

The Big Skinny



The wallet that sells itself!

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



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

Size

Weight

Card Pocket

Slipperiness of the Interior

Lack of Versatility

Current Process

Street fair sales pitches

Retail Distribution

Print Advertising

The Big Skinny's Objectives

- 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



So Really, What Are They?

The image shows a screenshot of the TechCrunch website. At the top, there is a navigation bar with links for Tech, Gadgets, Mobile, Enterprise, greenTech, CloudBase, TechCrunch TV, Startup 50, and More. A search bar is located on the right. Below the navigation bar is a large yellow banner advertisement for the American Cancer Society's "The Ride to Conquer Cancer" campaign, featuring a cyclist and the text "JOURNEY OF A LIFETIME".

The main content area features an article titled "Dick Costolo Takes Twitter CEO Role So Evan Williams Can Focus On Product" by MG Siegler, published 8 hours ago. The article includes a photo of Dick Costolo and a quote from Evan Williams. A red arrow points from the text "THESE ARE DISPLAY ADS" to the banner advertisement.

On the right side of the page, there is a sidebar with a section titled "Got a tip? Building a startup? Tell us". Below this is a black advertisement with the text "After that it PAYS YOUR BUSINESS." and a small image of a person. A red arrow points from the text "THESE ARE DISPLAY ADS" to this sidebar advertisement.

At the bottom of the sidebar, there is a "Most Popular" section with links to "Newly Commented" and "Facebook". Below this are two more article teasers: "How Facebook Can Become Bigger In Five Years Than Google Is Today" and "Facebook Holding Special Event This Wednesday".

THESE ARE DISPLAY ADS