

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

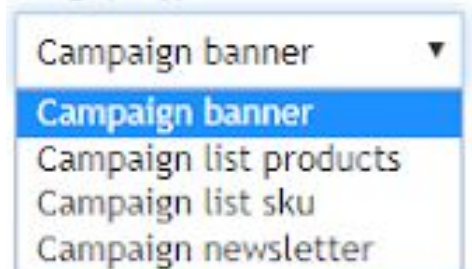
Example of existing LP:

<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

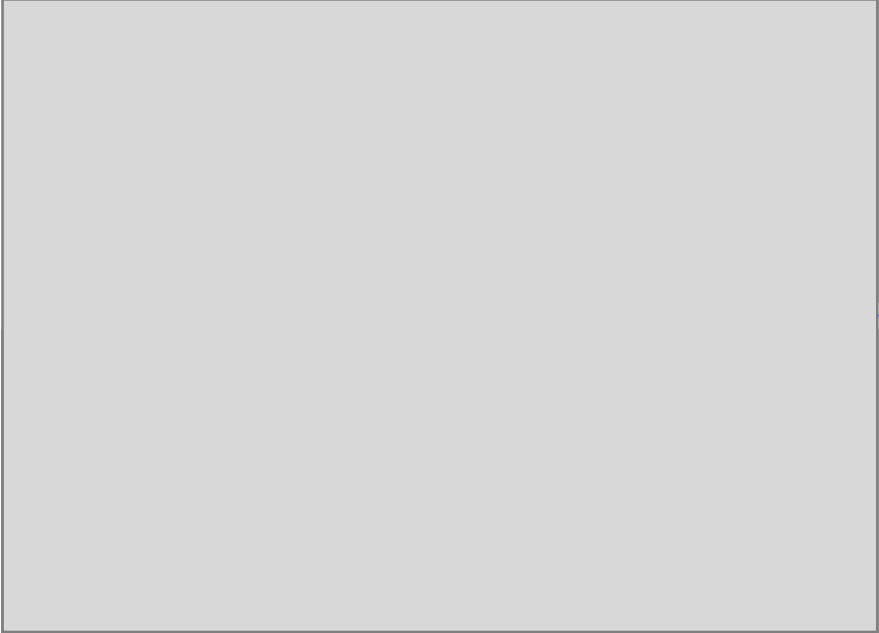
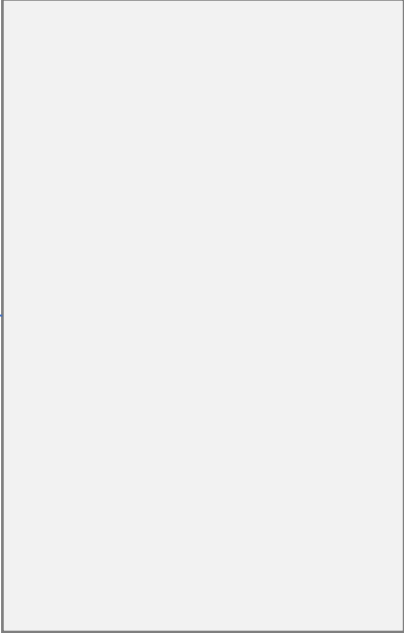


Very important to keep !!!

Target :

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

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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

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EN SAVOIR PLUS

VISUEL 1

VISUEL 4

LE PROGRAMME PRO

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EN SAVOIR PLUS

NOS BOUTIQUES

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EN SAVOIR PLUS

VISUEL 3

FOOTER