



# Ammunition Part 2

*Af Anders Dissing*

# Indhold

- » Siden sidst
- » Kampagne
- » Opsummering
- » Moodboard
- » Skitser
- » Illustration
- » Wireframe





# siden sidst

- » Partner med Rockstar games
- » Må bruge deres brand
- » Trevor, Michael & Franklin
- » 10.000 Shark cards ( 500.000 kr )
- » Lead generering

# kampagne

- » Samleobjekt
- » Ét shark card pr købsorder
- » 3 forskellige kasser
- » Mersalg
  
- » 3 Designs
- » 2 SoMe opslag
- » 1 plakat
- » 1 landingsside





**OPSUMERING**

# målgruppen



# typografi

## PRicedown

abcdefghijklmnoprstuvwxyzæøå  
qrstuvwxyzæøå

## FREE SHARK CARD INCL

We are proud to pronounce, that we are partners with rockstargames and are now introducing the "no theft ammo" cartridges.

Solve your money problem and get what you want from our amazing collection. When purchasing a pack

### Michael

Michael deliver deep penetration and double diameter expansion for maximum performance.

## Alegreya Sans

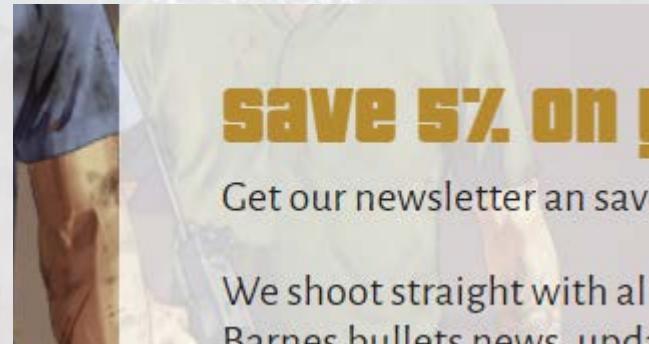
abcdefghijklmnoprstuvwxyzæøå  
qrstuvwxyzæøå



Limited offer

## FREE SHARK CARD

Included when purchasing a pack of cartridges



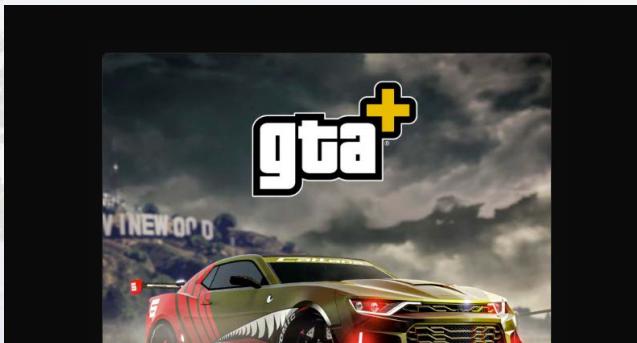
**save 5% on !**  
Get our newsletter and save  
We shoot straight with all  
Barnes bullets news under



