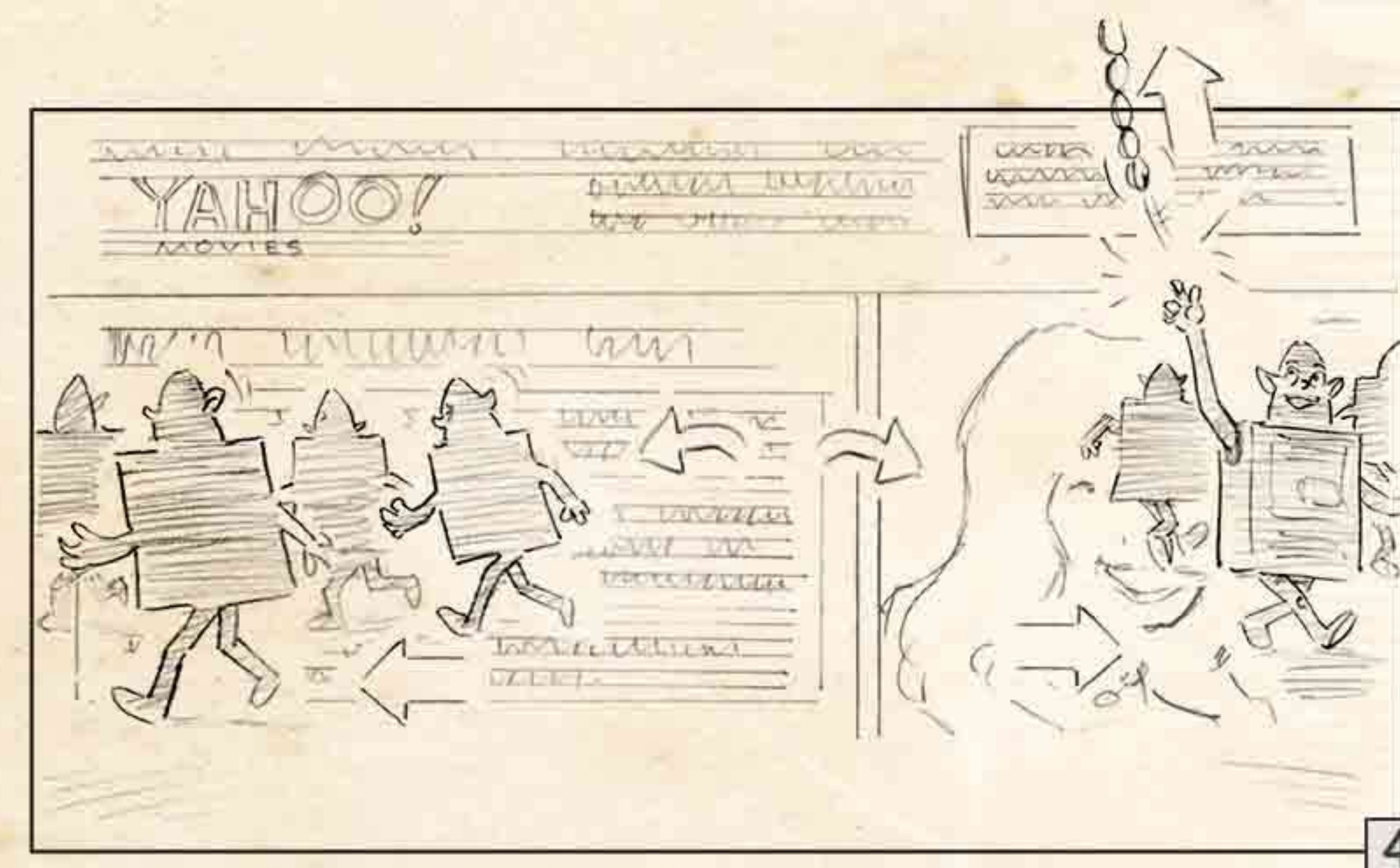
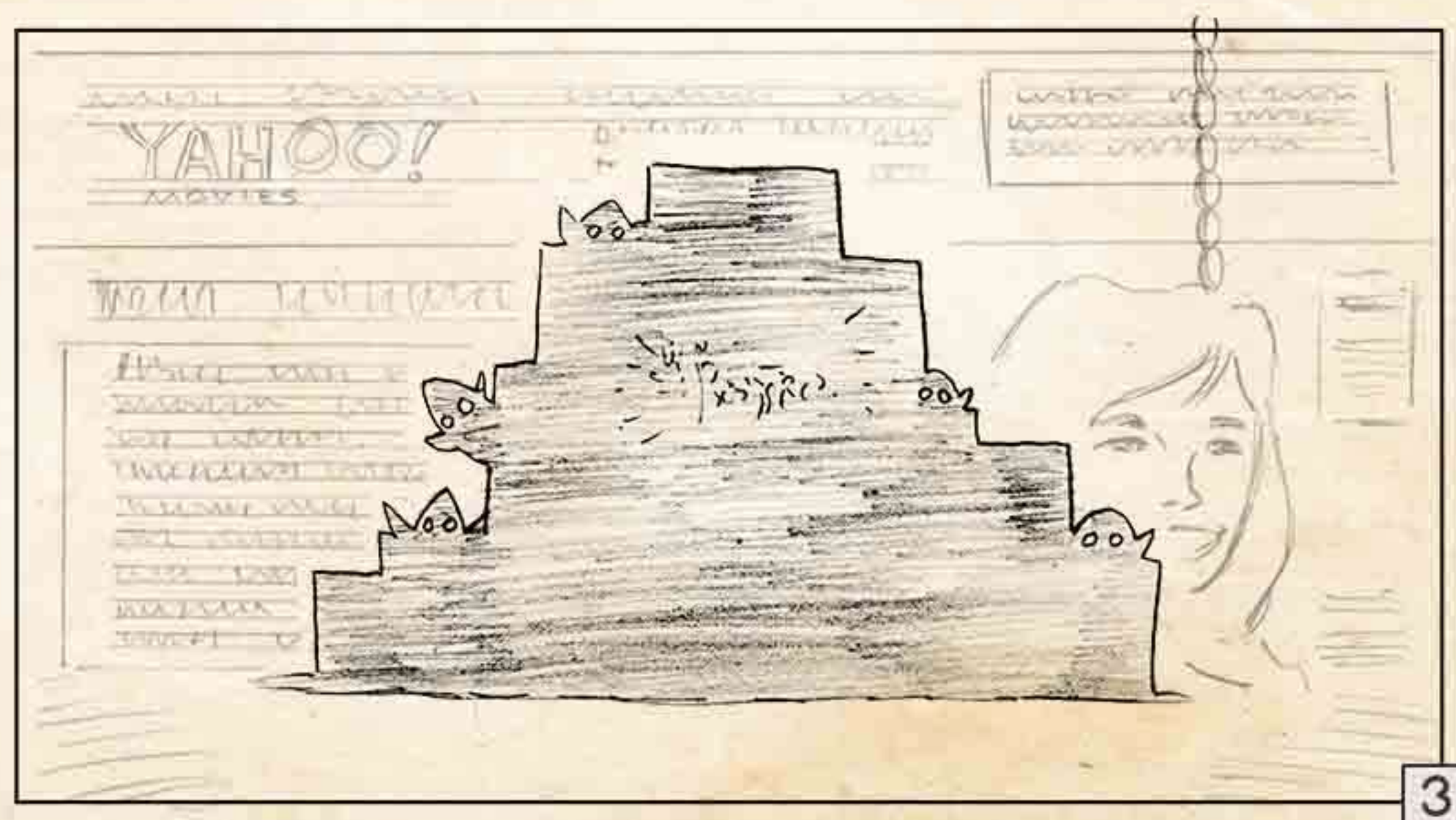
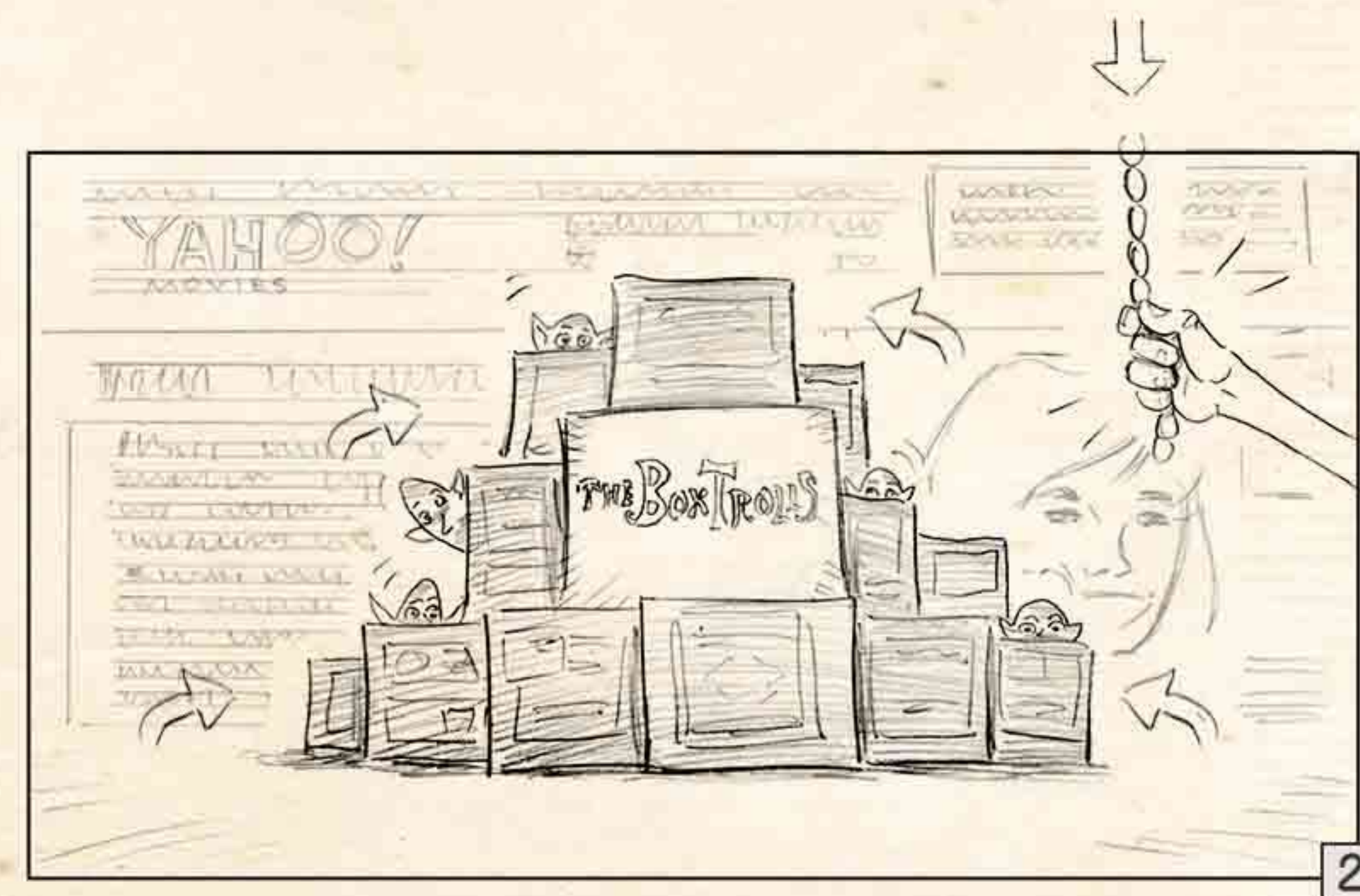
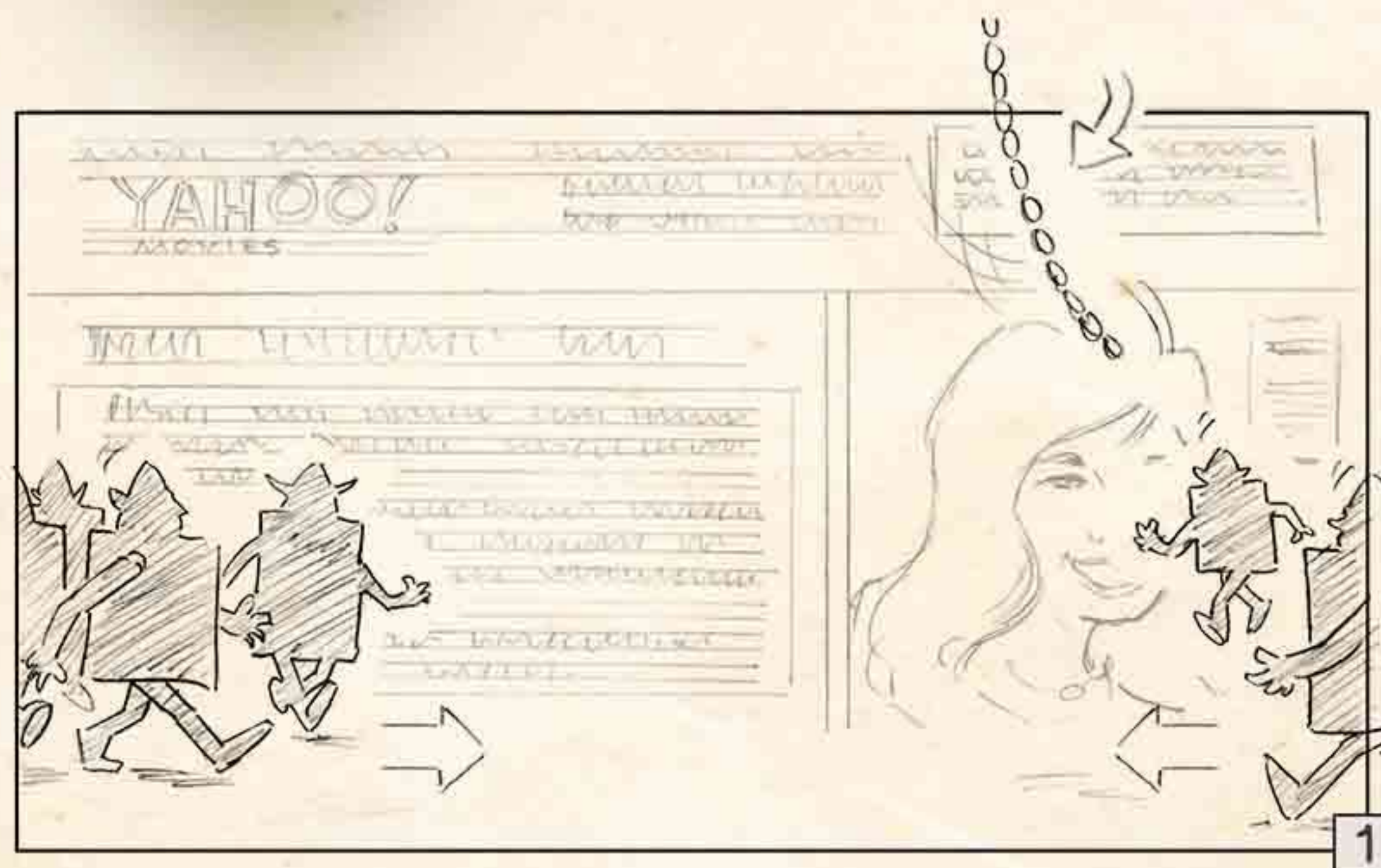
LIGHT SWITCH STACK SHOW

As the page loads, a number of silhouetted figures run onto the page and begin stacking on top of each other.

A chain dangles from the top of the page as an arm reaches in from the side and pulls the switch. The lights flicker on to reveal a bunch of stacked boxes with a title and release date on it.

Then, all of a sudden, arms, legs and heads pop out of the boxes. Surprise, it's the Boxtrolls!

They then unstack and run off the page, the last one giving the user a quick "goodbye" wave of the hand.



THE BOXTROLLS

THE WORKSHOP

On the page, the user sees a branded 300x250 with the title and release, but also a somewhat out of place looking outlet.

