

# FLASH BILLBOARD DESIGN VARIATIONS

**Responsibilities:** Work closely with a senior designer and account reps to conceptualize, design and animate Flash Billboard for Universalorlando.com



Flash billboard design for Universal Orlando Resort. The design features a blue background with a large image of Minions and Spider-Man. The text reads: "AN EXTRAORDINARY YEAR TO BE HERE", "New Parade, New Nighttime Show, New Ride & More >>", "FLORIDA RESIDENTS GET 3 MONTHS FREE ON ANY 2-PARK ANNUAL PASS", "LEARN MORE", "LIMITED TIME OFFER 4TH DAY & NIGHT FREE! CLICK HERE TO LEARN MORE", "EXPLORE IT ALL FOR LESS THAN \$60 PER DAY WITH A 2-DAY BASE TICKET LEARN MORE", "OWN THE ADVENTURE BUY UNIVERSAL ORLANDO RESORT MERCHANDISE HERE LEARN MORE", "TICKETS ANNUAL PASSES", "Get Your Action-Packed Park Tickets Now!", "Are you a Florida Resident? Click Here", "1. I'm Visiting Universal Orlando For: 2 Days", "Visiting more than 4 days? An annual pass is your best value.", "2. I'm Bringing: Adults Children (Ages 3-11)", "FIND PARK TICKETS", "BEST PRICE GUARANTEE WE'RE THE OFFICIAL SOURCE FOR THE BEST".

Flash billboard design for Universal Orlando Resort. The design features a blue background with a large image of Minions and Spider-Man. The text reads: "AN EXTRAORDINARY YEAR TO BE HERE", "New Parade, New Nighttime Show, New Ride & More >>", "FLORIDA RESIDENTS GET 3 MONTHS FREE ON ANY 2-PARK ANNUAL PASS", "LEARN MORE", "LIMITED TIME OFFER 4TH DAY & NIGHT FREE! CLICK HERE TO LEARN MORE", "EXPLORE IT ALL FOR LESS THAN \$60 PER DAY WITH A 2-DAY BASE TICKET LEARN MORE", "OWN THE ADVENTURE BUY UNIVERSAL ORLANDO RESORT MERCHANDISE HERE LEARN MORE", "TICKETS ANNUAL PASSES", "Get Your Action-Packed Park Tickets Now!", "Are you a Florida Resident? Click Here", "1. I'm Visiting Universal Orlando For: 2 Days", "Visiting more than 4 days? An annual pass is your best value.", "2. I'm Bringing: Adults Children (Ages 3-11)", "FIND PARK TICKETS", "BEST PRICE GUARANTEE WE'RE THE OFFICIAL SOURCE FOR THE BEST".





## PROMOTION ADS & FLASH BILLBOARD

**Responsibilities:** Work closely with a senior designer and account reps to conceptualize, design static promo banners and animate Flash Billboard for Universalorlando.com



FLORIDA RESIDENTS

# GET 3 MONTHS FREE

ON ANY 2-PARK ANNUAL PASS

[LEARN MORE](#)

RESTRICTIONS APPLY



An Extraordinary Year to Be Here

FLORIDA RESIDENTS

# GET 3 MONTHS FREE

ON ANY 2-PARK ANNUAL PASS

RESTRICTIONS APPLY

[CLICK HERE TO LEARN MORE](#)



An Extraordinary Year to Be Here



FLORIDA RESIDENTS

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ON ANY 2-PARK ANNUAL PASS

RESTRICTIONS APPLY

[CLICK HERE TO LEARN MORE](#)