# FARVER



# moodboard



**LD Organics' Latest Delivery**

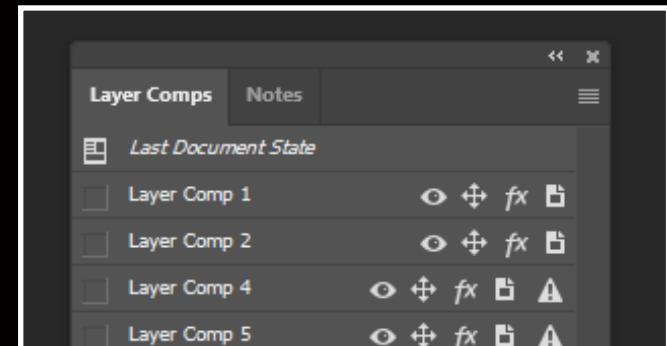
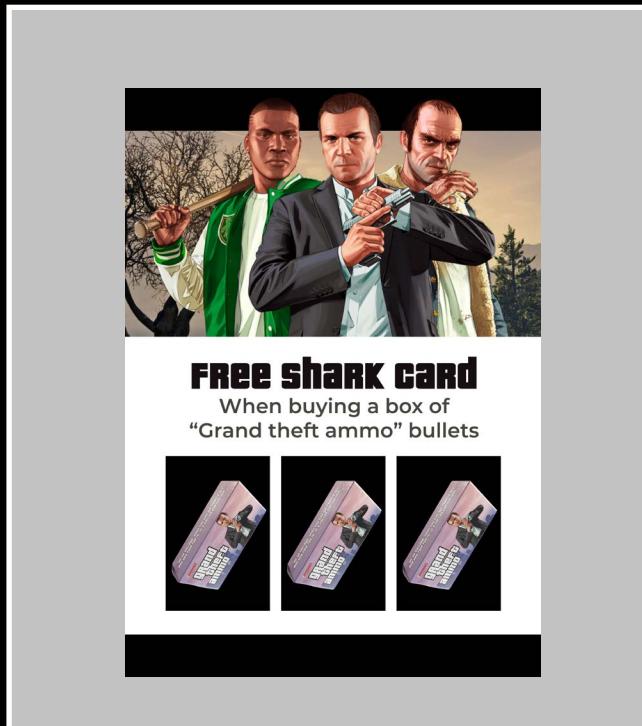
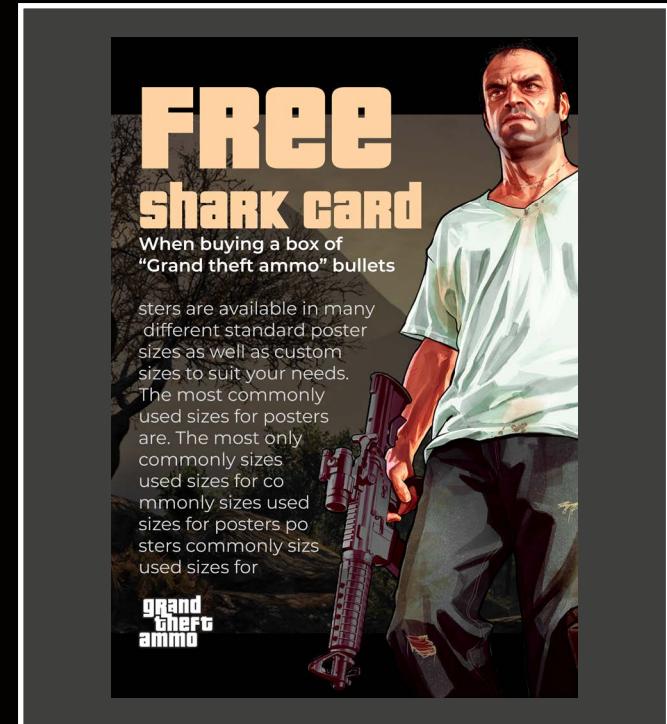
Lamar's venture into the cannabis industry has hit a snag: a delivery of exotic flowers was tampered with, causing 100 boxes to go missing, and now there are 100 boxes short. Lamar is currently investigating the issue, and he's hoping to get to the bottom of it as soon as possible. Stay tuned for updates on this developing story.

GTA Online | September 1, 2022

**GTA+ Members Get the New Declasse Vigero ZX and a Hao's Special Works Performance Upgrade**



# SKITSER



# ILLuSTRAtion



Limited offer  
**FREE SHARK GAME**  
Included when purchasing a pack of cartridges



# Attention

# Interest

# desire

# Action



Limited offer

## FREE SHARK CARD

Included when purchasing a pack of cartridges



\*Legal disclaimer: The free shark card is only included when buying one of the GTA themed boxes of cartridges and one shark card per customer. The shark card is only included in the first 10.000 orders. If the purchase is returned for whatever reason, the full cost price of the card will be adjusted in the total amount returned.



