

# DIGITAL AD - SAMPLE STORYBOARD



0.0 seconds  
Starts with photo and the red frame animated around the person



2 seconds  
The frame animation is complete and holds for 0.5 second



2.5 seconds  
“realized” slides in from the right and moves “Your potential” over to the left



3 seconds  
holds screen for 1.5 second



4.5 seconds  
The red screen takes over and the first two sentences scroll up



5 seconds  
Copy is in place



5.2 seconds  
Learn more buttons scrolls up



6 seconds  
All elements are in place



LONGER PROGRAM EXAMPLE