The laptop screen displays the Universal Orlando website. The header includes navigation links: BUY TICKETS, Book Hotels, Book Packages, Hot Deals, Buy Merchandise, MY ACCOUNT, Login, Sign Up, Maps, Annual Pass, Florida Resident. The main banner features Minions and Spider-Man with the text: AN EXTRAORDINARY YEAR TO BE HERE. New Parade, New Nighttime Show, New Ride & More >>. Below this, it says: FLORIDA RESIDENTS GET 3 MONTHS FREE ON ANY 2-PARK ANNUAL PASS. [LEARN MORE](#). The bottom of the banner has three sections: LIMITED TIME OFFER 4TH DAY & NIGHT FREE! [CLICK HERE TO LEARN MORE](#); EXPLORE IT ALL FOR LESS THAN \$60 PER DAY WITH A 2-DAY BASE TICKET [LEARN MORE](#); OWN THE ADVENTURE BUY UNIVERSAL ORLANDO RESORT MERCHANDISE HERE [LEARN MORE](#). On the right side of the laptop, there is a sidebar with a search bar, a 'TICKETS' section with a 'Get Your Action-Packed Park Tickets Now!' button, and a 'BEST PRICE GUARANTEE' section.









## "YEAR TO BE HERE" RECEPTION

Date & Time:  
Tuesday, June 12, 2012  
5:30pm - 7:30pm

Location:  
ROOF at the W Hotel - 27th Floor  
201 N. State St, Chicago, IL 60601

R.S.V.P. by June 8, 2012

Call: 407-224-5255  
Email: [Special.Events@universalorlando.com](mailto:Special.Events@universalorlando.com)  
Dress is business casual.

It's an extraordinary year to be at Universal Orlando® Resort as we debut more adventure, excitement and laughter than ever before. We invite you and a guest to join us for a cocktail reception where you will enjoy:

- Details about this year's new attractions from the creative team bringing them to life
- Overview of the new Despicable Me Minion Mayhem ride opening this summer
- Cocktails and hors d'oeuvres at Chicago's hottest rooftop lounge with breathtaking views
- Appearance by some special "characters"

At Universal Orlando you can swing high above the city streets with Spider-Man™, now in high-def 3-D; join the ranks of the minions on the heartwarming and hilarious new 3-D ride Despicable Me Minion Mayhem; enjoy all-new entertainment including the new Universal's Superstar Parade; and catch the new Blue Man Group show featuring new performances, new music, and an all-new stage.

This event is for guests 21 and over.

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## SEND THEM PLACES THEY NEVER THOUGHT THEY'D GO

Some vacation experiences bring you closer together than you ever thought possible... and take you places you won't find on any map.



Send your clients on the vacation of a lifetime. With two amazing theme parks, three deluxe on-site hotels, the all-new Universal's Cabana Bay Beach Resort opening early 2014 offering moderate/value-priced accommodations, and non-stop nightlife at Universal CityWalk®, Universal Orlando®

## EMAIL PROMOTIONS & ANNOUNCEMENT

**Responsibilities:** Work closely with senior designers and account reps to design, web production and development for each project.



## Where Vacation Becomes Adventure

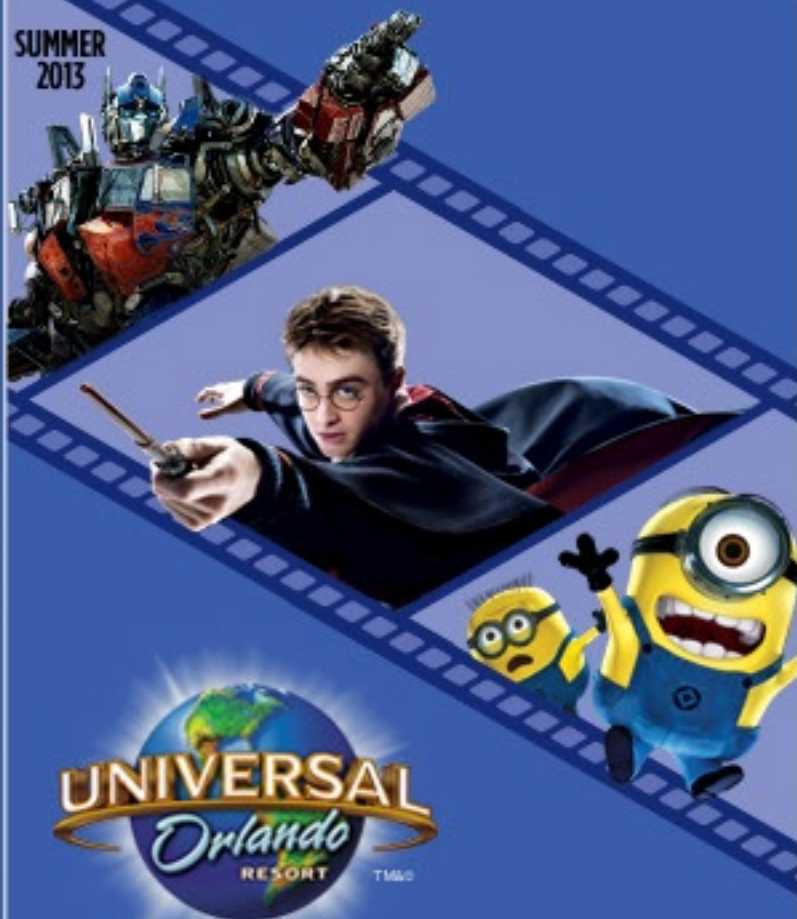
Two Theme Parks.  
Three On-Site Hotels.  
Non-Stop Nightlife.  
A Universe of Excitement.

