

Online Marketing at Big Skinny



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The wallet that sells itself!

Go from **THICK** to **THIN**

TheCaseSolutions.com



Typical Wallet

vs.



Big Skinny

Both wallets are filled with the same amount of cards and cash.

Which would you rather carry?

Solves 5 Top Wallet

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Size

Weight

Card Pocket

Slipperiness of the Interior

Lack of Versatility

Current Process

Street fair sales pitches

Retail Distribution

Print Advertising

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The Big Skinny's Objectives

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- Effectiveness – achieving overall goal of the company ie maximal growth
- Efficiency – using limited resources to obtain higher output

So What is Display Advertising?

Graphical advertising that appears next to content on

- Web Pages
- IM Applications
- Email
- Etc.

Commonly referred to as a “Banner Ad” and come in standard sizes. Content includes;

- Text
- Logos
- Pictures
- Rich Media or Interactive Multimedia

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So Really, What Are They?

The screenshot shows the TechCrunch website with several display advertisements. At the top, there is a banner for 'THE RIDE TO CONQUER CANCER' by the BC Cancer Foundation, featuring a cyclist and the text 'JOURNEY OF A LIFETIME'. Below this, a red arrow points to a large article titled 'Dick Costolo Takes Twitter CEO Role So Evan Williams Can Focus On Product'. Another red arrow points to a smaller advertisement on the right side of the page, which says 'After that it PAYS YOUR BUSINESS.' and features a small image of a person. The page also includes a search bar, navigation links, and a 'Most Popular' section at the bottom right.

THESE ARE DISPLAY ADS

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