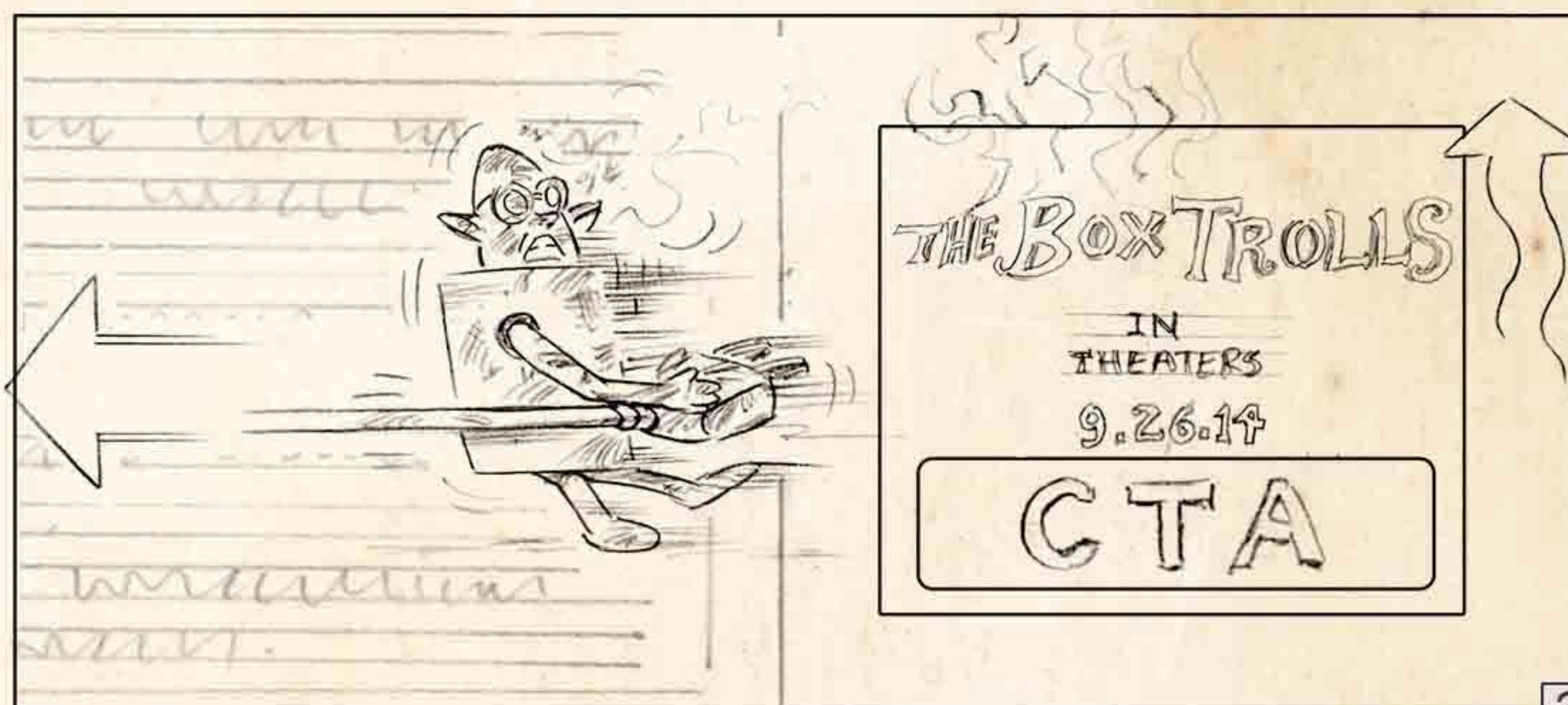
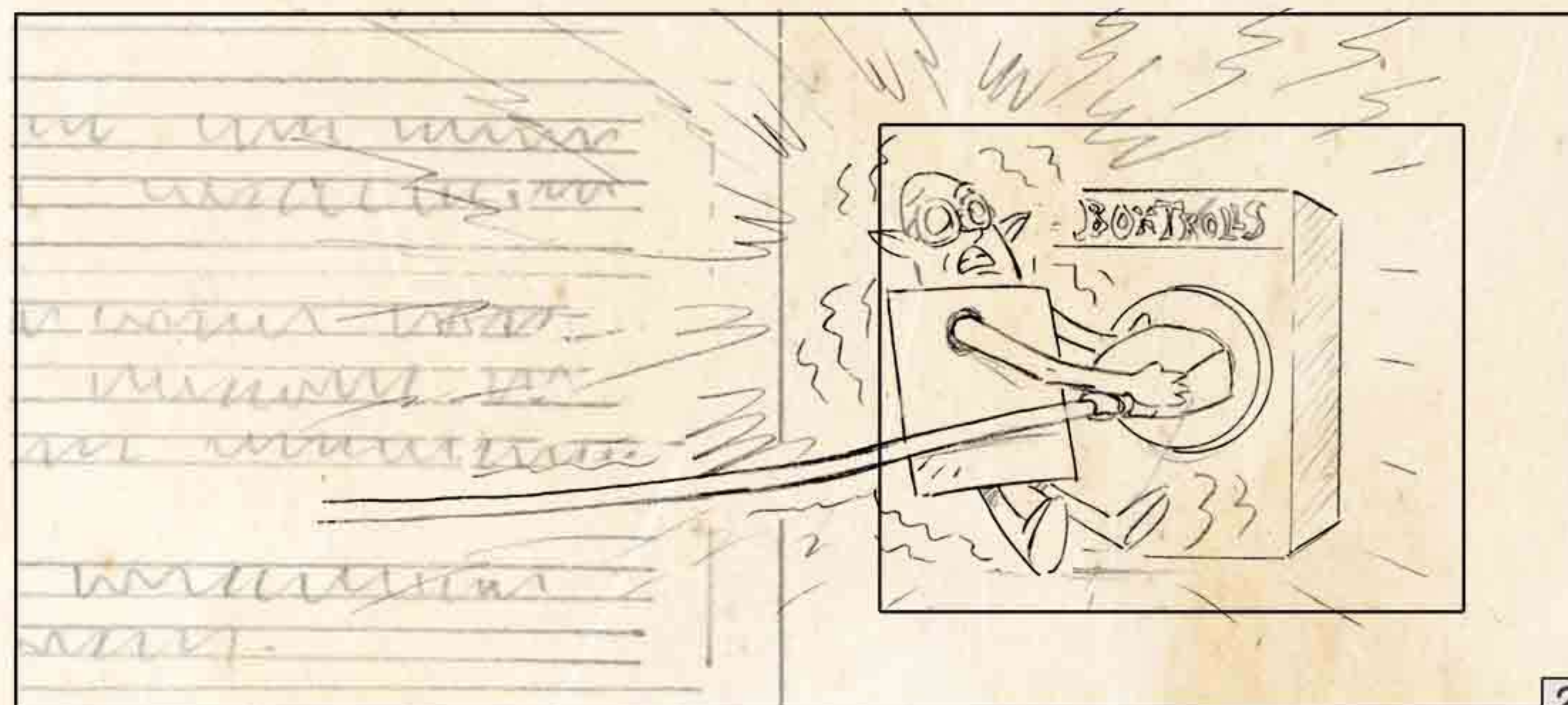
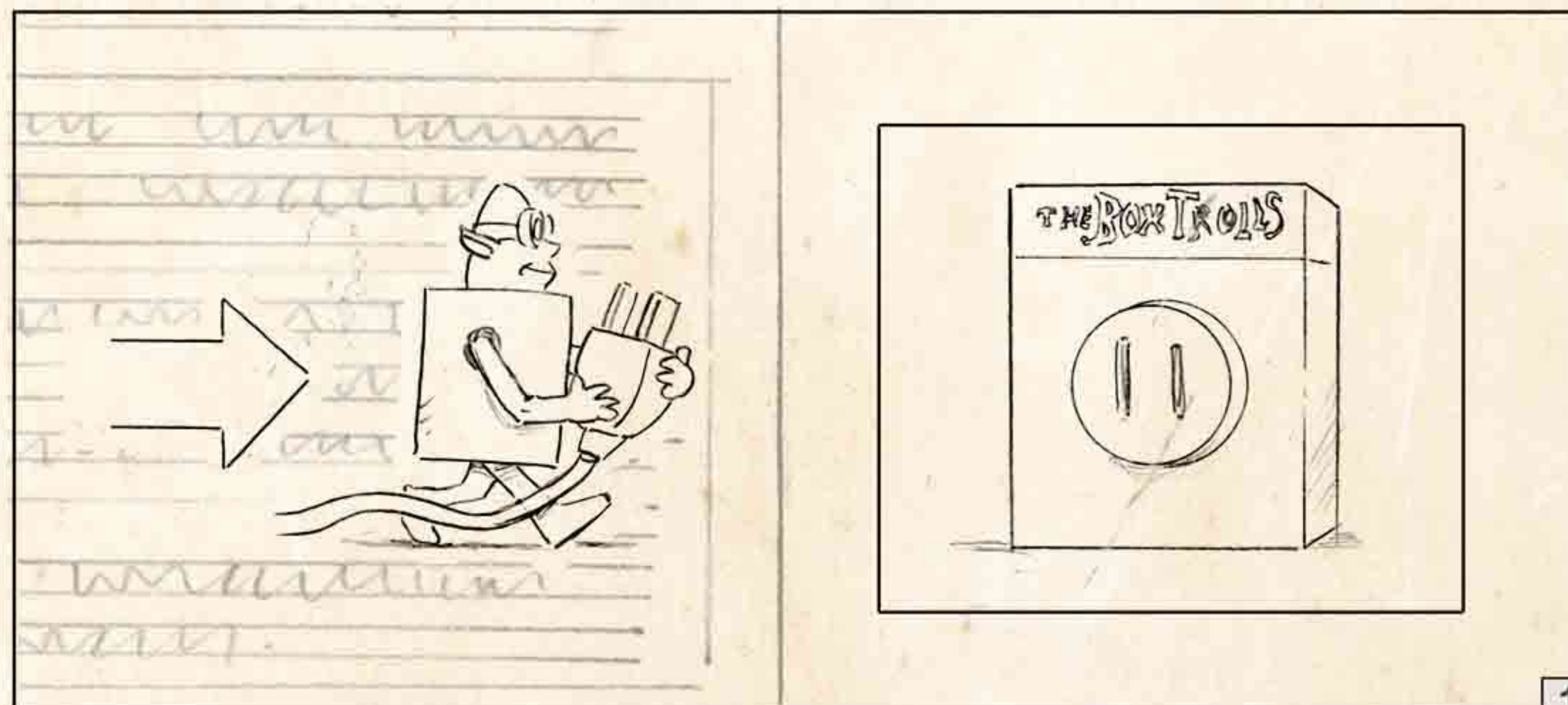
But wait, enter stage left, a Boxtroll comes walking onto the page carrying a plug!

He goes right up to the ad and literally plugs it in, at which point he receives quite a shock, one strong enough to blast him right off the site!

But his efforts were successful!

Now the 300x250 contains a call to action all lit up inviting the user to click and explore.

Cont'd...

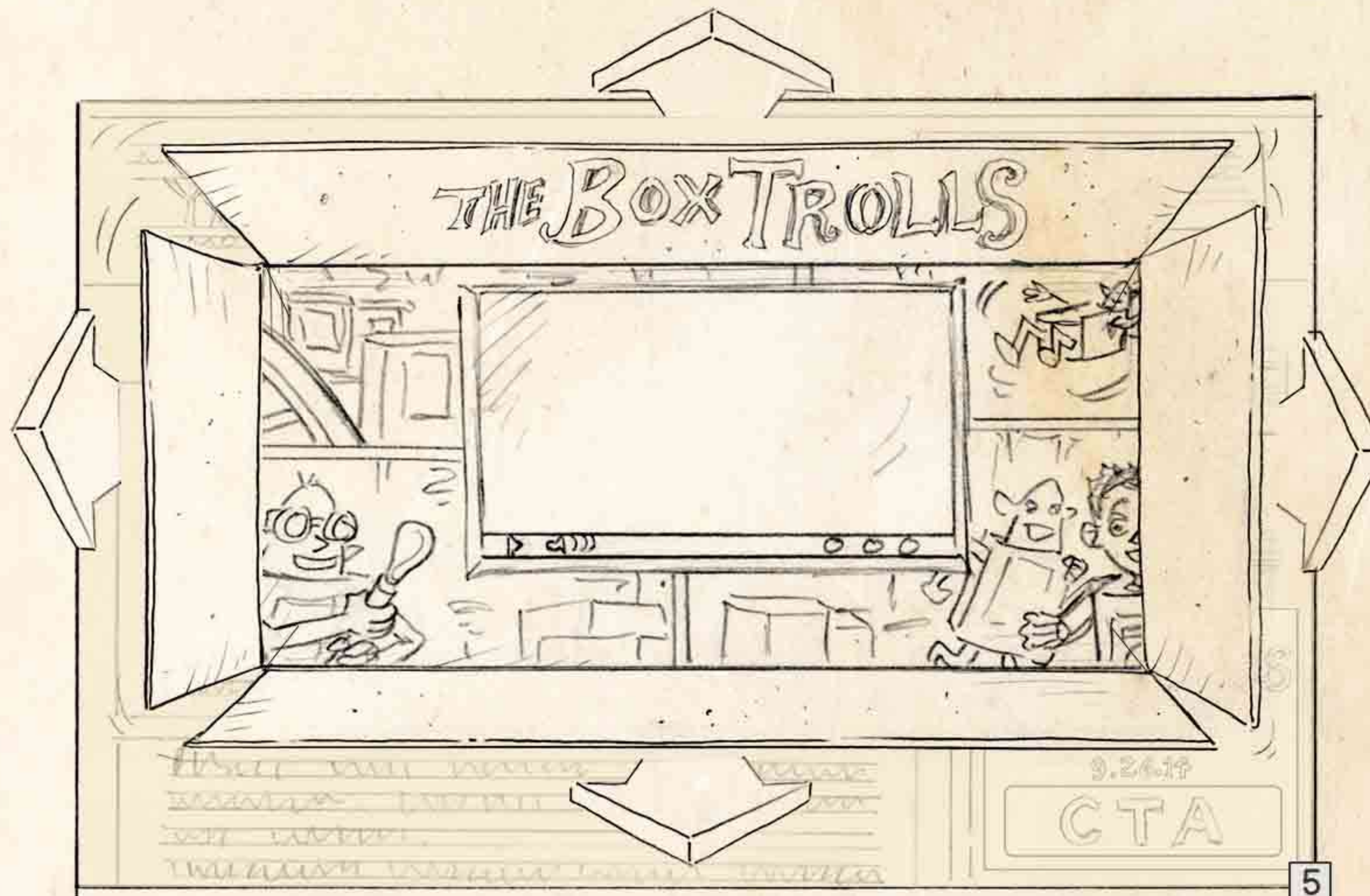
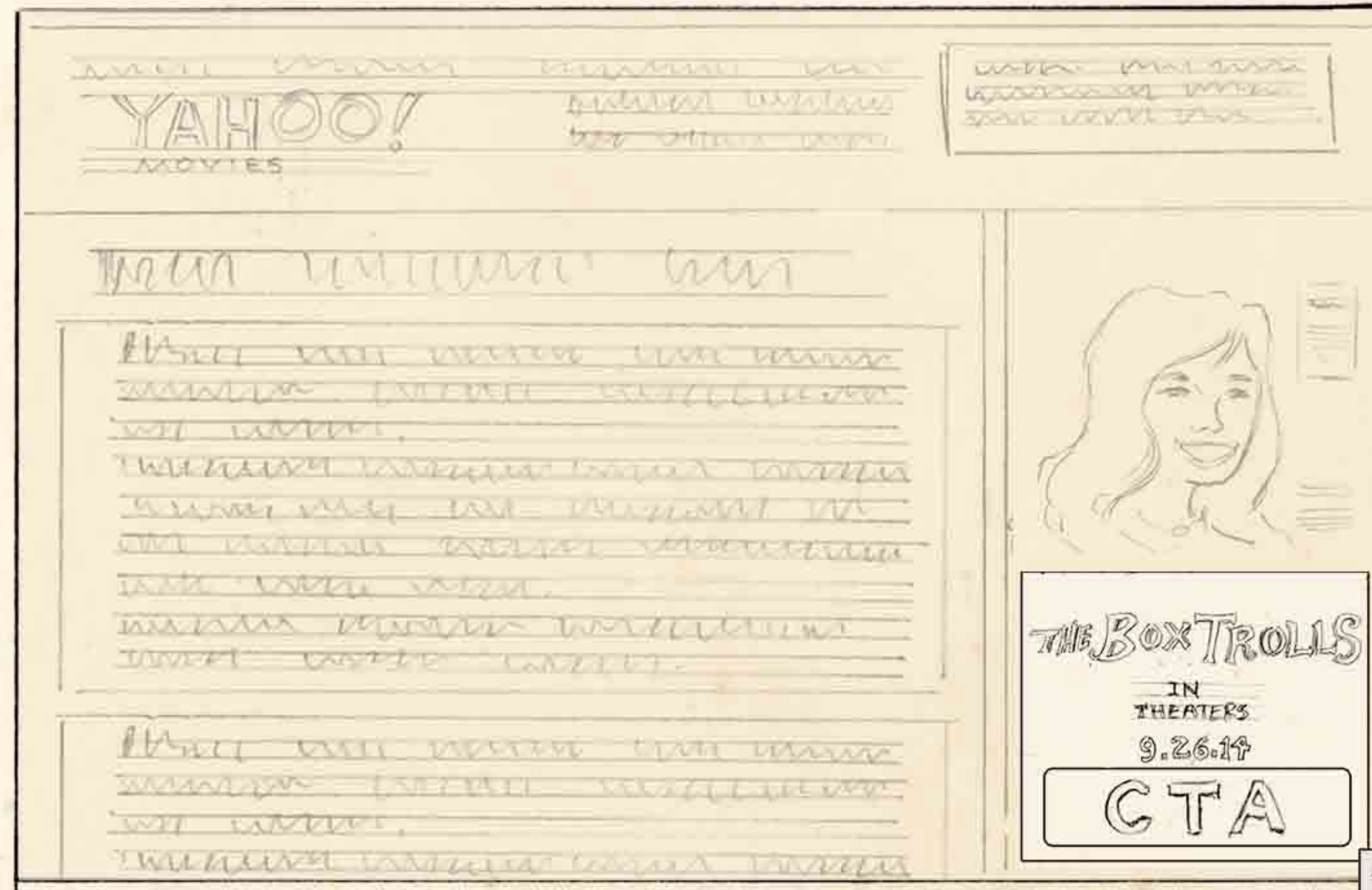


THE BOXTROLLS

THE WORKSHOP

Once the user interacts and clicks to explore, panels from the site begin to open like flaps on a box.

Inside, we get a peek into the Boxtrolls world, including a video player with the main trailer running and several interactive background elements for the user to discover upon rollover or click.