So what are you looking for on your next family vacation? High-speed thrill rides? Incredible 3-D





SUMMER  
2013



**2 Theme Parks.  
Spectacular Hotels.  
Non-Stop Nightlife.**

**SAVE \$20** When You Buy  
In Advance!

**BOOK NOW**

## PROMO/MEDIA ADS

**Responsibilities:** Work closely with a senior designer and account reps to animate each Flash banner ads to promote new attraction, event or ticket promotion

**SAVE \$20 When You Buy  
In Advance!**

**BOOK NOW**



**SAVE \$20 When You Buy  
In Advance!**

**FIND OUT MORE**

Restrictions Apply



**SAVE \$20 When You Buy  
In Advance!**

**BOOK NOW**



**SAVE \$20 When You Buy  
In Advance!**

**FIND OUT MORE**

Restrictions Apply



**Where Vacation  
Becomes Adventure**



## STATIC AD BANNERS

**Responsibilities:** Work closely with a senior designer and account reps to design each banner ad to promote new attraction, event or ticket promotion,

Save up to  
\$400 and Receive  
One FREE Day at  
Universal Orlando®  
Theme Parks!



[LEARN MORE](#)

Restrictions Apply



Save up to \$400 and Receive One FREE Day  
at Universal Orlando® Theme Parks!

Restrictions Apply



SOUTHWEST  
VACATIONS  
AGENT & C/V PROGRAM



Save up to \$400 at Universal  
Orlando® and More!

Restrictions Apply



SOUTHWEST  
VACATIONS



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SOUTHWEST  
VACATIONS

Save up to \$400 at  
Universal Orlando®  
and More!

GO

Restrictions Apply



Save up to \$400 and Receive One  
FREE Day at Universal Orlando®  
Theme Parks!

[LEARN MORE](#)

Restrictions Apply





# 14 LIVE CONCERTS

— FEB 9 - APR 20 —



**SAVE \$15**  
ON AFTER 5PM TICKETS

[LEARN MORE](#)

RESTRICTIONS APPLY



## FLASH MEDIA ADS

**Responsibilities:** Work closely with a senior designer and account reps to animate each Flash banner ads to promote new attraction, event or ticket promotion

# 14 LIVE CONCERTS

— FEB 9 - APR 20 —



**SAVE \$15**  
ON AFTER 5PM TICKETS

[LEARN MORE](#)

RESTRICTIONS APPLY



MATCHBOX TWENTY

PITBULL

**SAVE \$15**  
ON AFTER 5PM TICKETS

[LEARN MORE](#)

RESTRICTIONS APPLY



# 14 LIVE CONCERTS

— FEB 9 - APR 20 —



**SAVE \$15**  
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[LEARN MORE](#)

RESTRICTIONS APPLY



# 14 LIVE CONCERTS

— FEB 9 - APR 20 —







**SAVE 10% ON  
BLUE  
MAN  
GROUP**  
TICKETS AT UNIVERSAL  
ORLANDO® RESORT  
[LEARN MORE](#)  
Restrictions Apply

## STATIC AD BANNERS

**Responsibilities:** Work closely with a senior designer and account reps to design each banner ad to promote new attraction, show/event or ticket promotion.



