

CLIENT: Red Gorilla  
PROJECT: Digital ads > business app  
COPYWRITER: Mark Marinovich



The content in this document is presented as drafted in its original form. The final produced design was not provided or cannot be easily copied.

**Audience:** Attorneys  
**Standing graphic:** Red Gorilla logo  
**Style and tone:** Straightforward, direct

Format: GIF banner ad

Animation #1: Attorneys! Invoice Your Billable Hours in Minutes!  
Animation #2: With Red Gorilla Time Tracking and Invoicing!  
Animation #3: It's FAST, EASY & FREE! Click here!

Format: Flash banner ad  
Suggested design: A "timeline" of minutes load across the ad, building up to, and pausing at a certain number of minutes (e.g., 0:01 to 1:12 – attorneys invoice at 0:06 increments) and then continues loading behind the Red Gorilla logo; the Gorilla winks as the timeline disappears.

Animation #1: Attorneys! Invoice Your Billable Hours in Minutes!  
Animation #2: With Red Gorilla Time Tracking and Invoicing!  
Animation #3: FAST—EASY—FREE  
Animation #4: Sign up now for a FREE premium services trial!  
Animation #5: You could WIN a tablet computer! Click here!

**Audience:** Creatives  
**Standing graphic:** Red Gorilla logo  
**Style and tone:** Straightforward, direct

Format: GIF banner ad

Animation #1: Designers! Copywriters! Freelancers!  
Animation #2: Create More Time to Create!  
Animation #3: Create More Time to Create!  
Animation #4: It's FAST, EASY & FREE! Click here!

Format: Flash banner ad  
Suggested design: Fanciful, colorful text; perhaps show a "creative" working a graphic on a monitor (e.g., a relatable, easy-to-discern graphic like a sailboat)

Animation #1: Designers! Copywriters! Freelancers!  
Animation #2: Do You Create for a Living? Live to Create?  
Animation #3: Create More Time to Create!  
Animation #4: With Red Gorilla Time Tracking and Invoicing!  
Animation #5: Sign up now for a FREE premium services trial!  
Animation #6: You could WIN a tablet computer! Click here!

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**Audience:** IT professionals  
**Standing graphic:** Red Gorilla logo  
**Style and tone:** Straightforward, direct

**Format:** GIF banner ad

**Animation #1:** Attention IT Pros! Red Gorilla Time Tracking and Invoicing  
**Animation #2:** Goes Where You Go!  
**Animation #3:** Track Your Time and Send Invoices with Your Smartphone  
**Animation #4:** FAST—EASY—FREE! Click here!

**Format:** Flash banner ad  
**Suggested design:** A clock with a round dial (not numbered). Times savings is suggested by a sweeping second hand starts at 3 o'clock, for example, and makes a half-revolution (9 o'clock) by completion of the final animation. Copy could flash on the clock face not covered by the sweeping second hand that reads, e.g., "time left on the clock" or "completed ahead of schedule."

**Animation #1:** Attention IT Pros! Red Gorilla Time Tracking and Invoicing  
**Animation #2:** Goes Where You Go!  
[Fade in #2 text under #1]  
**Animation #3:** Track Your Time and Send Invoices with Your Smartphone  
**Animation #4:** FAST—EASY—FREE! Click here!  
**Animation #5:** Sign up now for a FREE premium services trial!  
**Animation #6:** You could WIN a tablet computer! Click here!