



CUSTOMER INTERNATIONAL – CONSUMER HOLIDAY PRODUCTS

STORYBOOK

GETUNIK AG | 09 JAN 08 | VERSION 2.0

Legend:

- **Bold text** is used for titles and specially highlighted content.
- ((grey text in double parentheses)) is information for the producer and is not to be inserted.
Examples:
 - - ((following text is only shown by mouse over)) This is a mouse over text.
 - - A button for Contact will be described as follows: ((Button:)) Contact.
 - - Description of pictures: ((Photo of the building))
- Underlined text symbolizes a hyperlink.
- Pictures are not to be placed into the storybook but mentioned with the name by using the grey text in double parentheses. The Pictures should be transmitted separately.

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No	Description / Title	Text / Content
01	Homepage Placement: to sit under the „How You Can Help“ at the same level as „Donate“ „CUSTOMER Products“	Title: “CUSTOMER Products” , Starting page to Site, including copy text, pictures, 8 teasers with links to all products, 2 teasers with links to action-pages.
		Big Picture Brief teaser info on concept (some lines of copy, such as “Plant a Tree or Save a Turtle for somebody this Christmas! CUSTOMER products are a unique way to show you care. You'll receive a personalized PDF certificate for you to email or print off for the friend or family member you bought a product for, but otherwise every cent you spend will go to supporting the project <etc etc...> When you buy a CUSTOMER product for a friend or family and let them know that a product for <wildlife/a living planet/conservation> is as important as they are to you.”
	Call to action	Send a free ecard or give one of the products
	Product overview	2 Columns: Brief teaser infos on each individual product. Each teaser with - product name - picture of product - short product description - buy now link/button ((directs to worldpay page with that option clicked))) - more about this product ((02.01))
02	Product Overview ((Naming tbc))	Introduction Page to all 8 products, each one with teaser 2 Columns: each column with brief teaser infos on all 4 products. Each teaser with - product name - picture of product - short product description - buy now link/button ((directs to a page on customer.org with that option clicked)) - buy for myself ((directs to on customer.org with that option clicked)) - more about this product ((02.01/2/.../8))
02.01	CUSTOMER Product 1 (Name of Product)	Center column: long description of product, pic, price - picture of product - short product description - buy now link/button ((directs to on customer.org with that option clicked))) - buy for myself ((directs to on customer.org with that option clicked))