**SAVE 10%  
ON BLUE MAN GROUP**  
TICKETS AT UNIVERSAL ORLANDO® RESORT  
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Restrictions Apply



**SAVE 10% ON  
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TICKETS AT UNIVERSAL  
ORLANDO® RESORT  
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ORLANDO® RESORT  
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TICKETS AT UNIVERSAL ORLANDO® RESORT  
[LEARN MORE](#)  
Restrictions Apply







## FLASH MEDIA TV/ADS

**Responsibilities:** Work closely with a senior designer to produce a Flash animated TV spot for Brazil and a set of media ads to promote an exclusive vacation package with American Express

Where Vacation Becomes Adventure

Two Theme Parks

Three On-Site Hotels

Non-Stop Nightlife

EXPERIENCE A UNIVERSE OF EXCITEMENT WITH ANY AMERICAN EXPRESS® CARD

EXCLUSIVE VACATION PACKAGE  
4 NIGHTS FROM \$679 PER ADULT TAX INCLUSIVE WHEN YOU USE ANY AMERICAN EXPRESS® CARD

LEARN MORE

☒ Flight + Hotel Package
 ☐ Hotel Only
 ☐ Flight Only
 ☐ Activities Only

Departing from: (city or airport code)  
 Birmingham, Alabama (BHM)

Going to: (city or airport code)  
 Orlando (MCO)

Depart: 11/14/2012 Return: 11/17/2012

Adults: 2 Children: 0

Promo code:

Advanced Search Options  
 Shop by Experience

Search

SAVE UP TO \$300 INSTANTLY

NEW! Price Match Plus - [Learn more](#)

Last Minute Vacation Deals

Change Origin:  
Birmingham, Alabama (BHM)

Nickelodeon Suites Resort  
3 Nights from **Price It** [Select](#)

Holiday Inn Fisherman's Wharf  
3 Nights from **Price It** [Select](#)

Occidental Grand Nuevo Vallarta  
3 Nights from **Price It** [Select](#)

