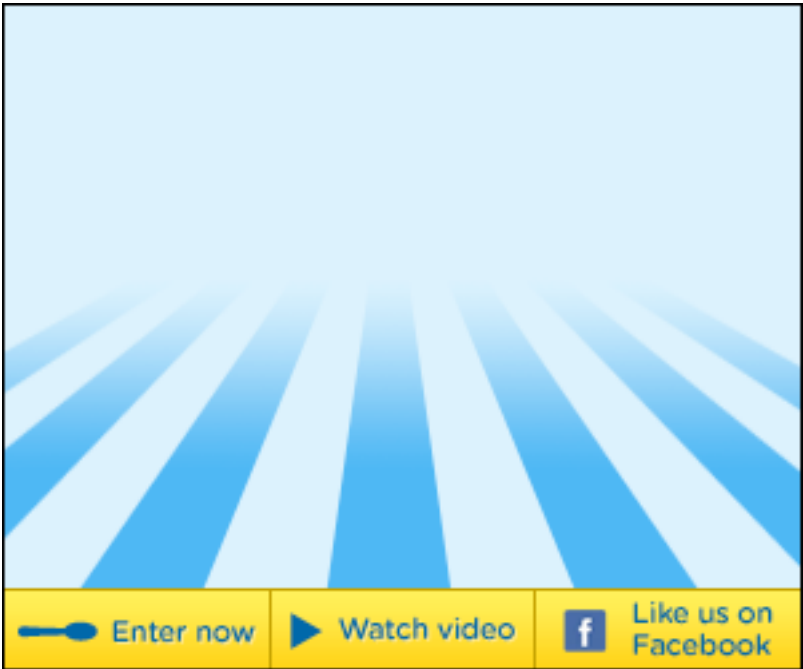


Spongecell Unit Part I (Attraction loop)



Open on branded, striped canvas



From behind the 'camera' the RVoP logo flies and rotates toward centre screen



An eye catching lens flare is shimmering across the top of the logo (1st three frame under 1.5 seconds)



As the logo settles into position, a couple silhouetted woman as slid into position (animation to be done in flash and not the same motion as per video animations)



Two more silhouetted women appear to complete the RVoP logo and a lens flare shimmers on the spoon head. (last 2 frames around 2 seconds)



After holding on the logo for a couple seconds the scene zooms into 'camera' (a fraction of a second) and the frame is wiped clean. Then first tab and it's contents are automatically selected

Estimated animation time:
5 secs

Spongecell Unit Part 2 (Tabs)



TAB 1: Mouse over tab to reveal RWoP messaging and call to action. Clicking on button or within the frame will take you to RWoP website.



TAB 2: Mousing over this tab reveals a thumbnail image of the video. If the image is clicked on, it is replaced by the video and accompanying playbar / volume control.

Clicking on the video while it's playing will take you to RWoP website.



TAB 3: Mousing over this tab will bring up a simple, Facebook branded call to action to Like RWoP. The image should reflect the image used on FB.

Clicking on the button or the frame will take you to the RWoP facebook group.