THE BOXTROLLS

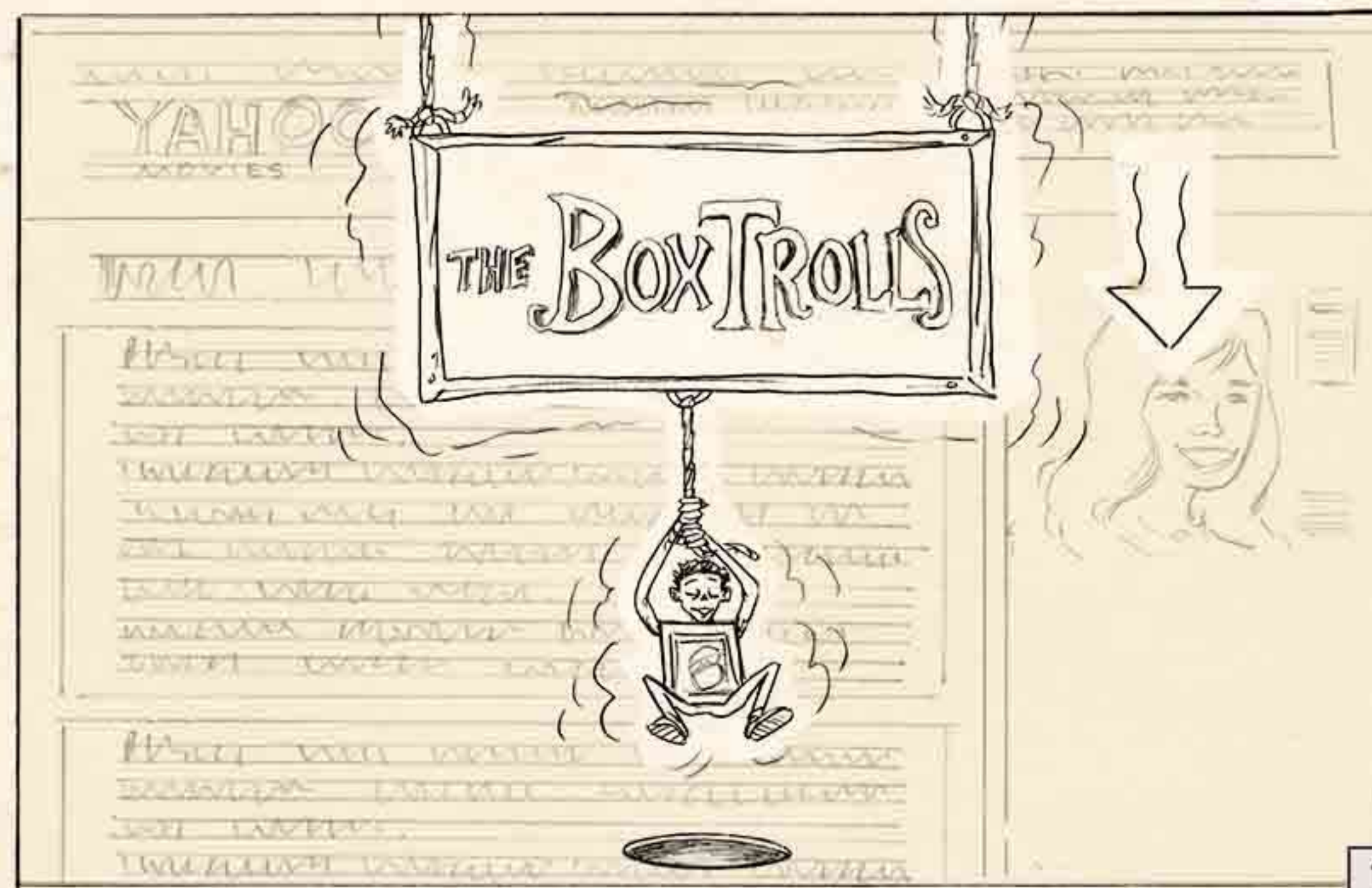
LOGO BOUNCE

Check it out... Eggs is right there on the top of the site, and he seems to be hanging from a rope! Wait, no, he's pulling something down with him. It's a branded sign with the title and release date.

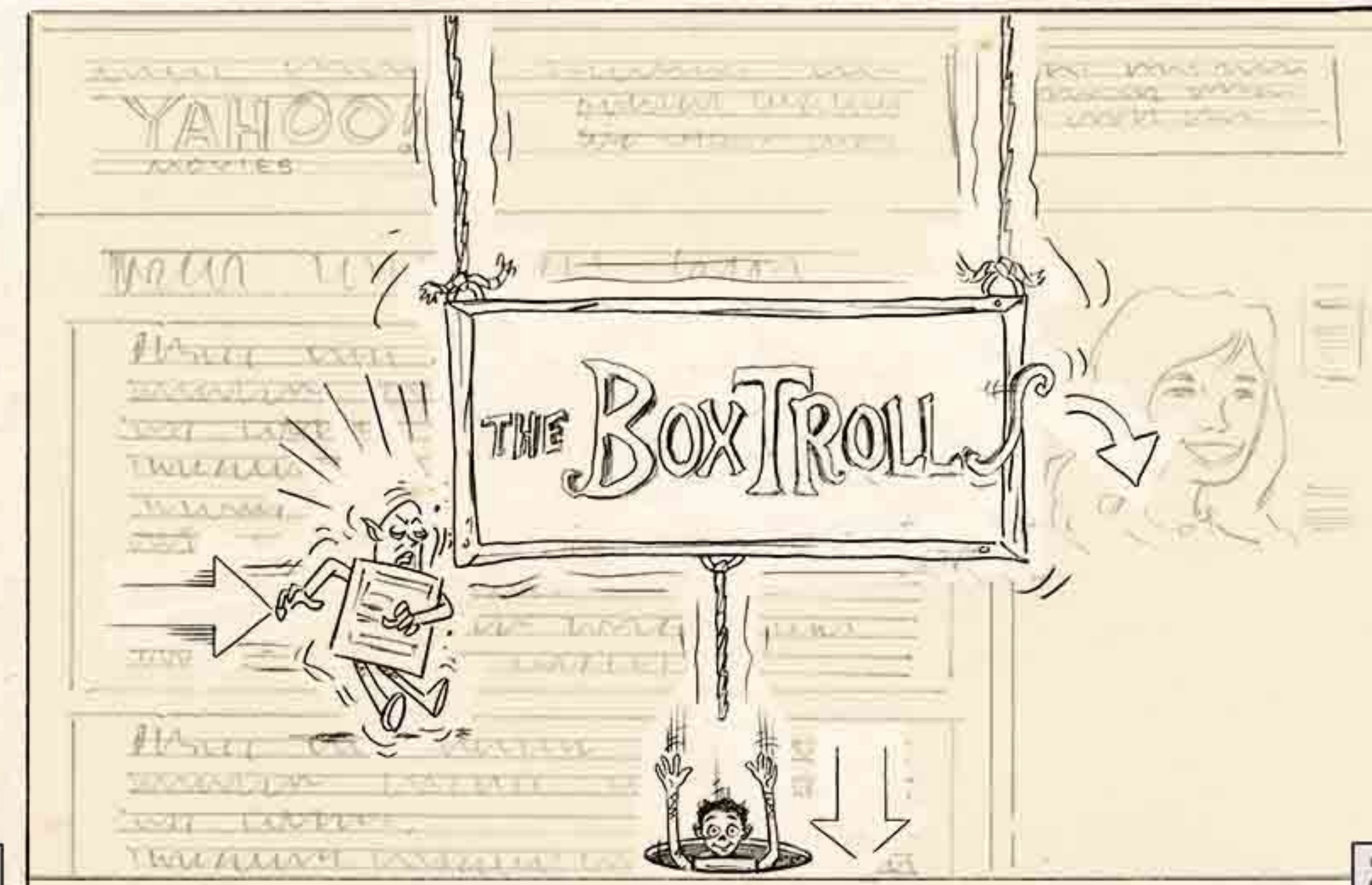
The Boxtrolls are coming this September. Then Eggs lets go of the rope and disappears through a manhole at the bottom of the page.

Now there's a Boxtroll running from the side of the site trying to get to the manhole as well, but look out... ouch, he ran right into the sign.

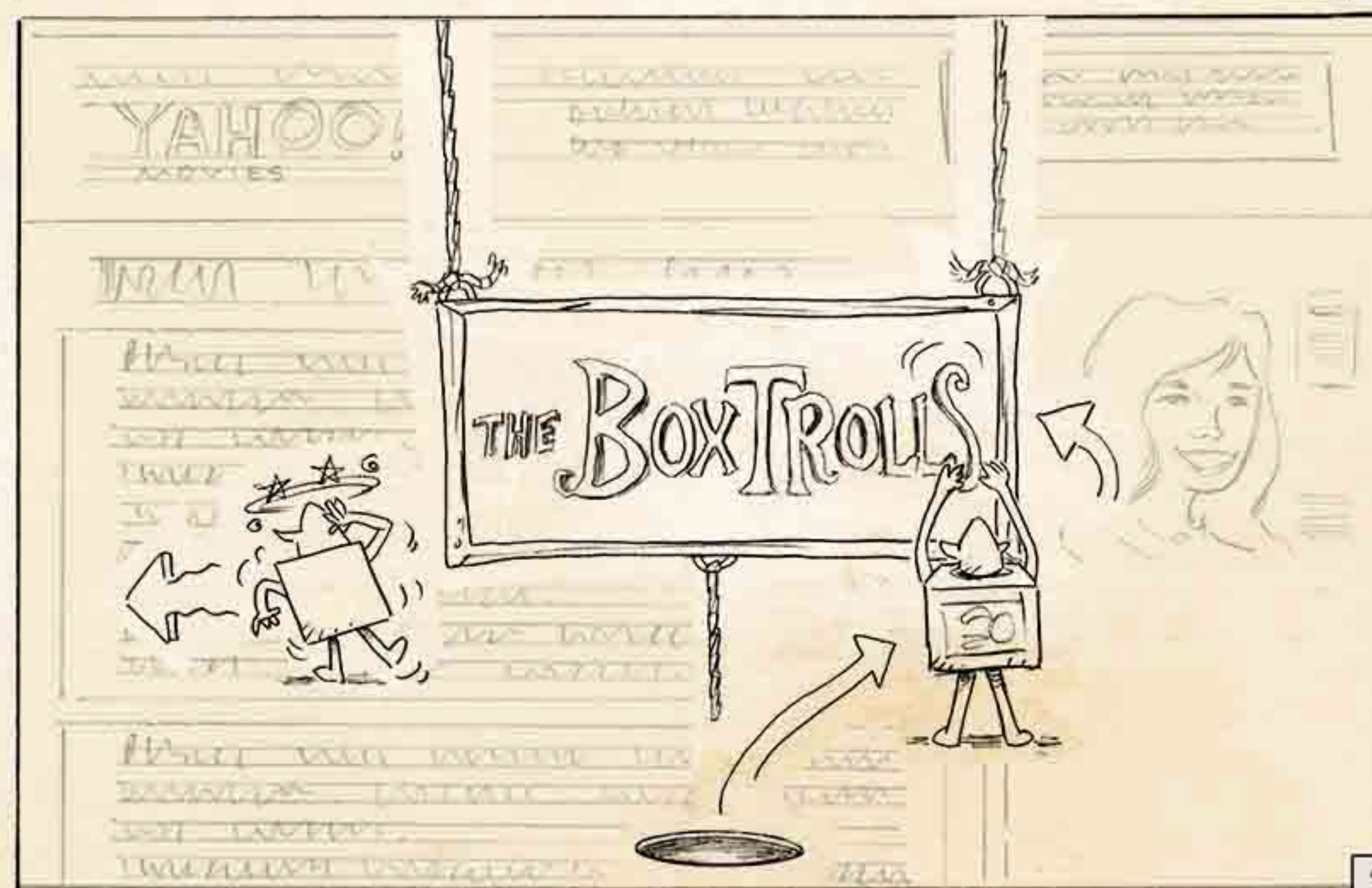
He's a bit dazed, and he's knocked the S in Boxtrolls out of position. Not to worry though, another Boxtroll pops out of the manhole, runs up to the sign and fixes the S. Then both he and the dazed troll jump into the manhole as the sign gets yanked back up.



