



MTO

Bilcenter AB

Erfarenhet Trygghet Service

CREATIVE CAMPAIGN

PROPOSAL // **“IN SAFE HANDS”**

“Your car is in safe hands with us”



The visual creative is based on the main message in the campaign, which suggest that the clients at MTO are safe, because it is official service. Minimalistic design on gradient background ensures viewers attention in all media placements.

SOCIAL MEDIA



- The campaign is created for vertical media placements, but can be modified to fit into landscape formats, if required:
- Social Media
 - Web Banners (static/animated)
 - Inbound placement (client web site)
 - Other websites
 - Outdoor Advertising
 - Billboards
 - Posters
 - Light Ads
 - Other media

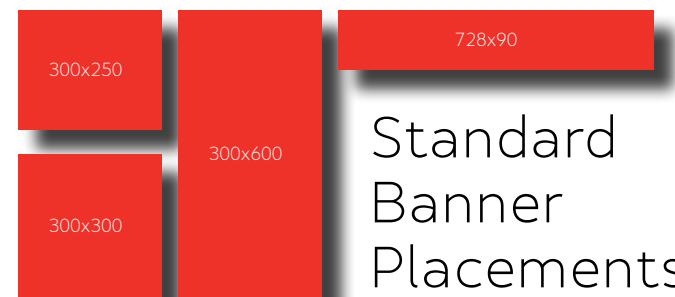
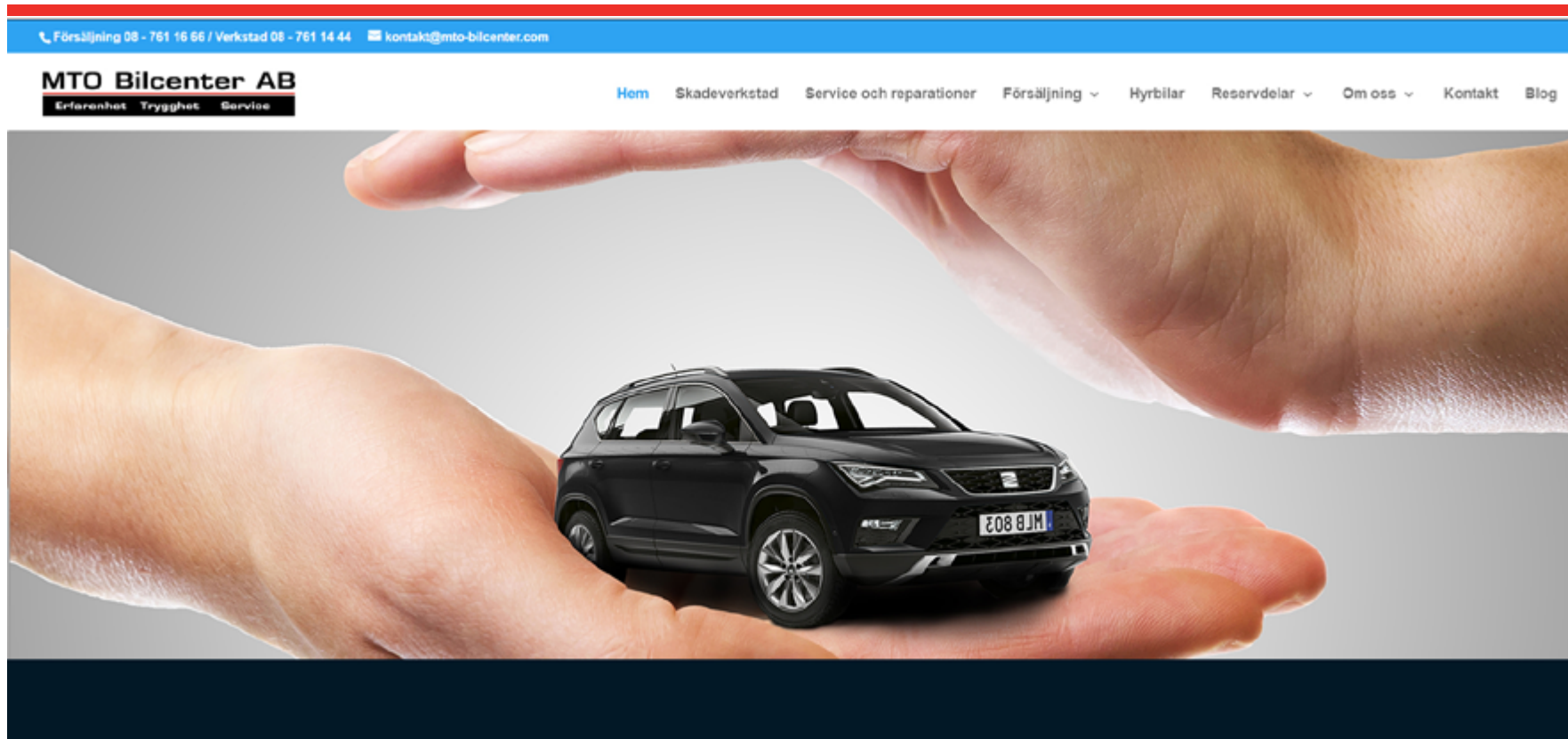
POSTER // VERTICAL DESIGN



OUTDOOR ADVERTISING



WEB BANNERS



BILBOARD