Limited offer

## FREE SHARK CARD

Included when purchasing a pack of cartridges



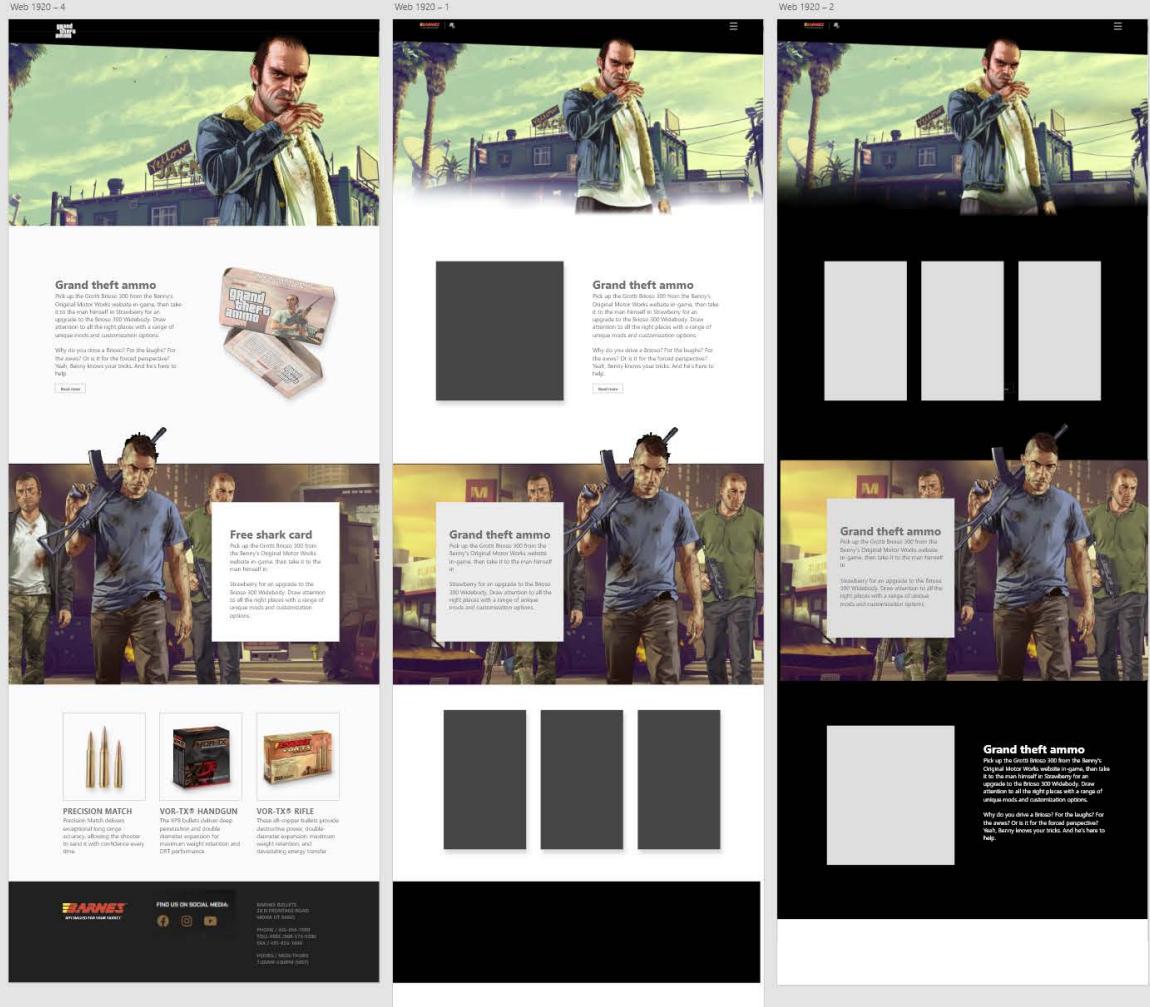


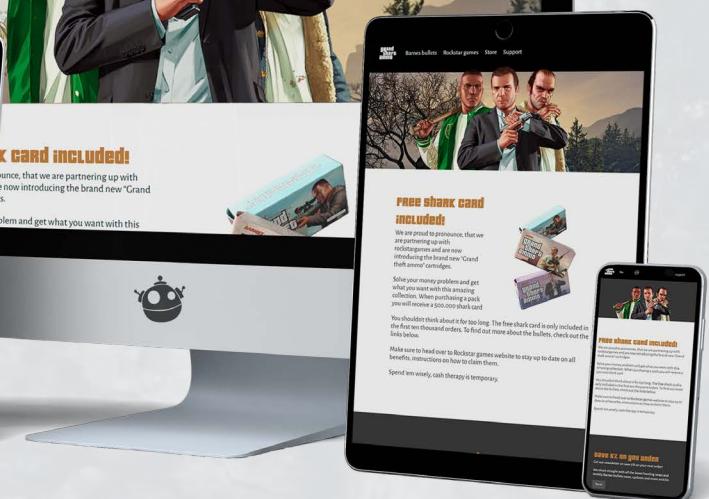
Limited offer

# FREE shark card

Included when purchasing a pack of cartridges

# WiREFRAME





# KONKLUSION

- » Nyt koncept
- » Krav Rockstar
- » Ikke kun digitalt
- » Troværdighed