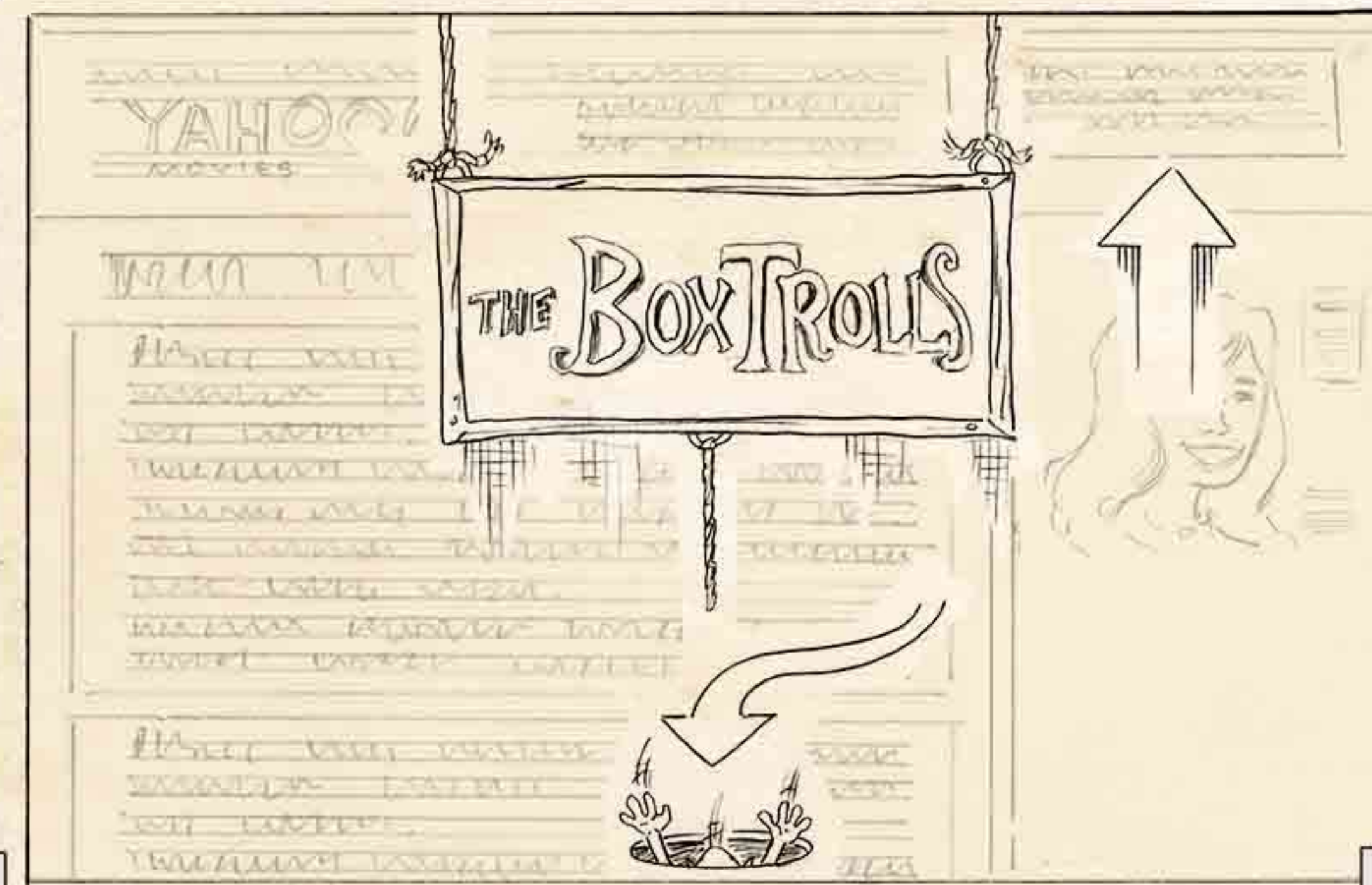
1



2



3



4

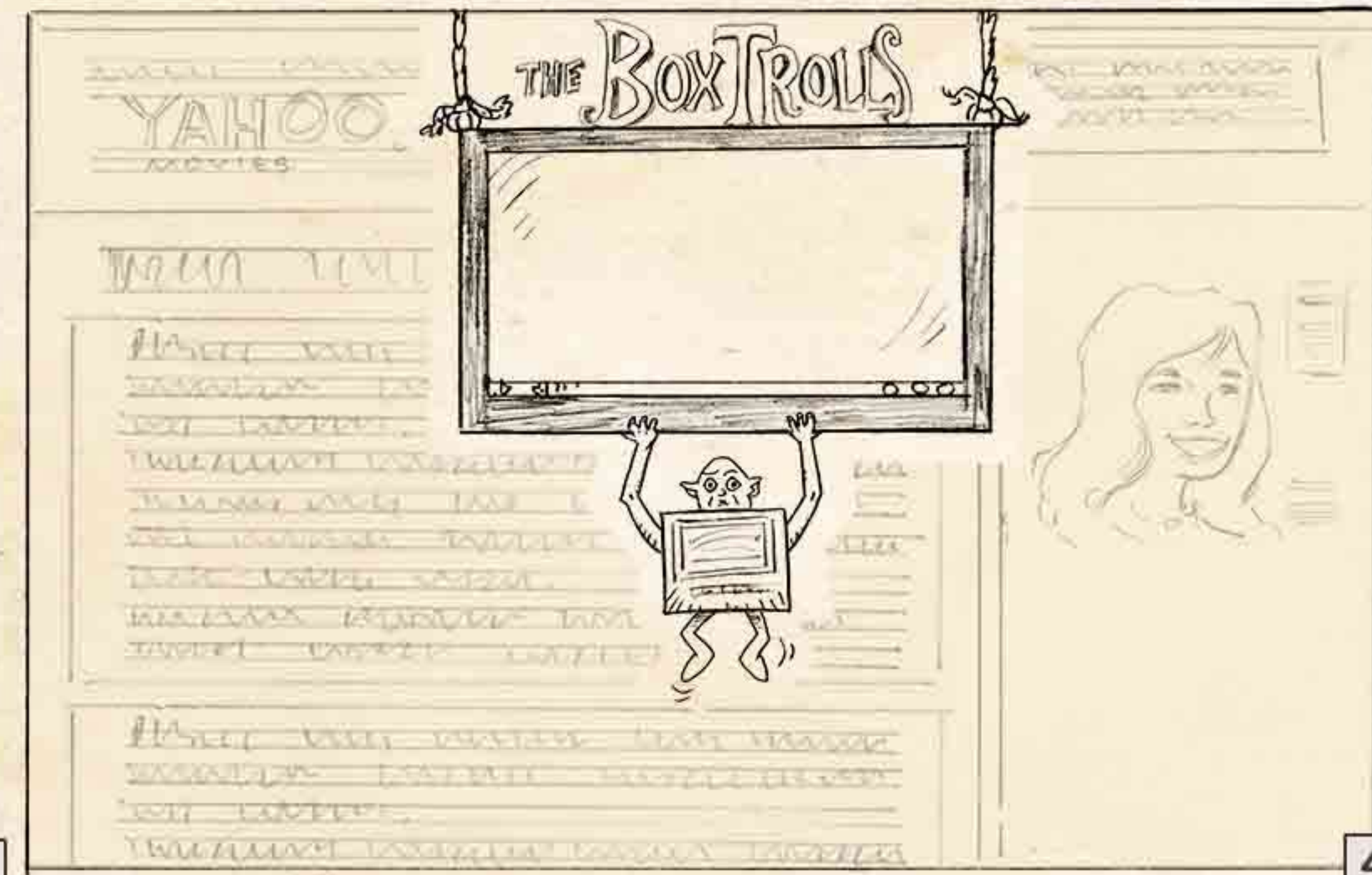
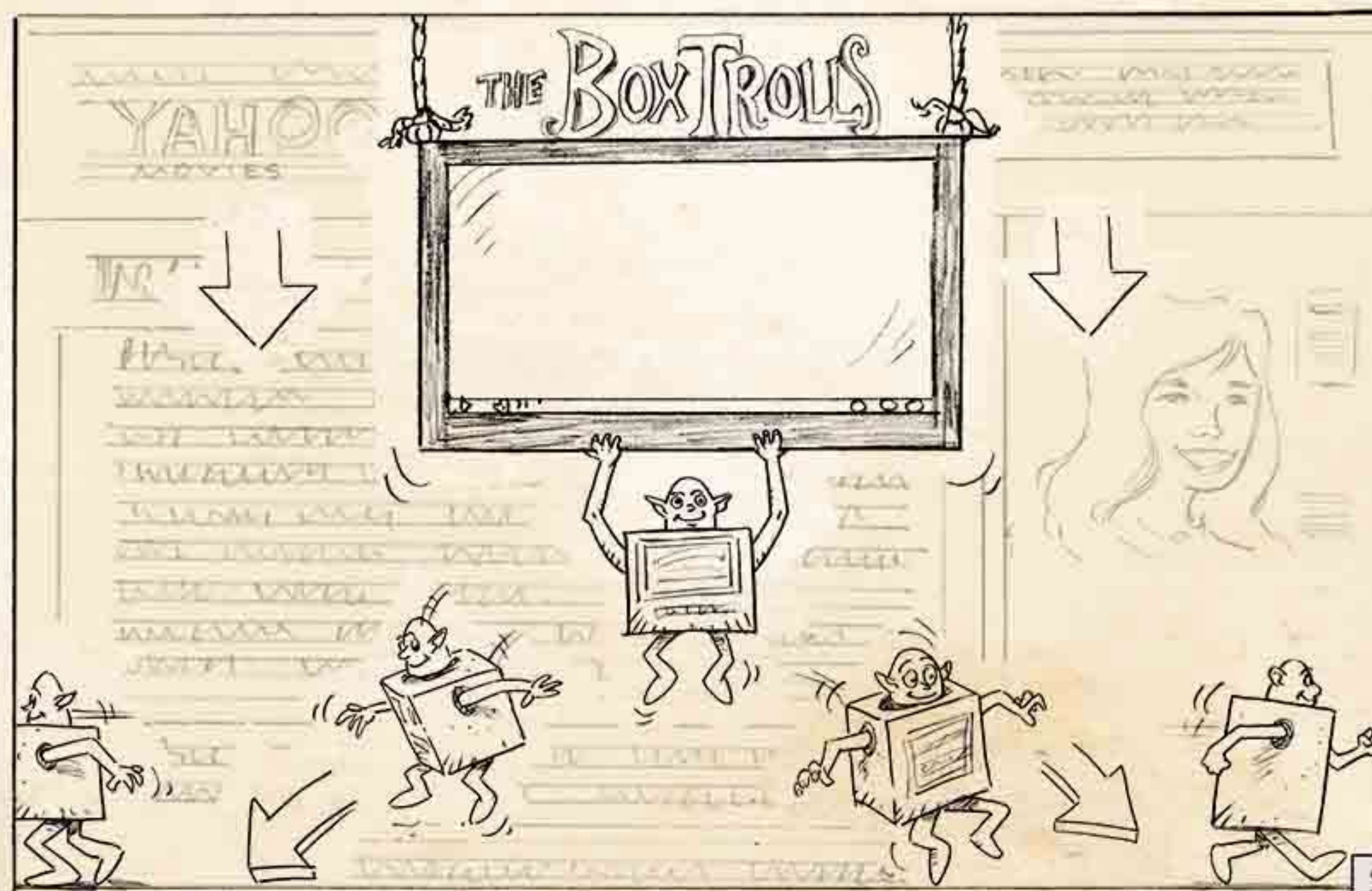
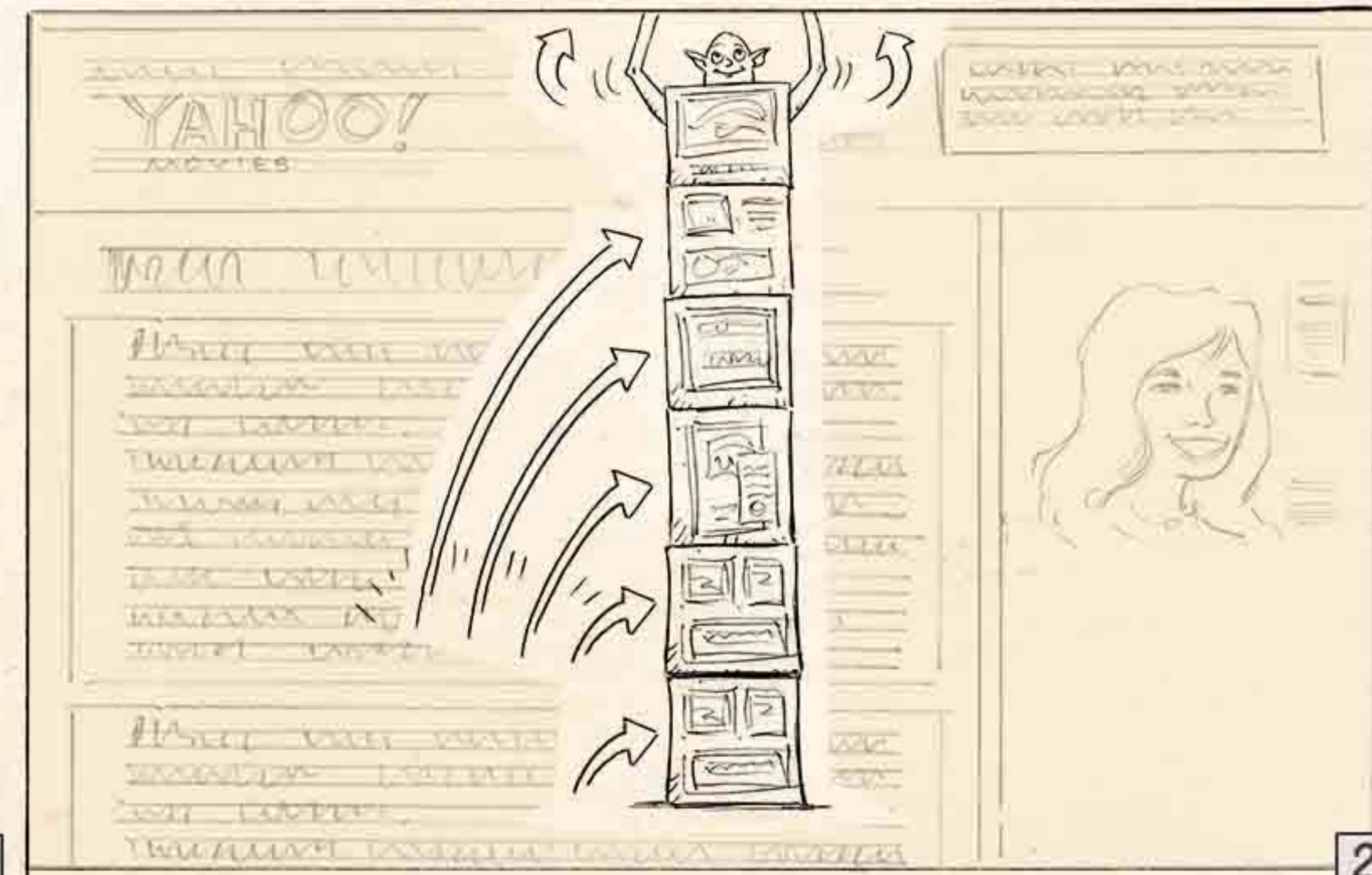
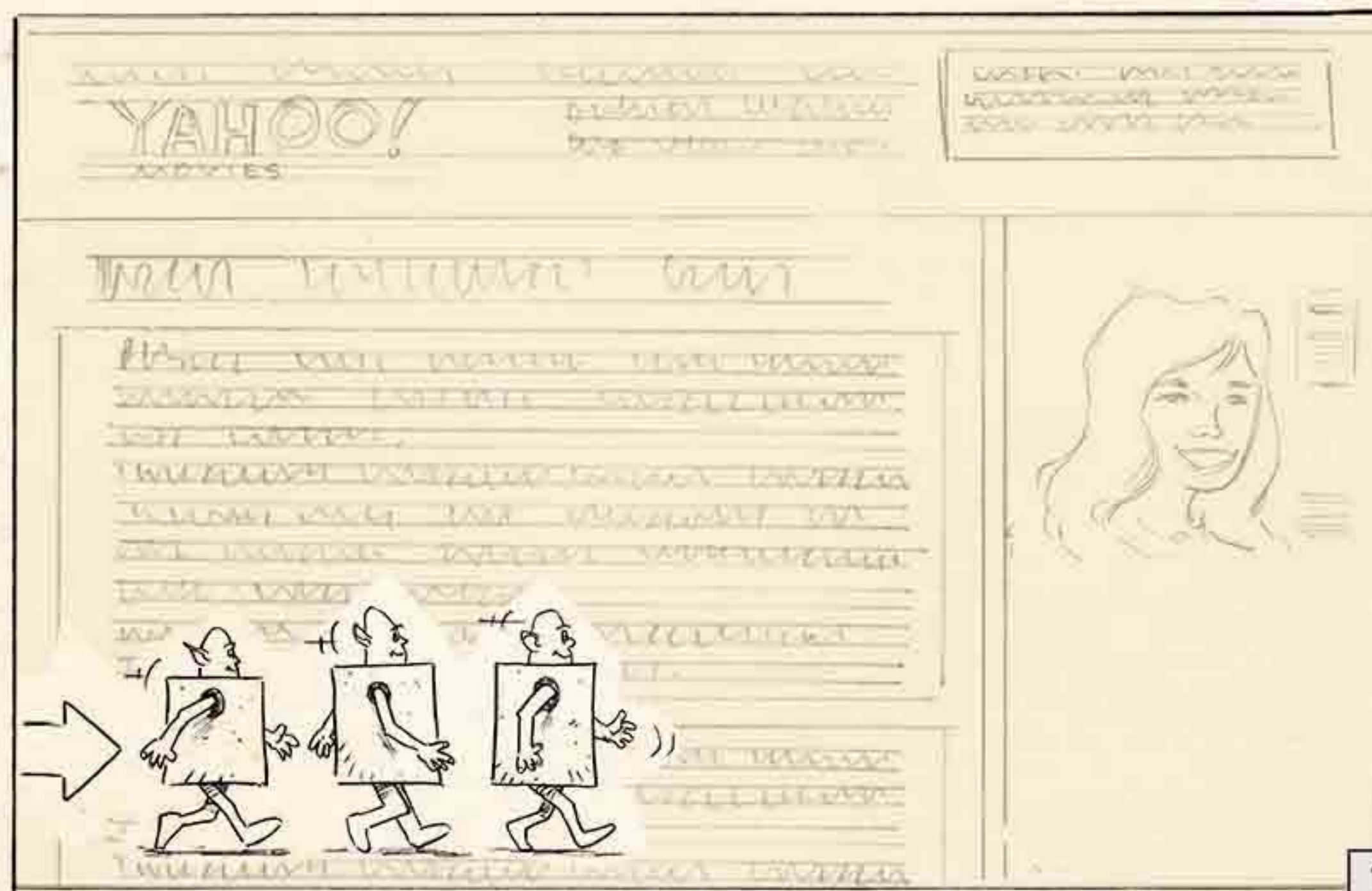
STACK & PULL

The Boxtrolls are here... and they're walking right onto the site!

They walk over to the center of the page and start stacking up on top of each other until they get to the top of the site.

The Boxtroll at the top of the stack reaches up and starts pulling down on something just as all the others unstack.

What are they doing exactly? Oh, he's pulling down a branded video player so the user can watch the trailer. Hey, thanks little guy!



Phones.

THE BOXTROLLS

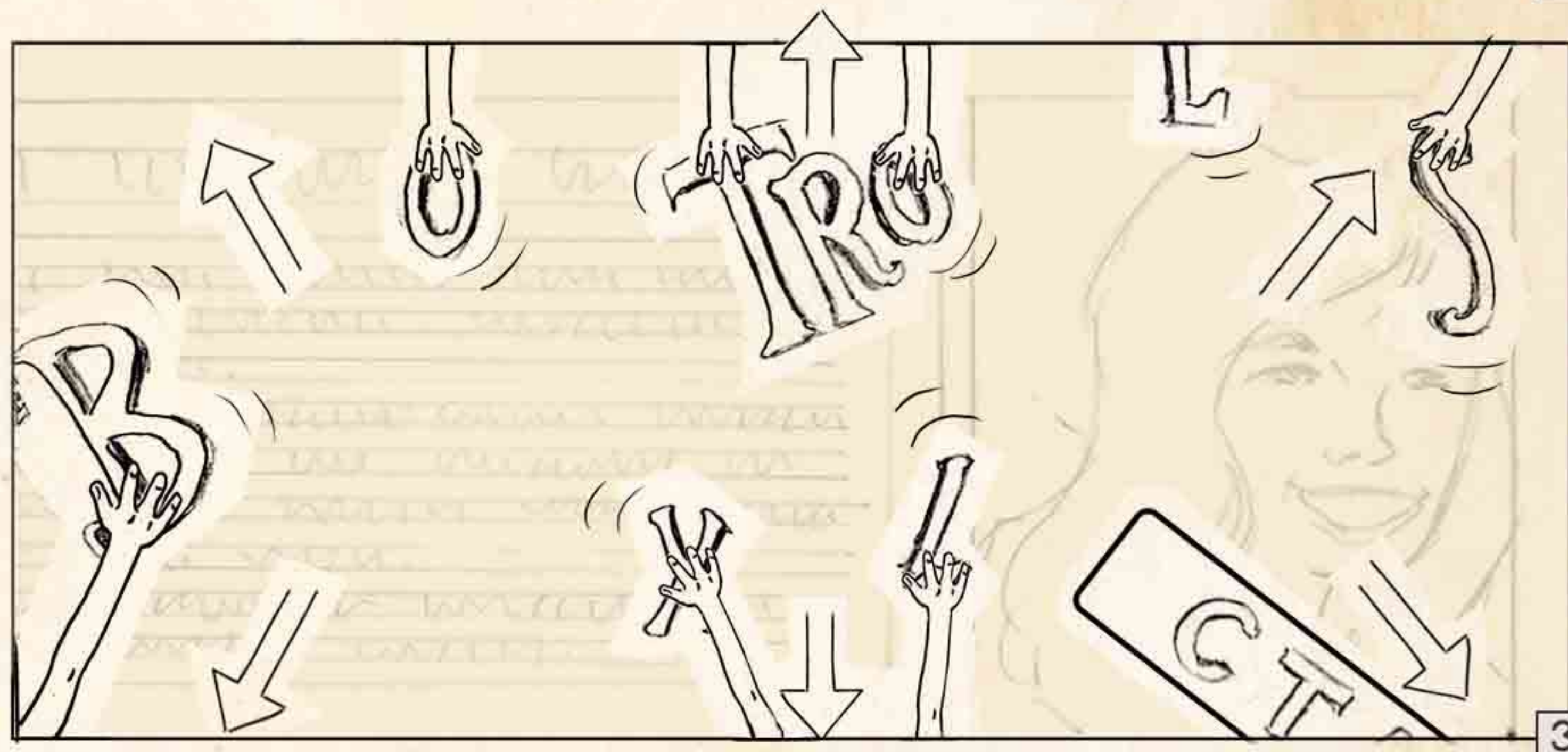
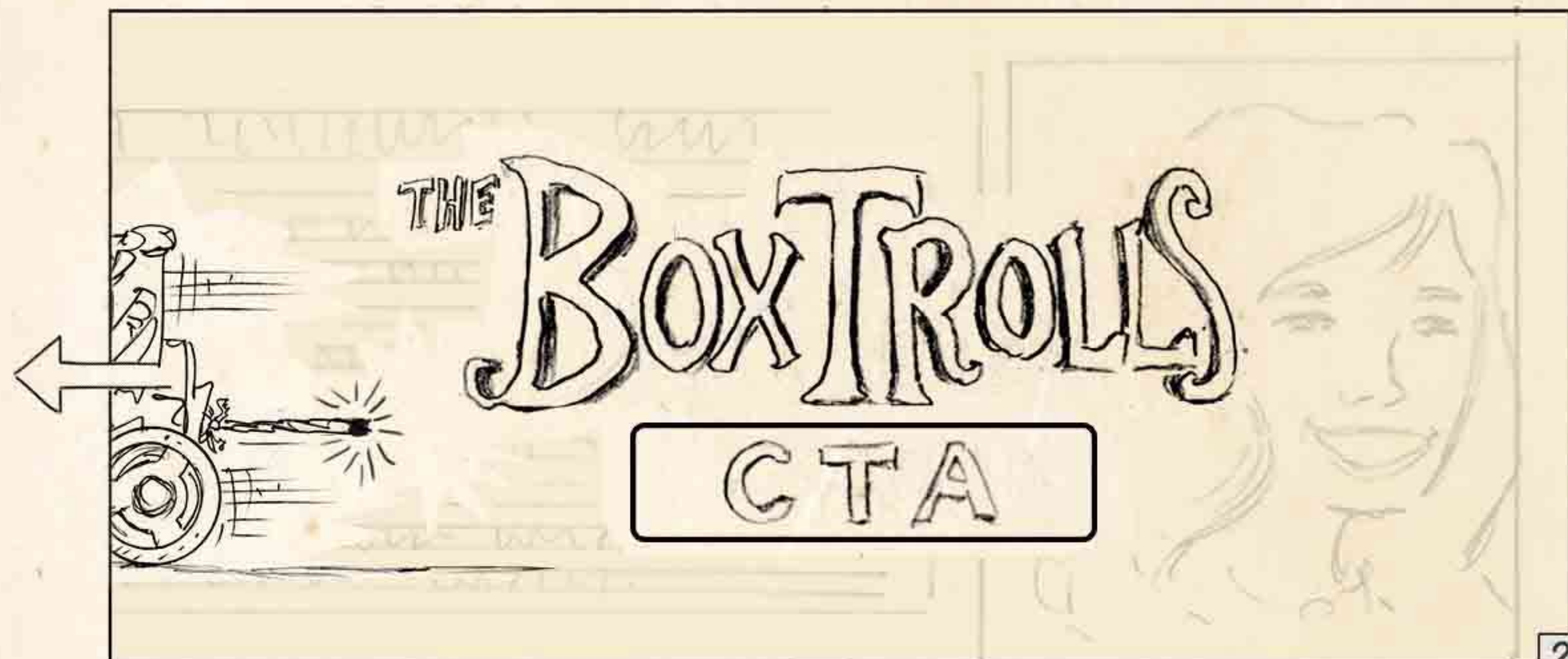
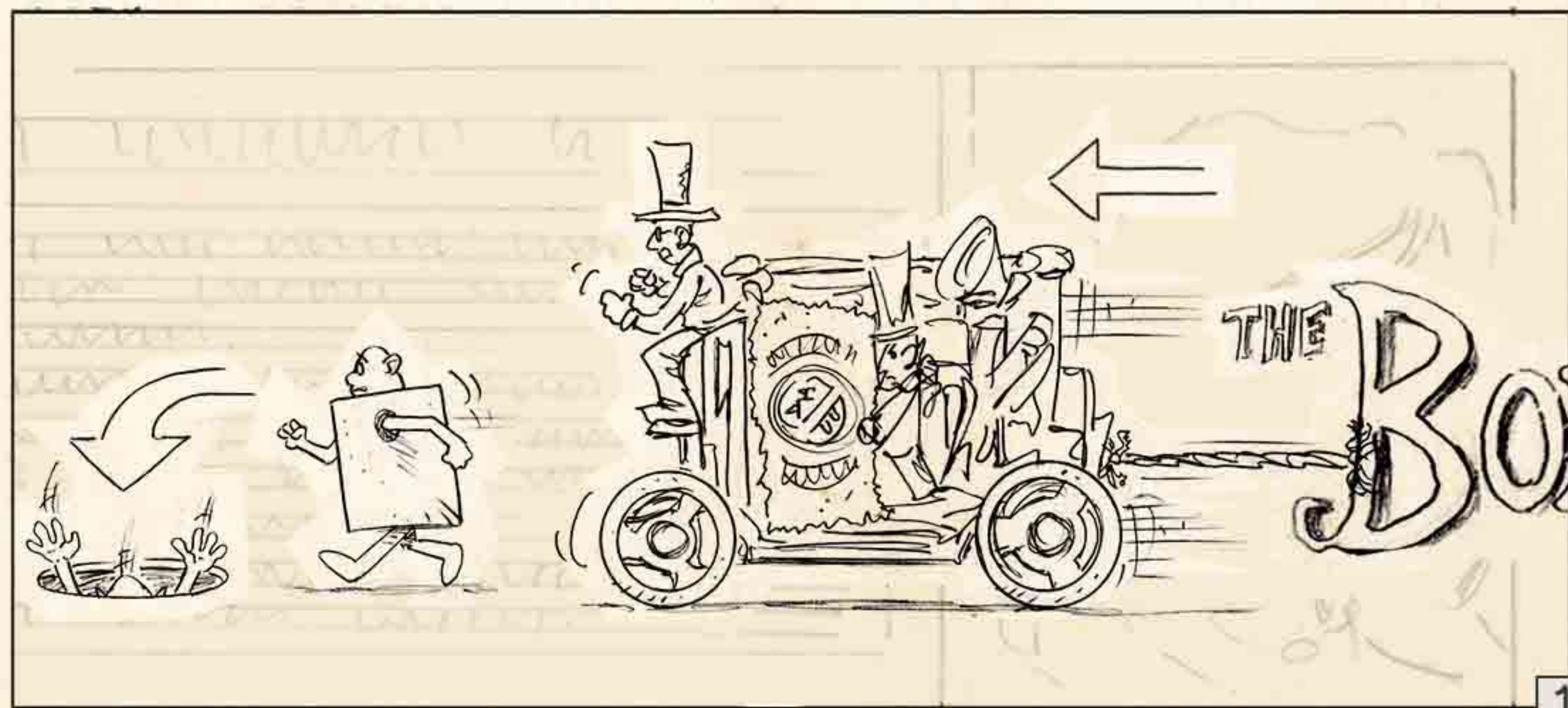
THE RUNNER