Our Top Vacation Pick

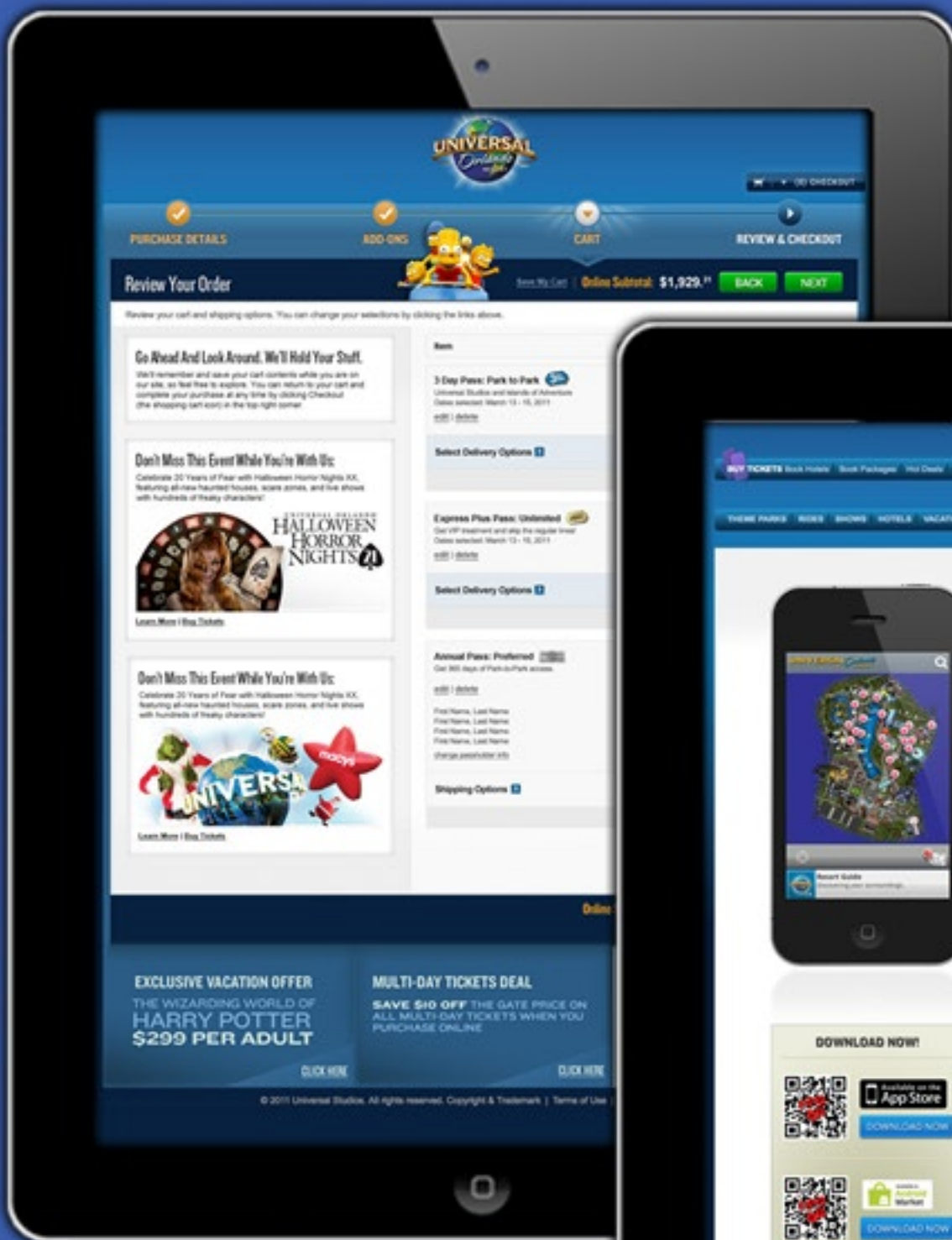
EXCELLENCE Resorts

Mexico and the Dominican Republic  
5-star Adults-Only Resorts

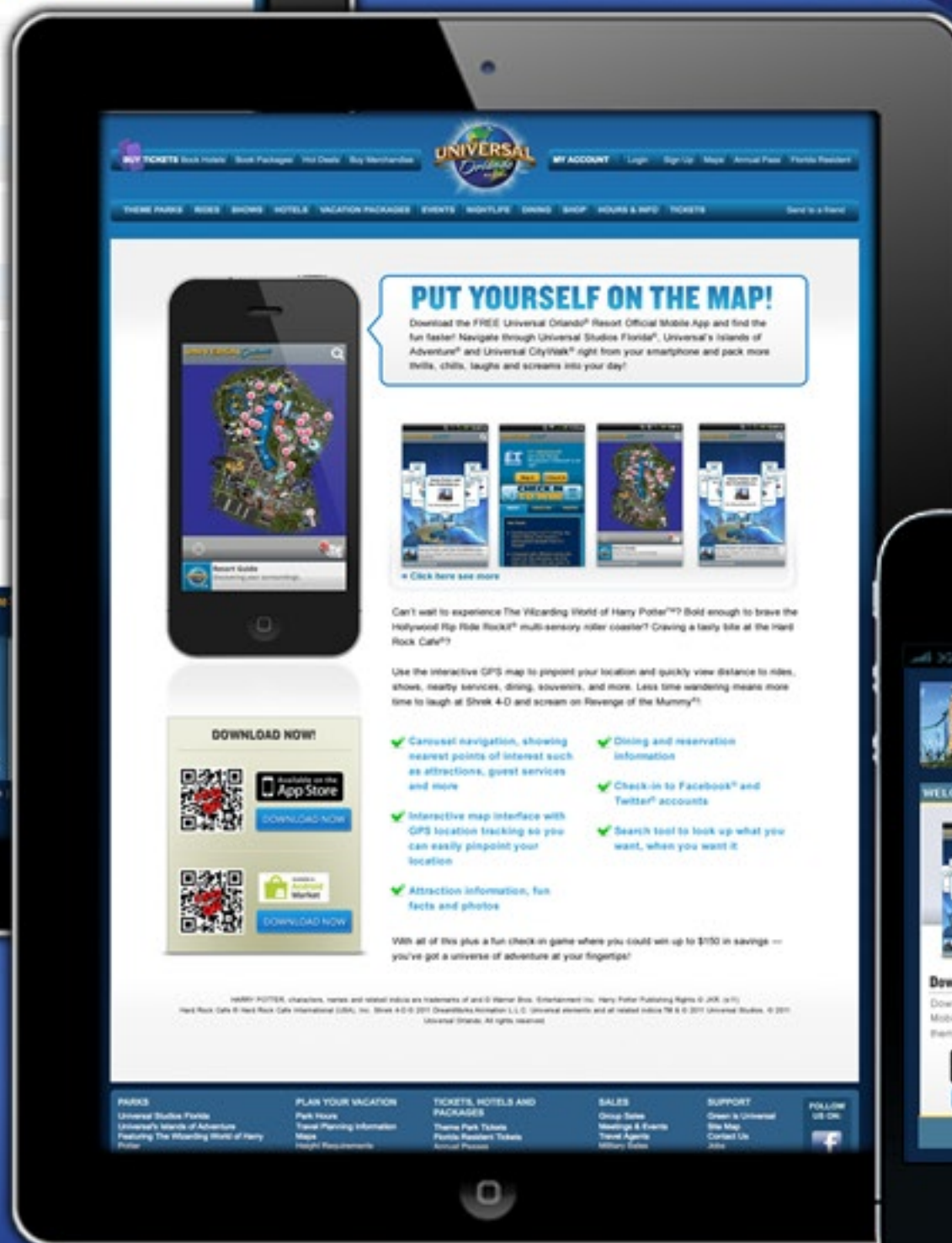
EXCLUSIVE VACATION PACKAGE  
4 NIGHTS FROM \$679 PER ADULT TAX INCLUSIVE WHEN YOU USE ANY AMERICAN EXPRESS® CARD

