

# B&H Holidays 2014 Promotion - Web

## Components

### 1 Overall Theme

- Develop, adapt Google style illustrations/animations?

### 2 Home Page Banner(s)

- Mobile home page
- Mobile and app banners
- Promo page banner

### 3 Takeover Banner

- Shipping Countdown Timer

### 4 Promo Page Enhancement

- Separate sections, featured pairs
- Highlight savings everywhere
- Possibly add in page content viewer for guides

## Challenges

- Savings on promo page are difficult to see
- Other offers are difficult to search/sort
- Limited coordination among channels

## Metrics

- Sales from promo page vs. last year
- Customer feedback
- Performance of featured items this promo vs. Mothers Day

## Time Line