Hey, that's a Boxtroll running onto the site, and he looks like he's in a hurry!

That's because right on his tail is Archibald Snatcher, the evil exterminator, and he's after the Boxtrolls.

The user sees the Boxtrolls run across the site and jump to safety through a manhole as Archibald chases after them on his truck. And as he goes across the site, he's pulling the title treatment along with him which gets dropped right on the center of the site as Archibald races away and off the site.

Suddenly, a bunch of little Boxtroll hands reach in and start grabbing the letters in the title pulling them away and making the site nice and clean again for the user.



THE BOXTROLLS

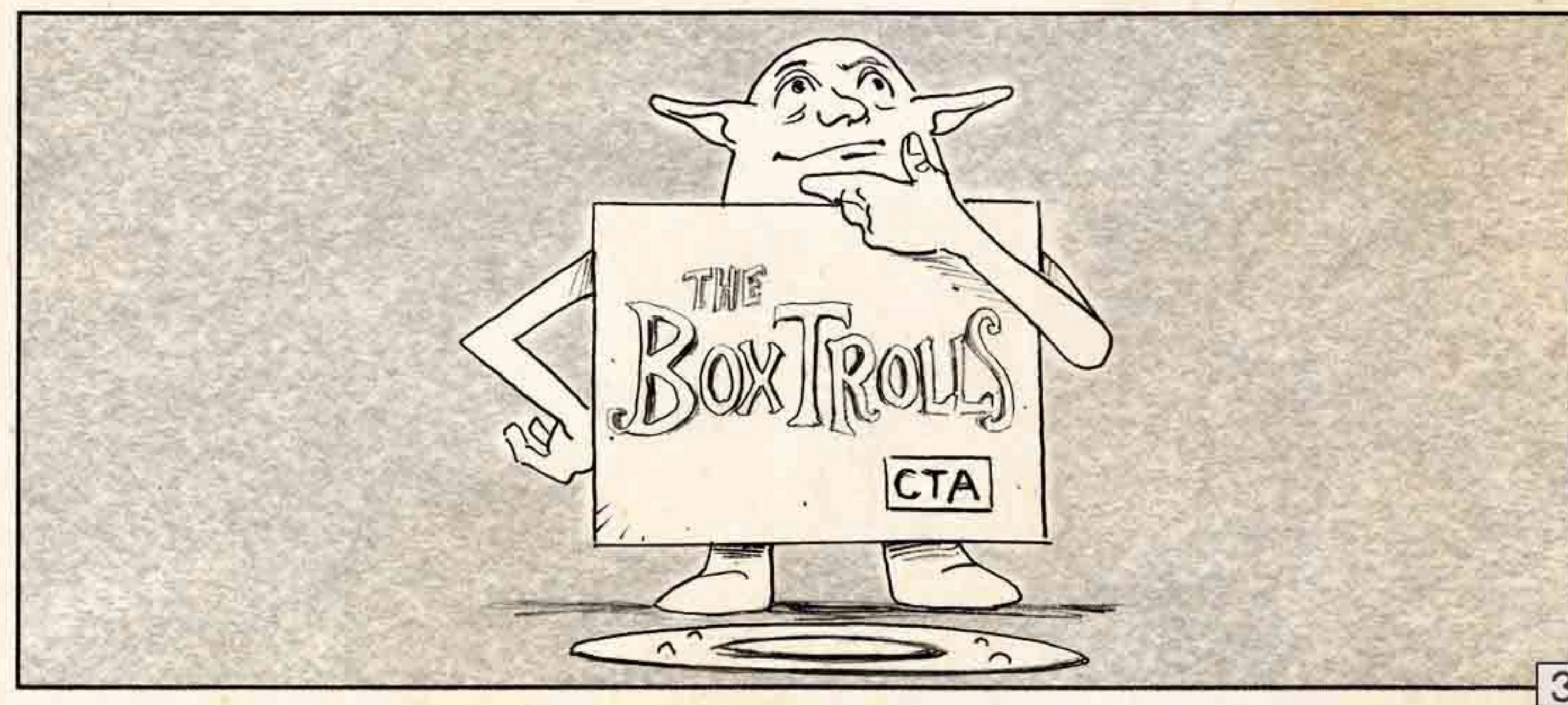
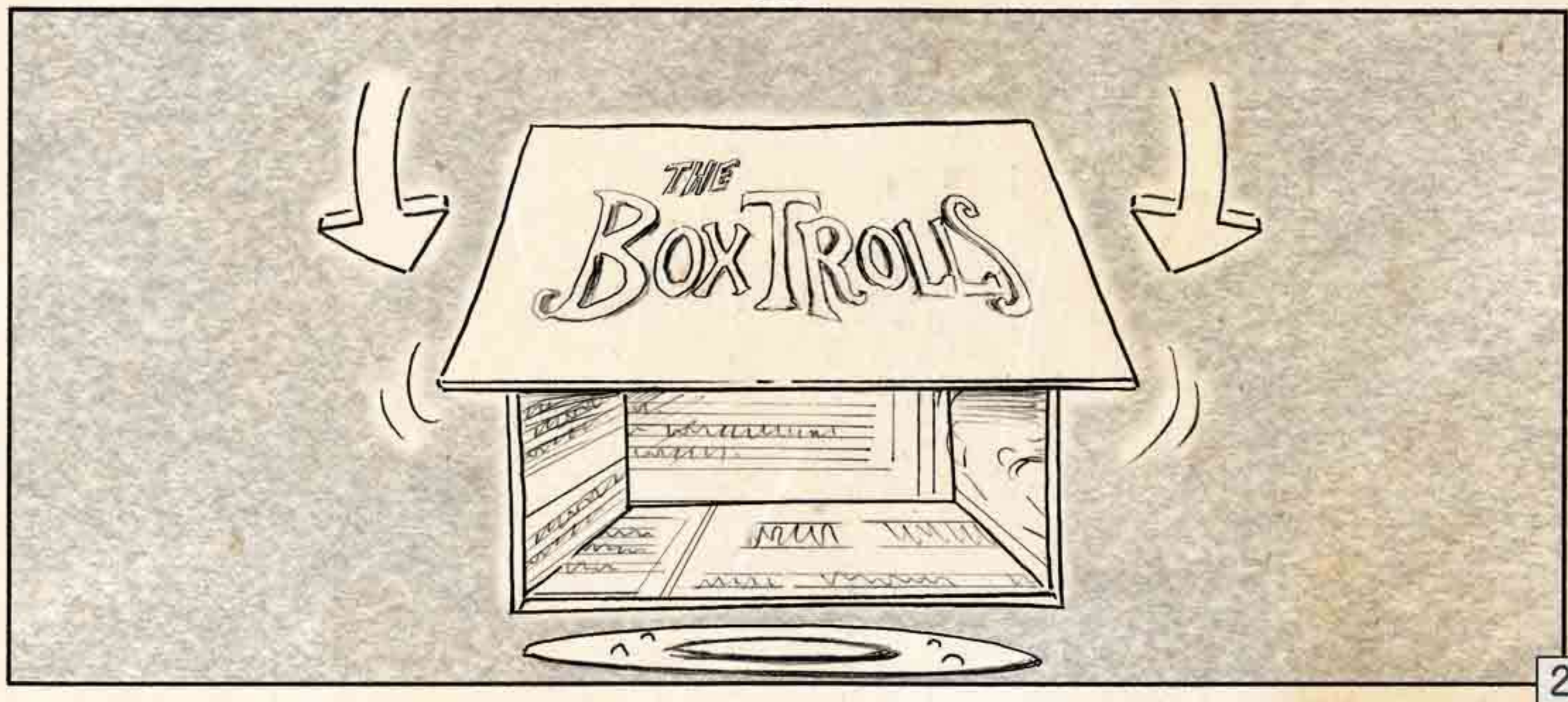
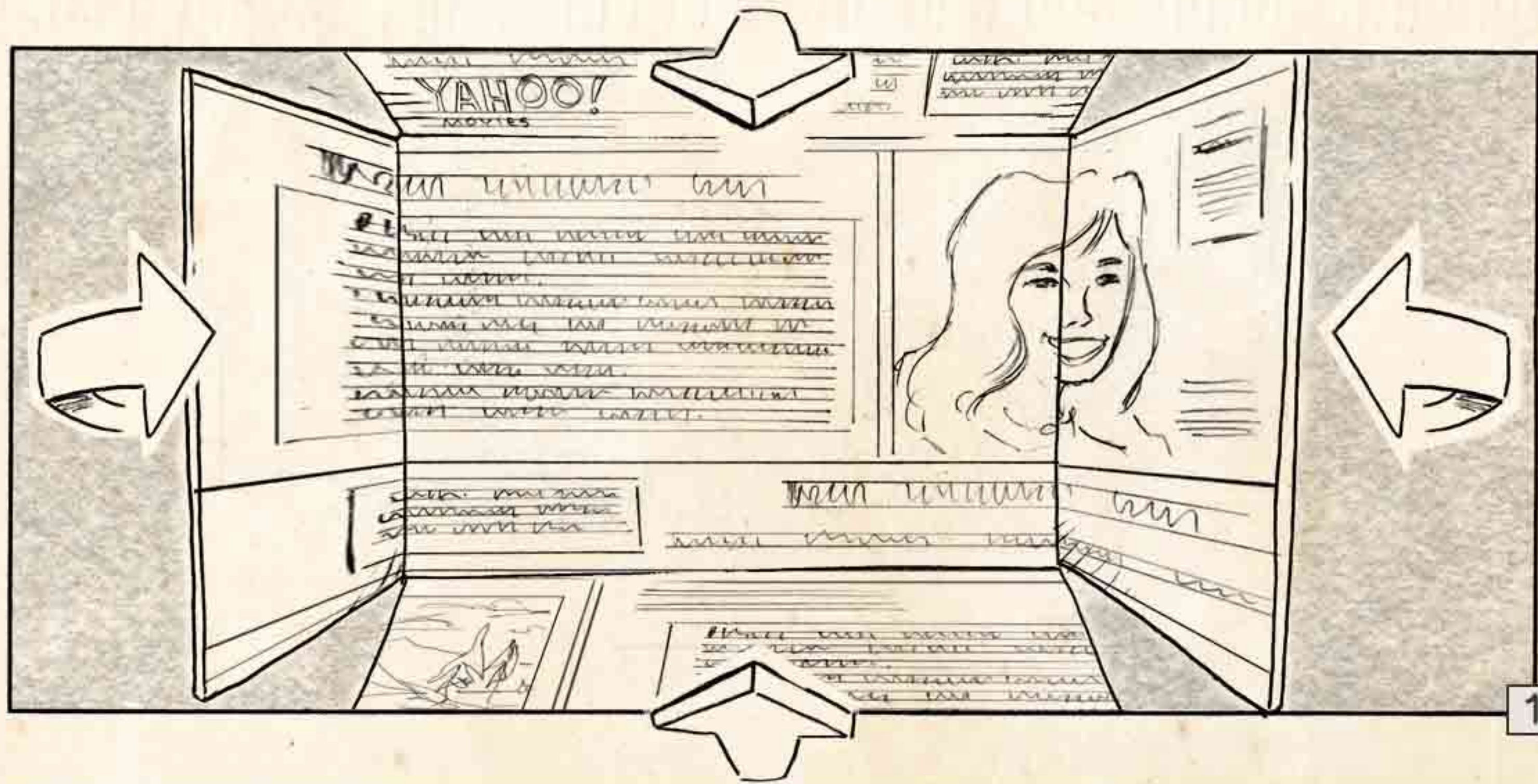
BOX IT UP

Just as the user gets onto the page, the entire site begins to fold up... just like a box.

Sides, bottom, top, it all condenses down to just a box with a Boxtrolls title right smack on the front. Then it begins to wiggle a bit as a head, arms and legs pop out of it.

It's an actual Boxtroll, and he's looking at the site noticing that it's pretty empty.

Cont'd...



