

LANDING PAGE BRIEF

Objectives :

1. New Landing Page that permits to communicate with more freedom about new products/ events / new information.
2. Products with video contents / visual content.
3. Forms for data / optimization.

MUST:

- Better quality than existing Landing Page
- More freedom, possibilities
- Must be fast

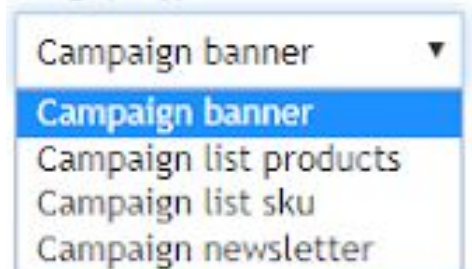
Example of existing LP:

<https://www.makeupforever.com/fr/fr-fr/campaign-landing-page/quel-rouge-etes-vous>

Content:

- very Visual
- List of products
- List of SKUS
- Option Newsletter

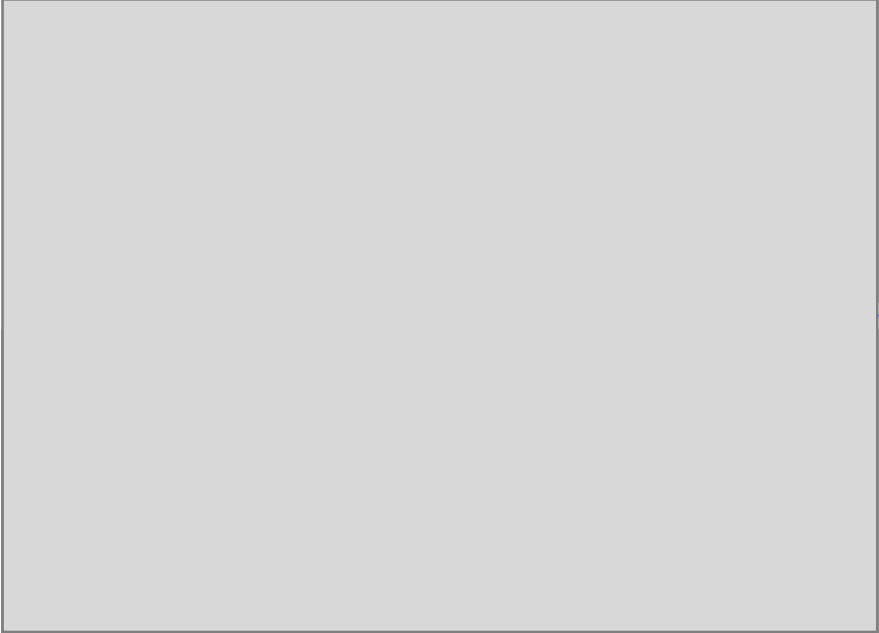
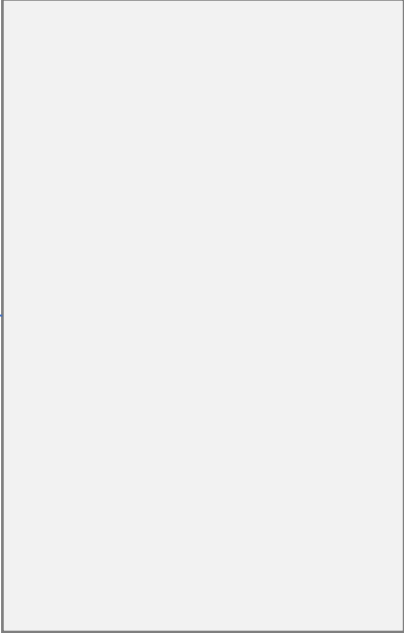
Paragraph type



Very important to keep !!!

Target :

<https://www.ohmycream.com/blogs/journal/frequence-exfoliant-visage>





RUBRIQUE
BRAND

Même format que l'Occitane avec possibilité d'ajouter / supprimer des blocs contenus entre header / footer :

<https://fr.loccitane.com/qui-sommes-nous.74,1,87539,1075442.htm>

HEADER

BANNER 1

L'HISTOIRE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

EN SAVOIR PLUS

VISUEL 1

VISUEL 4

LE PROGRAMME PRO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

EN SAVOIR PLUS

NOS BOUTIQUES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

EN SAVOIR PLUS

VISUEL 3

FOOTER