LEARN MORE





## UNIVERSALORLANDO.COM ENHANCEMENT



## MOBILE APP LAUNCH PROMO

**Responsibilities:** Work closely with the creative manager to design and produce landing pages to promote their new mobile app.





# UI DESIGN FOR UO.COM

**Responsibilities:** Work closely with the creative manager to work on design enhancements for unverisalorlando.com



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# UI DESIGN FOR UO.COM

**Responsibilities:** Work closely with the creative manager to work on design enhancements for unverisalorlando.com



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1. Banner opens showing UOR globe logo.



2. UOR globe logo frame will have a mask transition to reveal the next frame



3. Text will appear in the lower left corner with a motion blur while the image in the background starts to pan back.



4. The image continues to pan back within the scene. The text moved off to the right as seen above.



5. Camera pan back until the whole scene is revealed in the background.



6. Offer and other content build into place at the end of the banner.

## STORYBOARD & DESIGN PROCESS FOR MEDIA ADS

8063 TRAVEL TRADE (TRANSFORMERS) BANNERS | OTHER BANNER SIZES

**Responsibilities:** Work closely with a senior designer and account reps to conceptualize and storyboard

8063 TRAVEL TRADE (TRANSFORMERS) BANNERS | 300x250

UNIVERSAL Orlando





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8063 TRAVEL TRADE (TRANSFORMERS) BANNERS | OTHER BANNER SIZES

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8063 TRAVEL TRADE (WWWHP) BANNERS | 300x250

UNIVERSAL Orlando





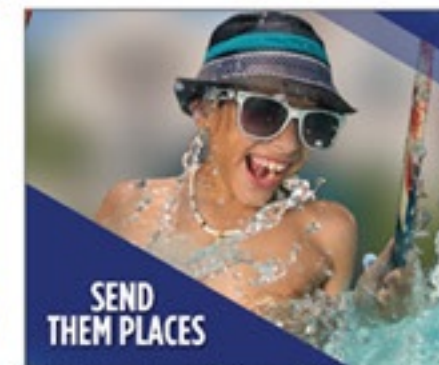
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8063 TRAVEL TRADE (HARDROCK) BANNERS | OTHER BANNER SIZES

8063 TRAVEL TRADE (HARDROCK) BANNERS | 300x250

UNIVERSAL Orlando