THE BOXTROLLS

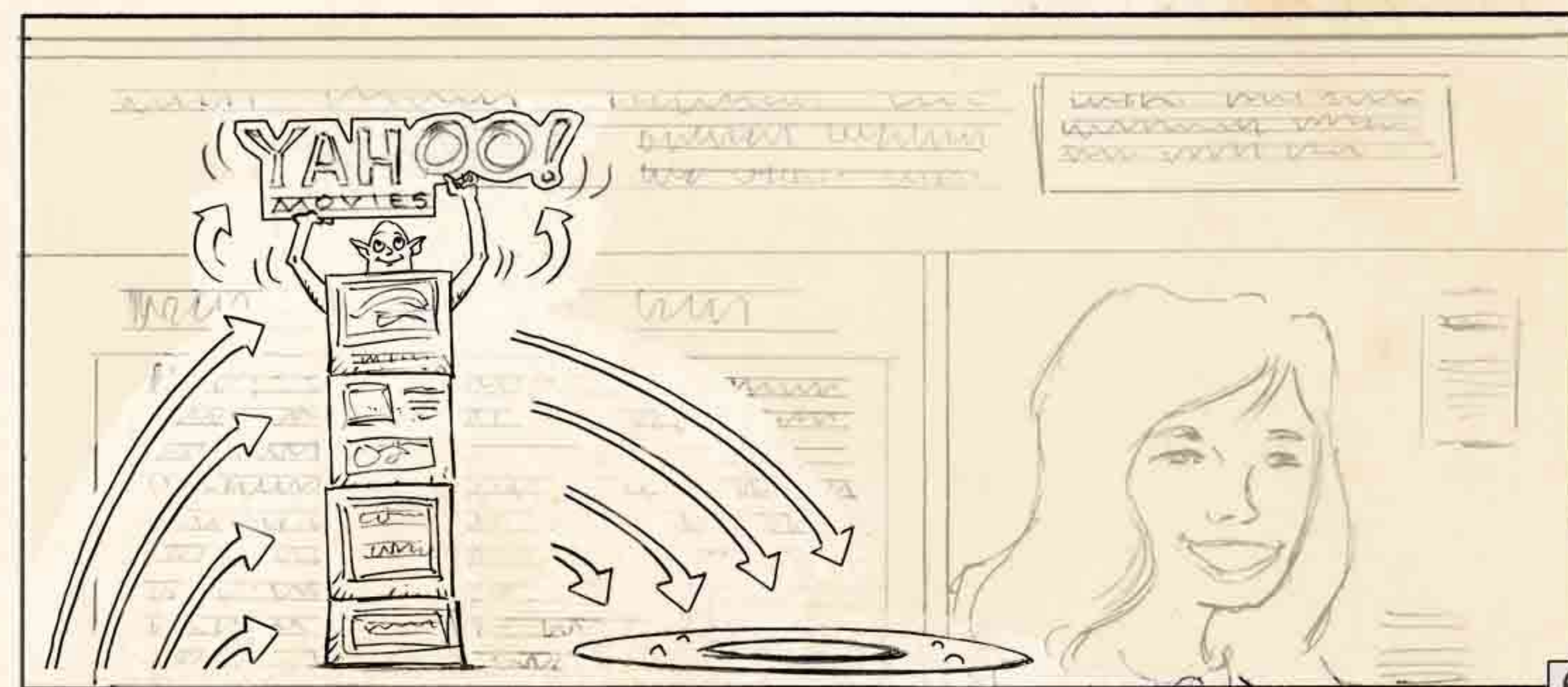
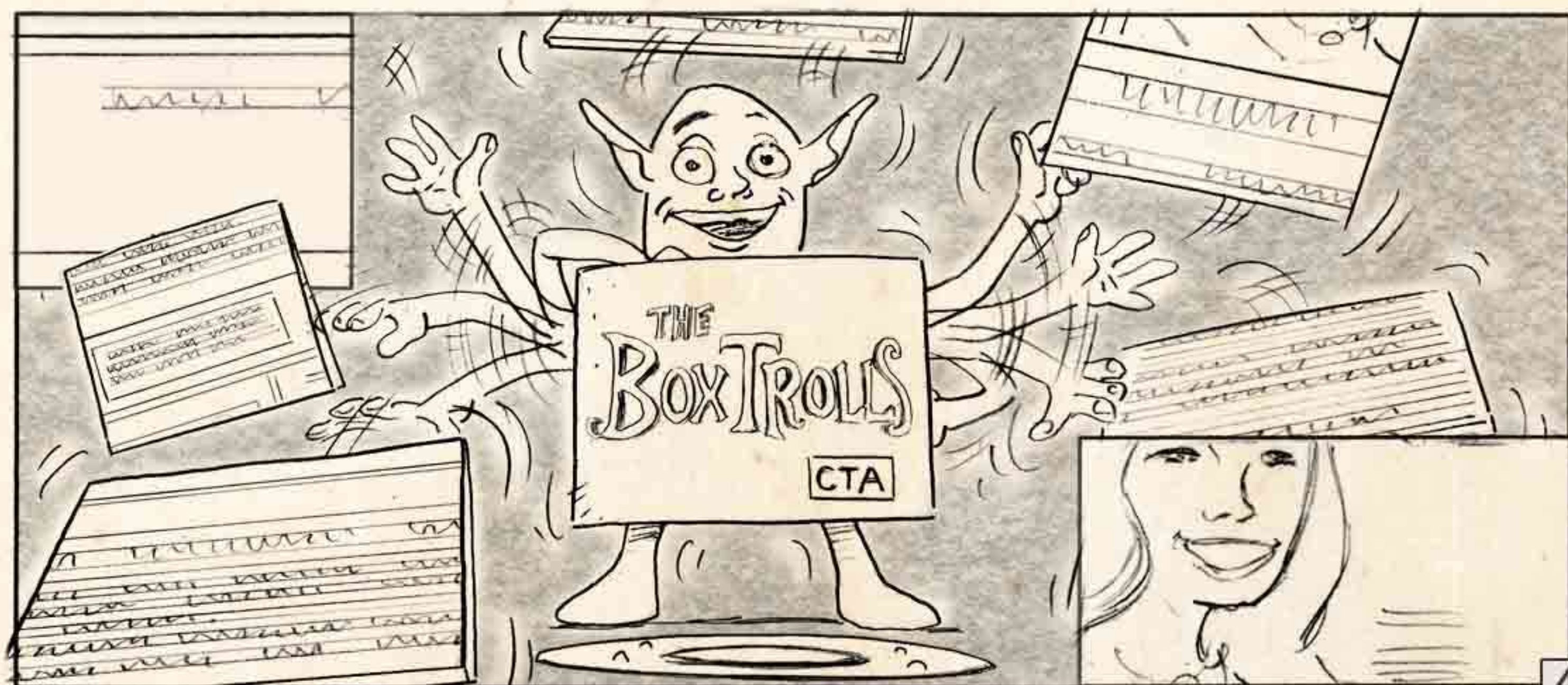
BOX IT UP

Realizing he's got all the site elements inside his box, he tucks back in and starts to toss them out of the box and back onto the page, recreating the site for the user.

Now that his job here is done, he jumps through a manhole and goes home.

But wait, he forgot about the site logo. Not to worry though, a bunch of Boxtrolls come from the side of the page, one carrying the logo with them. They stack on top of each other and put the logo back into place.

They then unstack and jump through the manhole as well. Ah, all is right again on the page the user was looking at.



THE BOXTROLLS

ENTER THE BOXTROLL WORLD

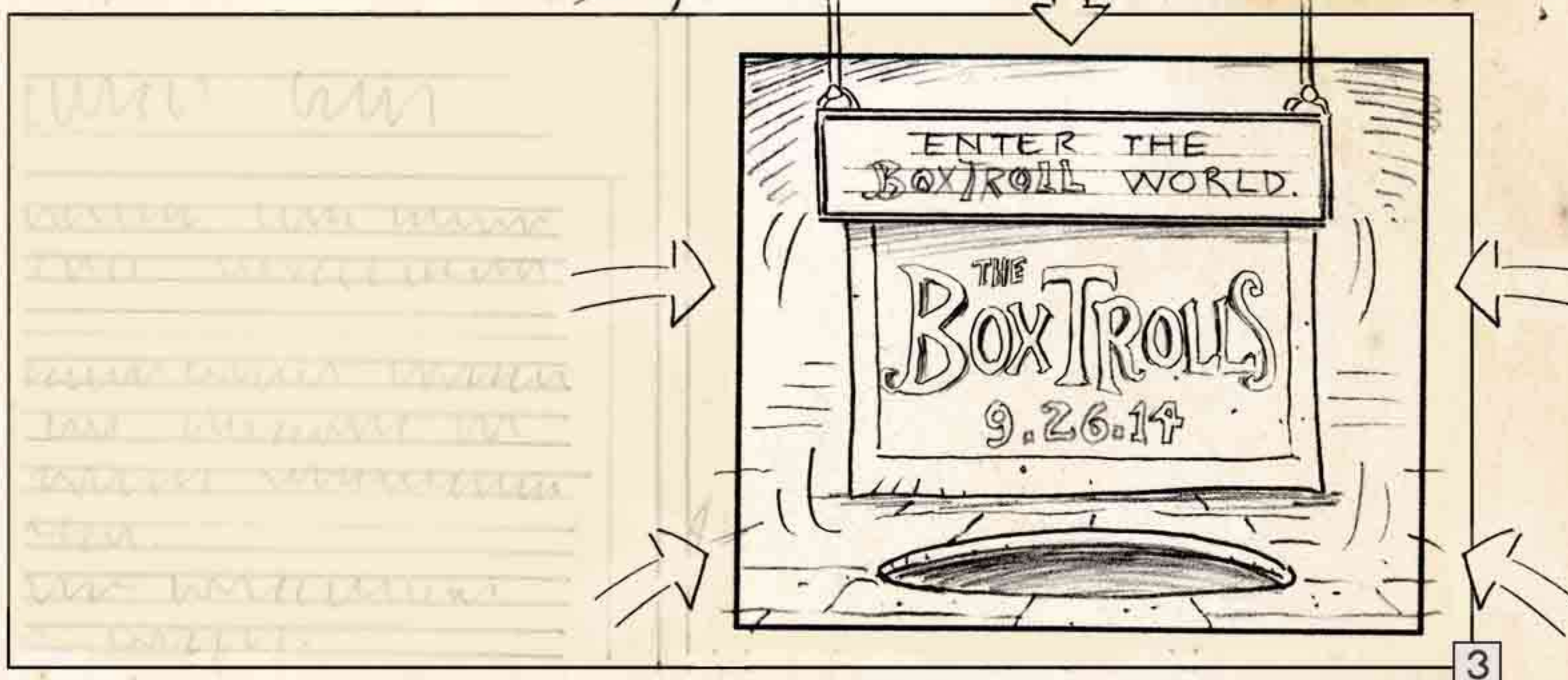
A 300x250 is on the page. In it, there's a street background and an open manhole. The user now notices a bunch of Boxtrolls running and diving into that manhole.

Those Boxtrolls want off this human street and back into the safety of their underground lair. There's one last little guy running, but instead of diving into the manhole, he jumps straight towards the user and... SPLAT, he hits the monitor.

His head, legs and hands break the boundaries of the 300x250 and he realizes he's discovered, the user sees him.

So he tucks himself back into his box leaving the user with some branded messaging and a call to action to Enter The Boxtroll's World.

Cont'd...



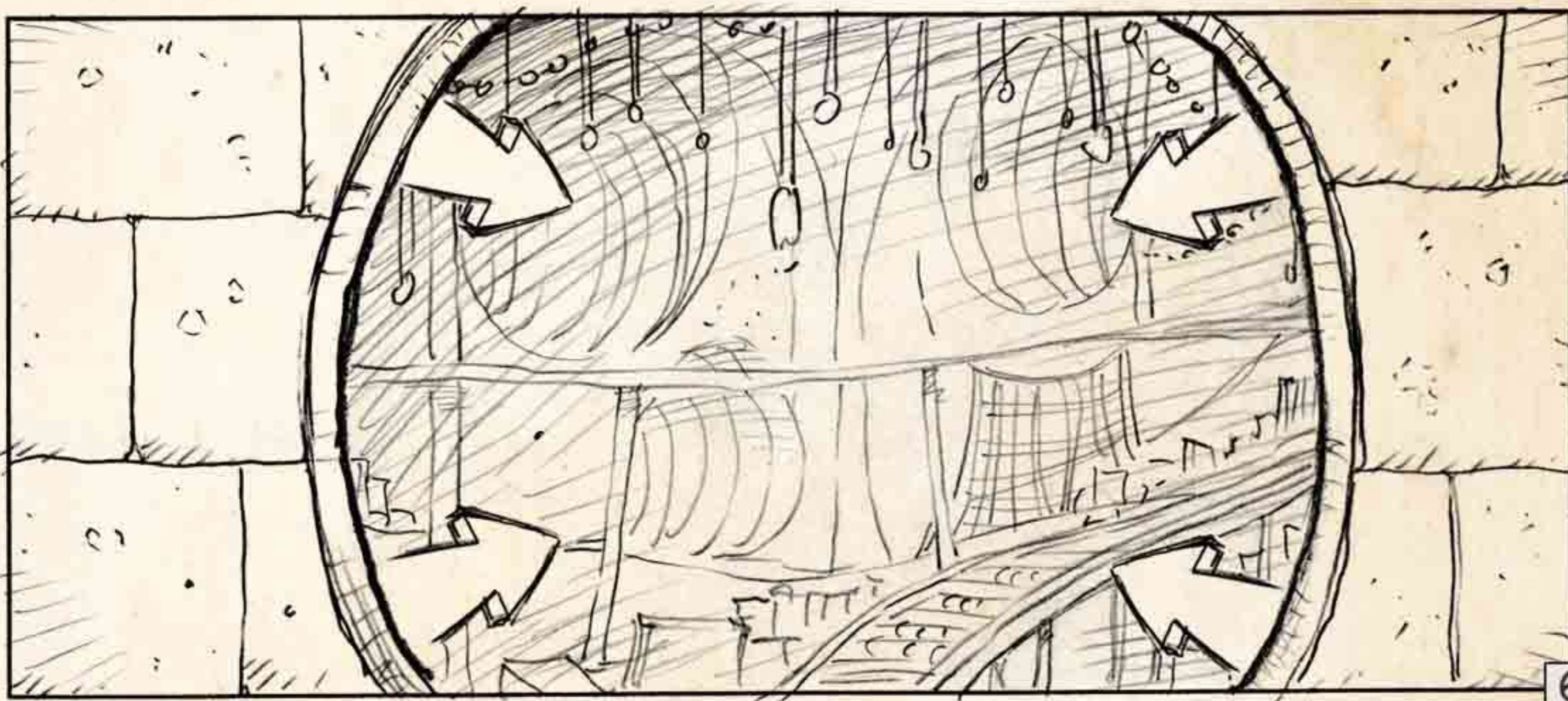
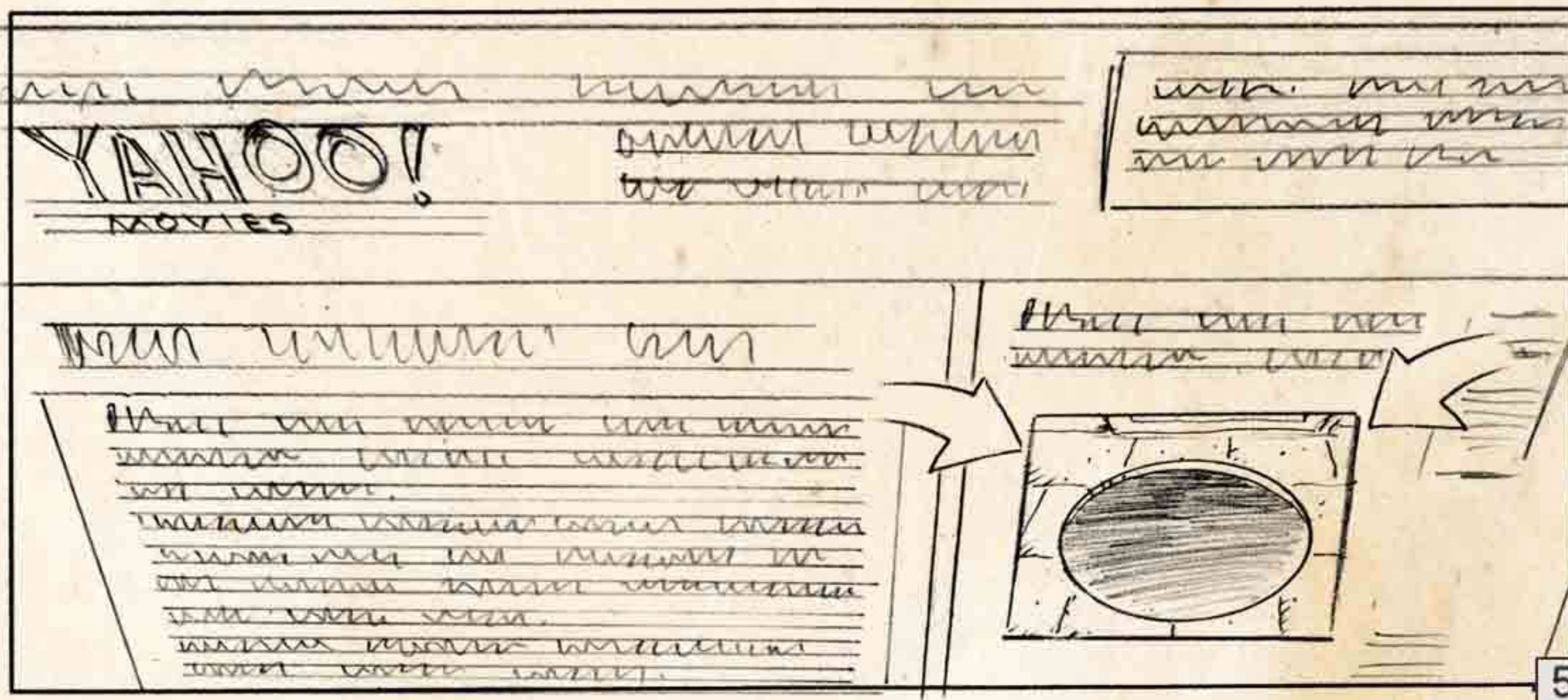
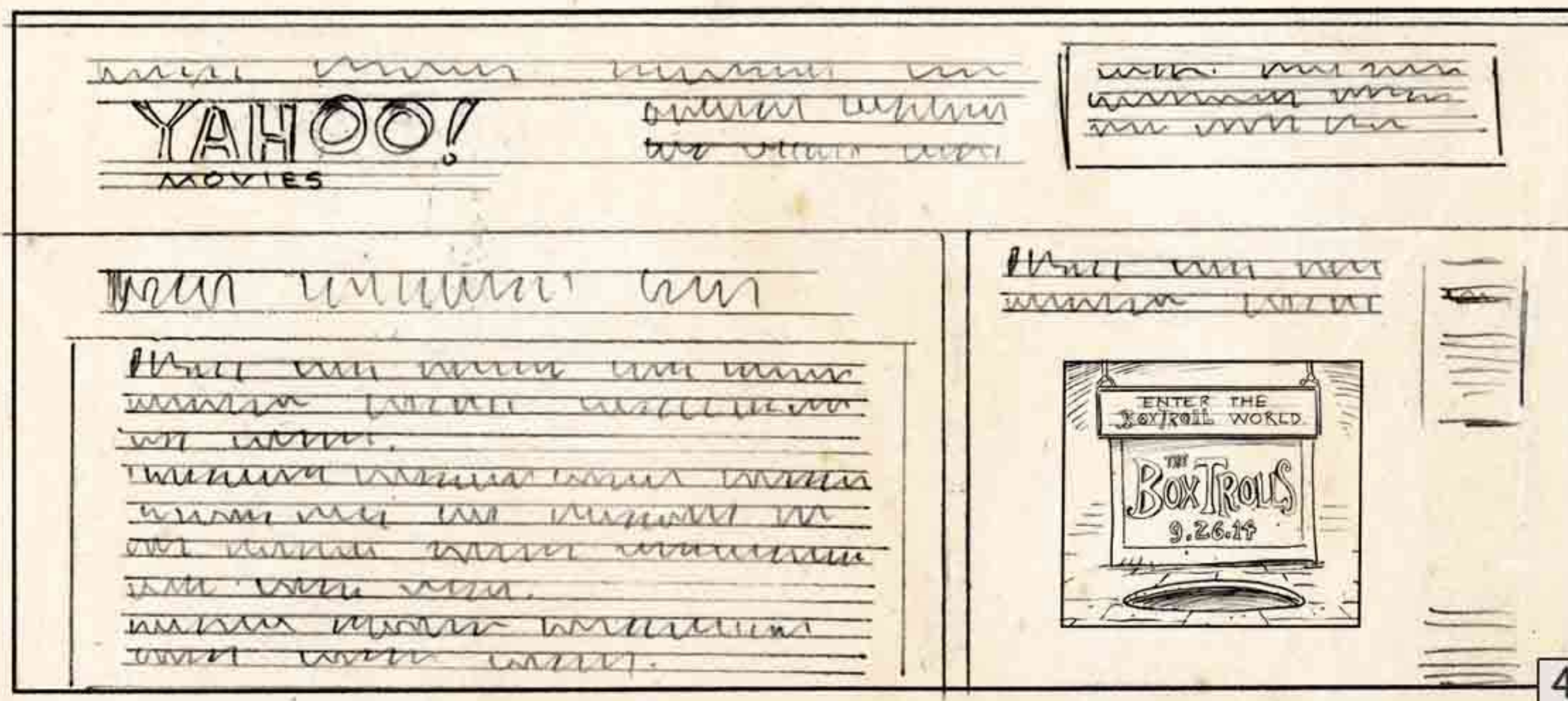
THE BOXTROLLS

ENTER THE BOXTROLL WORLD

Once the user clicks to enter the world, the perspective of the site begins to change as the user is taken directly through the manhole as if diving in themselves.

They're now entering the world beneath the street... the world of the Boxtrolls!

Cont'd...



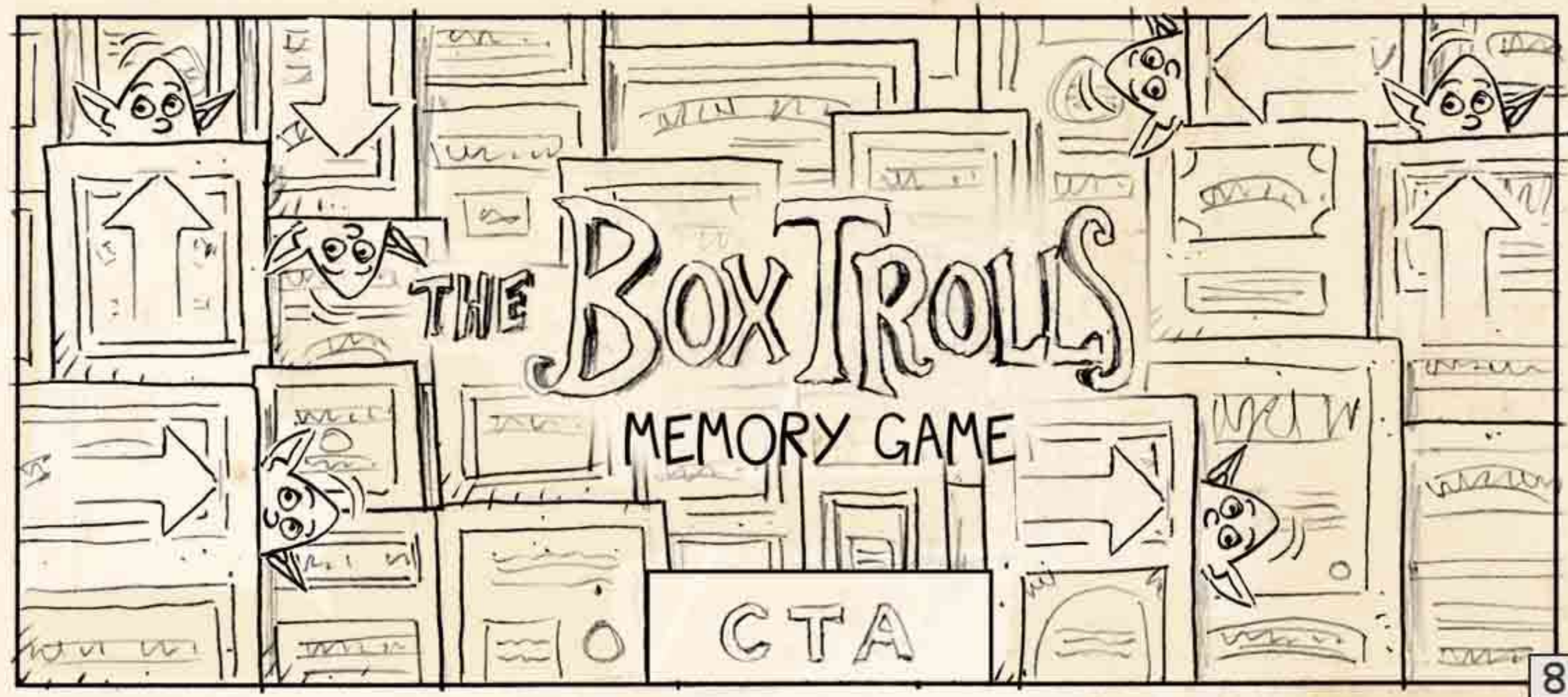
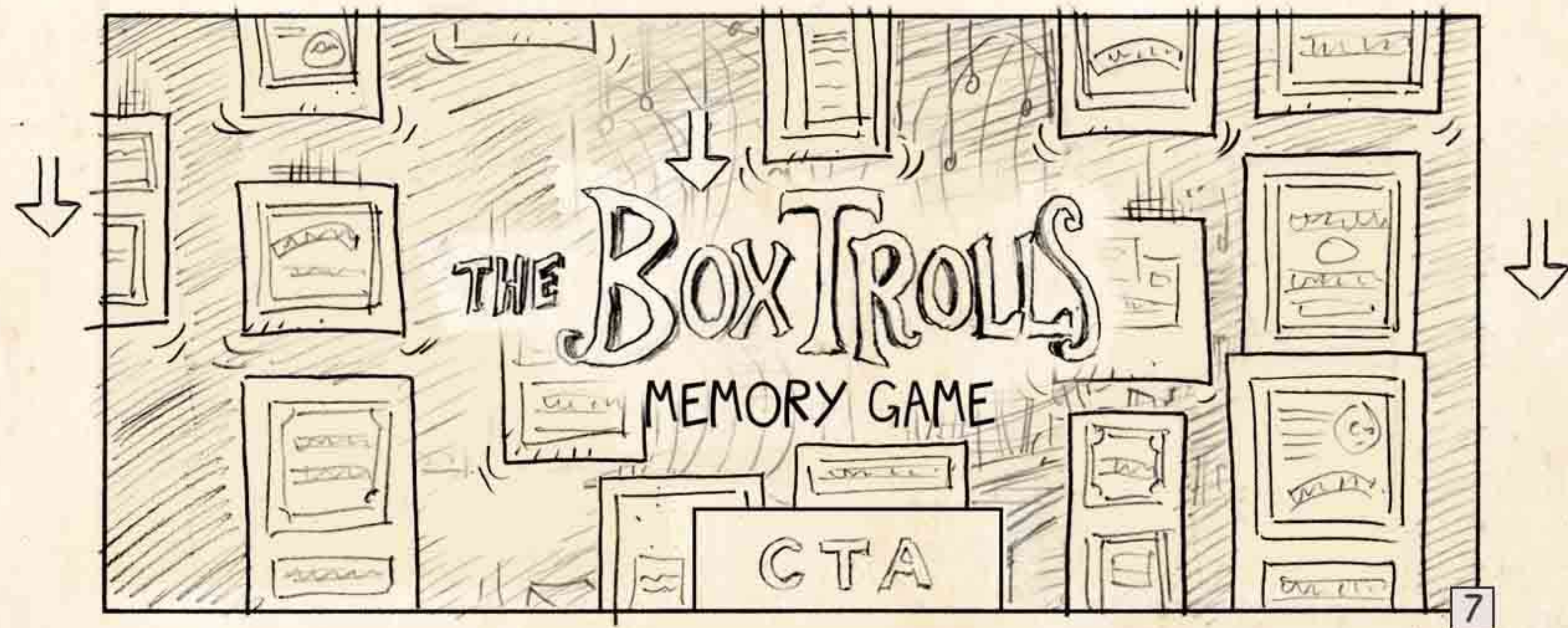
THE BOXTROLLS

ENTER THE BOXTROLL WORLD

Once inside, they're invited to play a fun and simple memory game so they can get to know these little creatures. There are several boxes, and when clicking on one of them a Boxtroll peeks out.

Now the user must find another box containing the same Boxtroll.

When they make a successful match, they get a short bio of that particular Boxtroll and a clip highlighting the character.



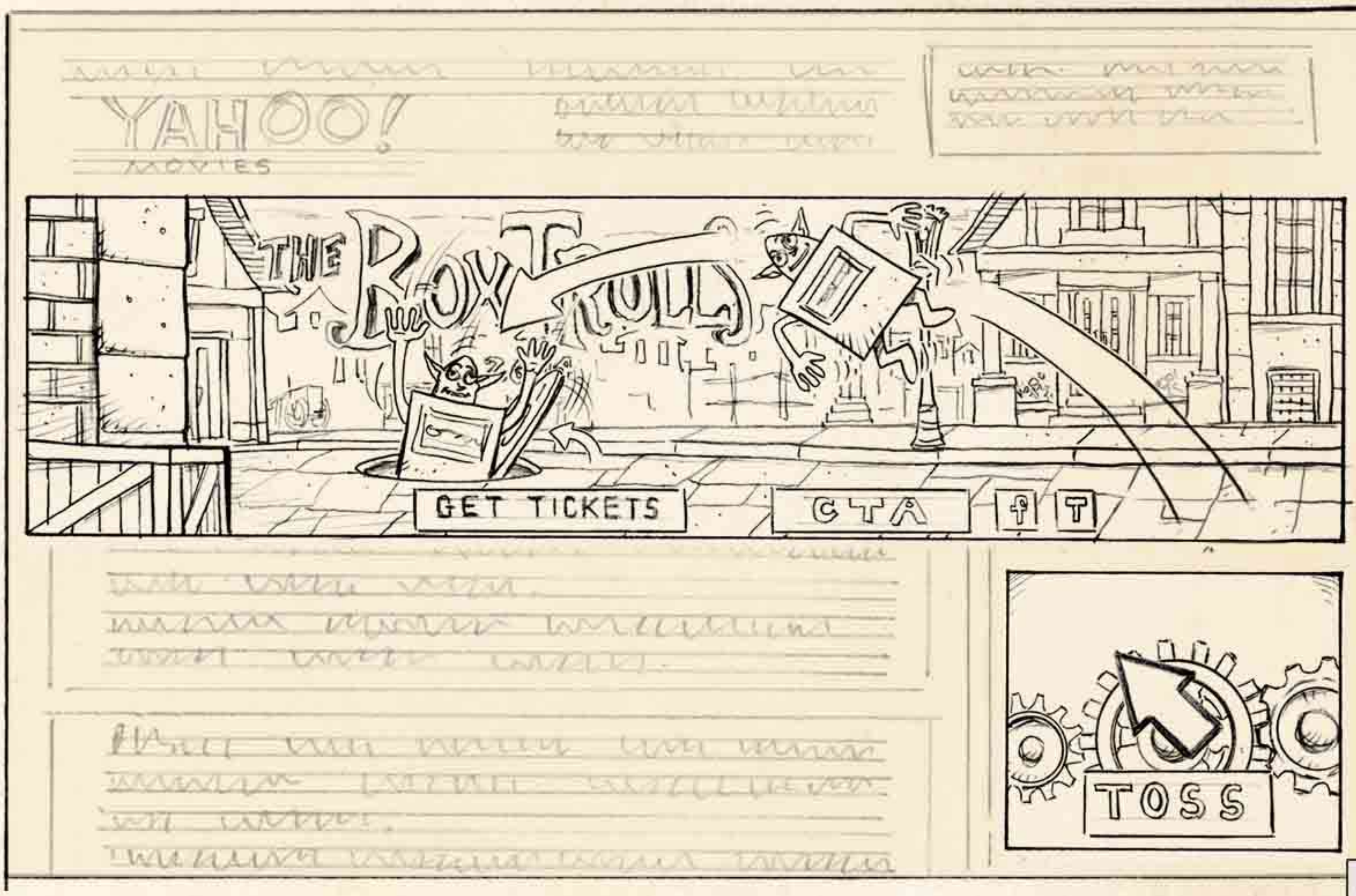
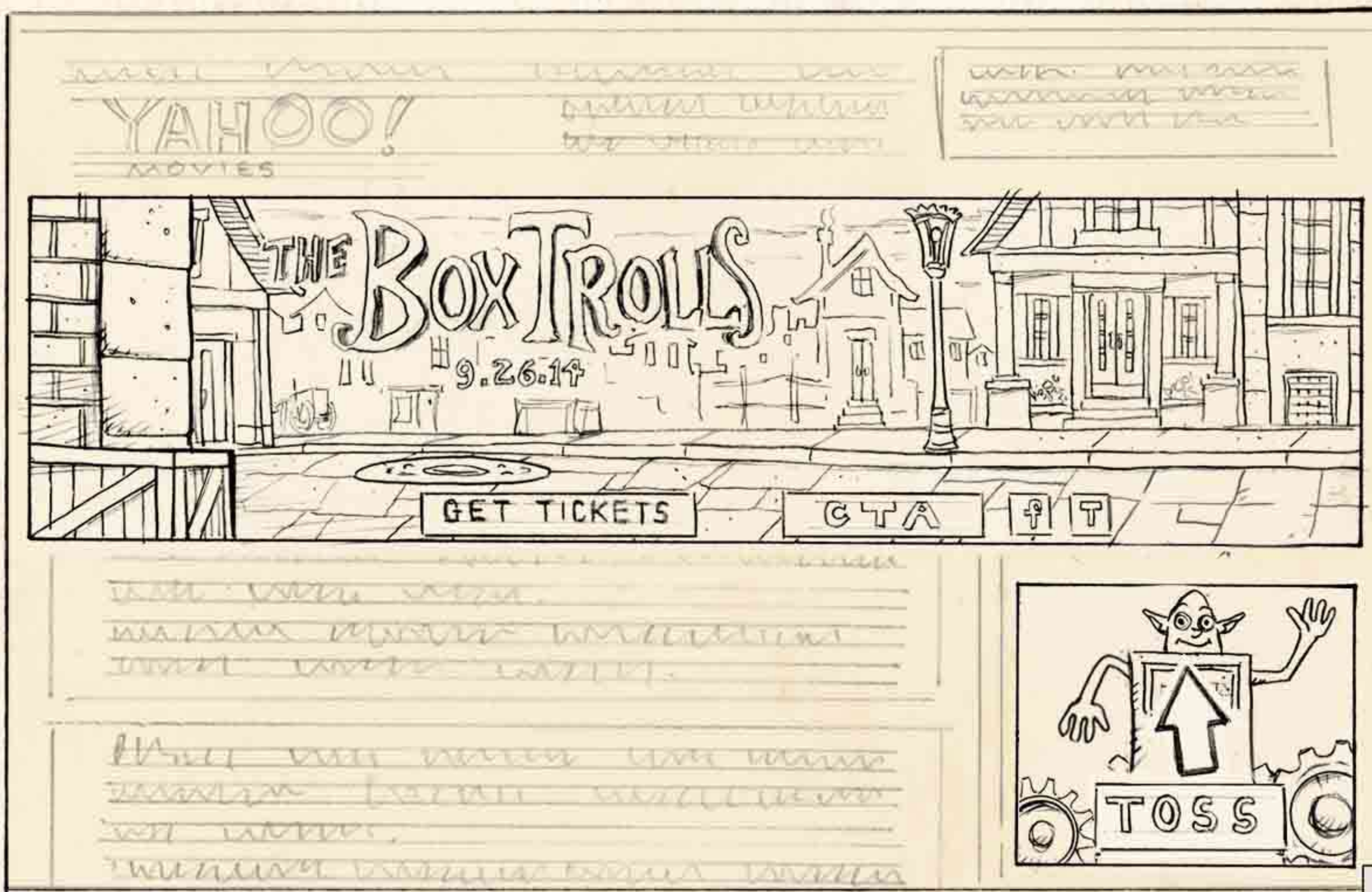
THE BOXTROLLS

SEND A BOXTROLL HOME

In this interactive execution, the user is invited to help send a Boxtroll home. When the page first loads, they'll see a larger masthead style horizontal unit containing the title treatment, date, and a street scene with an open manhole along with a 300x250 underneath that has a Boxtroll trapped in it. On the initial animation, the user will see the Boxtroll launch out of the 300x250, into the above accompanying unit and through the manhole, sending the little guy on his way back to the underground world.

Upon completion of the initial animation, the user will then see a moving arrow in the 300x250 and a CTA. They'll have to click on the unit just as the arrow is pointed at the manhole above. If they time this correctly, they'll shoot the Boxtroll up, over and through. But if they miss, the poor guy could end up splattered across the ad! So it's all up to the user's hand/eye coordination. Not to fear though, it's just a quick fun game for user's to engage with.

(No actual Boxtrolls will be harmed during the making of this ad!)



THE BOXTROLLS

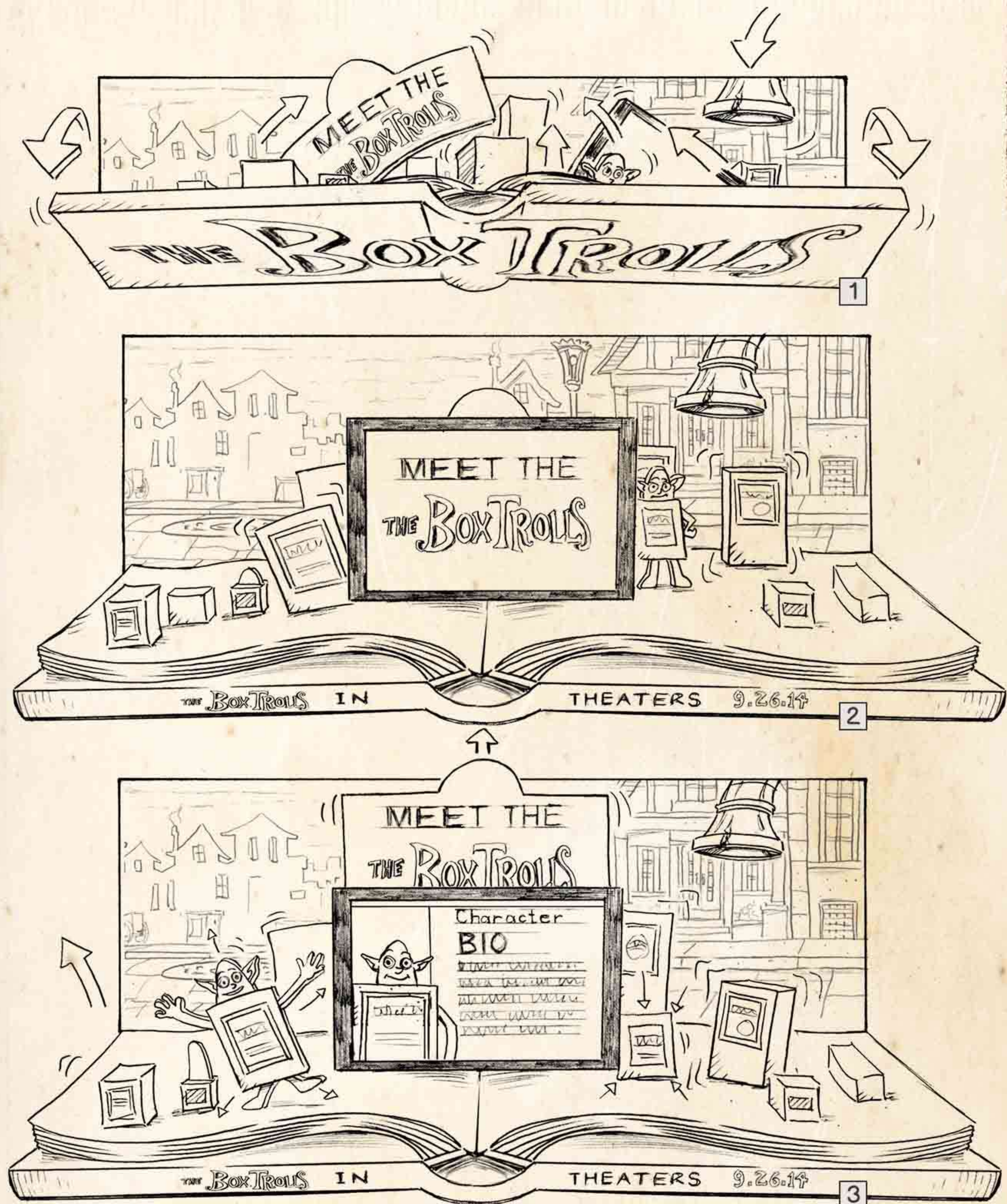
STORYBOOK POP~UP

In this fun and interactive rich unit, the user sees a fully branded masthead unit flip down, revealing a classic pop-up book style experience.

On the page are Boxtrolls with arrows point at them, indicating to the user that they can interact.

As they click on the Boxtroll of their choice, the character literally "pops up" and the user is given a quick bio.

They can then flip through the pages where they'll find the synopsis for the movie, the trailer and any clips, a gallery, etc.



THE BOXTROLLS



TOOLKIT IDEAS



Phones.

OIL CAN UNICYCLE SLIDE

Masthead intro animation or auto expand for pushdown.



The screenshot shows the ESPN website interface. At the top, there's the ESPN logo, a search bar, and a 'SHOP' button. Below that is a navigation bar with various sports categories: Golf, Full Leaderboard, NCAAM, NCAAW, MLB, NBA, NHL, Soccer, myScores, All Scores, and WGC-Cadillac Championship Leaders. A table of scores is visible, listing players like Patrick Reed, Dustin Johnson, Hunter Mahan, Zach Johnson, Harris English, Miguel Jimenez, Matt Kuchar, and Francesco Molinari. Below the navigation bar are links for myESPN, NFL, MLB, NBA, NHL, NCAAF, NCAAM, NASCAR, SOCCER, MORE SPORTS, WATCH, FANTASY & GAMES, espnW & X GAMES, and RADIO & MORE. The main content area features a cartoon illustration of a character on a unicycle, holding an oil can. Below the illustration, it says 'UNIVERSAL / FOCUS Property Of LAIKA Entertainment'. At the bottom, there's a 'TOPICS' section with links to 'Hoops Security', 'Phil & Knicks?', 'Bortles No. 1?', 'Mettenberger's Rehab', and 'Pistorius Trial'. A live broadcast banner for 'Evansville vs. Wichita State in MVC tournament' is also present, with a 'WATCH ESPN' button and a 'LIVE' indicator.

Golf	Full Leaderboard >	NCAAM	NCAAW	MLB	NBA	NHL	Soccer	myScores	All Scores >>	WGC-Cadillac Championship Leaders					
Thru 11	E	Thru 6	-1	Thru 6	E	Thru 11	E	Thru 9	+1	Thru 7	E	Thru 6	+1	Thru 14	+2
T1 Patrick Reed	-4	T1 Dustin Johnson	-4	3 Hunter Mahan	-3	T4 Zach Johnson	-2	T4 Harris English	-2	T4 Miguel Jimenez	-2	T4 Matt Kuchar	-2	T8 Francesco Molinari	-1

UNIVERSAL / FOCUS
Property Of LAIKA Entertainment

TOPICS > Hoops Security | Phil & Knicks? | Bortles No. 1? | Mettenberger's Rehab | Pistorius Trial

Live on ESPN3: Evansville vs. Wichita State in MVC tournament

- Source: Saints to cut veteran receiver Moore
- Sources: Knicks, Jackson discussed coaching
- Sergio takes 9 on 10th at Doral | In progress
- UCSB fan confronts Hawaii coach, arrested
- LeBron: Sleeves partly to blame | Wallace
- MLS will start season with replacement refs
- Jaguars, Henne have 2-year deal | DiRocco
- NCAA considers football early signing period
- Manziel inks endorsement contract with Nike
- Guard: Pistorius told me 'everything is fine'
- McShay: Manziel to Browns in Mock Draft 3.0

UNICYCLE TIGHTROPE RIDE

Auto expand for pushdown.

ESPN SHOP Search

NBA Full Scoreboard > NCAAAM NHL Soccer MLB NCAAW Cricket myScores All Scores >> Regular Season: March 5, 2014

3rd 12:00	Half	3rd 11:19	2nd 6:01	2nd 8:11	2nd 4:30	1st 8:00	1st 6:43	1st 6:48	Wed 10:30 PM
IND 38	HOU 41	UTAH 44	GS 42	MEM 26	CHI 39	SAC 8	NY 22	DAL 10	ATL
CHA 47	ORL 48	WSH 54	BOS 31	BKN 35	DET 41	MIL 10	MIN 12	DEN 18	POR

myESPN NFL MLB NBA NHL NCAAF NCAAM NASCAR SOCCER OLYMPICS MORE WATCH FANTASY & GAMES espnW & X GAMES RADIO & MORE

LIVE WATCH ESPN

The Bigger Picture
The Mavs are no lock to make the playoffs this season. But there is a plan to build

DAL	10	1st 6:48
DEN	18	Gamecast

AP Photo/Chris Szagala

... couples seminar
... way D-League better than NCAA
• Sources: Finnegan told of release by Rams
• Kickers hope longer PAT proposal gets boot
• Boxer testifies Pistorius fired gun at eatery
• Goodman: Deep-impact NBA draft decisions

Mississippi vs. Arkansas
ESPN3 Wednesday 8 p.m.
ET WATCH

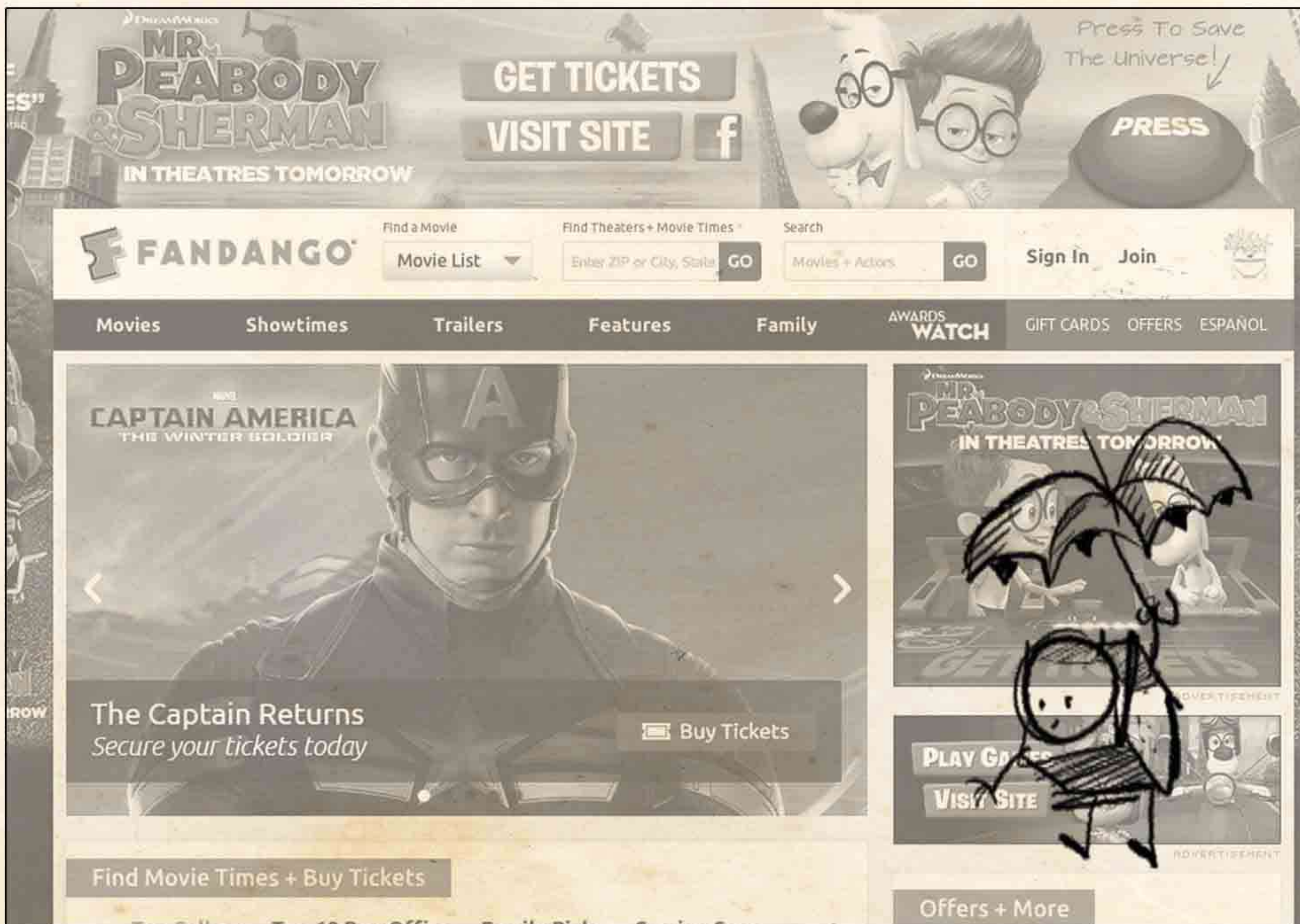
The Completely Reimagined Volvo S60

> See what's new

THE BOXTROLLS

UMBRELLA DROP

Can be used as either an overlay or floater.



MANHOLE ROLL

Overlay leading into A 300x250 ad unit

The screenshot shows the Yahoo! homepage interface. On the left is a navigation menu with icons for Mail, Autos, News, Sports, Finance, Weather, Games, Homes, Food, Tech, Answers, Screen, Flickr, Jobs, Shopping, Travel, and Dating. Below the menu is a link to 'Get the Yahoo mobile app'. The main content area features a search bar, a 'My Yahoo' profile icon, and a 'Trending Now' list with items like 'Hayden Panettiere' and 'Samantha Taylor'. A video player is visible with the title 'You've heard of time-lapse? This is hyperlapse' and a description about Matthew Vandeputte. Below the video are four small thumbnail images with titles: 'Lakers suffer worst loss', 'Hyperlapse video of sunset', 'TV actress on diet, kiss', and 'Stylish celeb b: bumps'. A navigation bar below the thumbnails includes 'All Stories', 'News', 'Local', 'Entertainment', 'Sports', and 'More'. Two news stories are displayed: 'Man Sentenced to 4 Years for Killing Usher's Property' and 'Khloe Kardashian Buys Justin Bieber's House After Selling Home to Kaley Cuoco'. At the bottom, there is an advertisement for '2014 - Best Way to Cut Your Auto Insurance Bill!' with a 'AdChoices' icon. On the right side, there is an advertisement for 'Billion \$ Bracket Yahoo Sports' with a 'Register Now' button. A hand-drawn overlay in the bottom right corner features a cartoon character holding a large sphere and the text 'UNIVERSAL / FOCUS Property of UTA & Entertainment'. An 'Ad Feedback' link is also present.

PEEK IN A BOX

Overlay leading into a 300x250 ad unit.

The screenshot shows a Yahoo! homepage with a search bar at the top right containing the text "Search". Below the search bar is a "Trending Now" section with a list of 10 items:

- 1 Hayden Panettiere
- 2 Samantha Taylor
- 3 Mass. upskirt photos
- 4 Asteroid near Earth
- 5 ...idelines
- 6 Nissan Altima
- 7 Ronda Rousey
- 8 Type 2 diabetes
- 9 Bob Costas
- 10 Simpsons couch

The main content area features a large image of a sunset over water with the headline "You've heard of time-lapse? This is hyperlapse" and a sub-headline "Matthew Vandeputte risks annoying other passengers to capture a sunset from his plane seat." Below this is a row of five smaller video thumbnails with titles: "Lakers suffer worst loss", "Hyperlapse video of sunset", "TV actress on diet, kiss", "Stylish celeb baby bumps", and "Missing dog's life".

Below the thumbnails is a navigation bar with "All Stories" and "News Local Entertainment Sports". The main article is titled "Man Sentenced to 4 Years for Killing Usher's Stepson" with a sub-headline "The man found guilty of killing Usher's 11-year-old stepson has been sentenced four years in prison. Last month, a Georgia jury found Jeffrey Simon Hubbard guilty of homicide by vessel as a result [...]". Below this is another article titled "Khloe Kardashian Buys Justin Bieber's House After Selling Home to Kaley Cuoco" with a sub-headline "Khloe Kardashian has purchased Justin Bieber's Calabasas, Calif., home, multiple sources tell Us Weekly; her sister Kourtney also purchased a home in the Us Weekly".

At the bottom of the main content area is an advertisement titled "2014 - Best Way to Cut Your Auto Insurance Bill!" with a sub-headline "No DUI? Drive less than 50 miles a day? You qualify for the lowest possible insurance rates offered in the U.S. Compare up to four quotes in minutes." and a "AdChoices" link.

On the right side of the page, there is a "Billion \$ Bracket Yahoo Sports" advertisement with the text "Show me the money" and "Register now to reserve your chance to win one BILLION dollars." and a "Register Now" button. Below this is a "Quicken Loans Billion \$ Bracket CHALLENGE" advertisement with the text "Official Challenge".

A hand-drawn cartoon character, resembling a stylized bird or creature with large eyes and a beak, is overlaid on the right side of the page, appearing to peek into the content area.

STACK & PULL

Overlay for an out of banner
300x250 ad unit.

The screenshot shows the Nick.com homepage with a hand-drawn overlay of a boxtroll character. The overlay consists of a large box with a face and arms, positioned over the main content area. The text 'DO NOT WATCH!' is written at the bottom of the overlay.

nick GAMES VIDEOS RADIO CLUB STARS CAST YOUR KCA VOTE MEOW! LOG IN | JOIN THE CLUB

SHREDDER SHREDS!
Prepare to finally know why they call him the MASTER Shredder. Find out >

NOW ON TV 9:30AM | PAW Patrol TV SCHEDULE

GAMES 1000+ FREE ONLINE GAMES >
Power Rangers Super Megaforce: Legacy
Evildoers beware, the Super Megaforce Rangers have arrived!
PLAY >

EPISODES 2000+ FREE ONLINE VIDEOS >
Breadwinners: "Th Loaf/Mine All Mine"
SwaySway and Buhd deliver bread to the part of Duck Town, they meet the most righteous dude in t' planet: the Bread
WATCH >

NOW BEING PLAYED Super Brawl 3
NOW BEING WATCHED

DO NOT WATCH!

BUG TOSS

Live wallpaper utilizing video.

The screenshot shows the Nick.com website interface. At the top, there is a navigation bar with 'nick GAMES VIDEOS RADIO CLUB STARS' and a search bar. Below this is a carousel of character avatars. The main content area features a large video player for 'SHREDDER SHREDS!' with a 'FUNNY VIDEO OF THE WEEK' badge. To the right of the video player is an 'EXPLORE' sidebar with links to 'KID'S CHOICE AWARDS', 'SEEK STARS', 'MONKEY QUEST', and another 'KID'S CHOICE AWARDS' link. Below the video player is a 'NOW ON TV' section for 'PAW Patrol' at 9:30AM. The bottom of the page is divided into four columns: 'GAMES' (Power Rangers Super Megaforce: Legacy), 'EPISODES' (Breadwinners: "Thug Loot Wins All Wins"), 'NOW BEING PLAYED' (Super Brain 3), and 'NOW BEING WATCHED' (Power Rangers Megaforce: "The Human Condition"). A 'DO NOT WATCH!' section is also present on the right. A 'TUNE IN 3/29 @ 8/7C' banner for 'KIDS' CHOICE AWARDS' is visible on the right side. The interface includes various icons for social media and user interaction.

THE UPSIDE DOWN WAVE

Auto expand for pushdown.

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LIVE WATCH ESPN

AP Photo/Chris Szagala

The Bigger Picture

The Mavs are no lock to make the playoffs this season. But there is a plan to build another champion ... around Dirk. Bradford Doolittle [Chat](#) [LIVE!](#)

DAL	10	1st 6:48
DEN	18	Gamecast

Mississippi vs. Arkansas
ESPN3 Wednesday 8 p.m.
ET WATCH

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MISSION IMPOSSIBLE

Can be used as either an overlay or synced roadblock.

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What's Your Number? Exclusive Clip
Aly (Anna Faris) gets to work late but then gets fired by her boss Roger (Joel McHale). And is he thinking or smelling?

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