

# HEROZONE SLIDER PRESENTATION

DIGITAL ACQUISITION

21/09/2021



**ARVAL**  
BNP PARIBAS GROUP

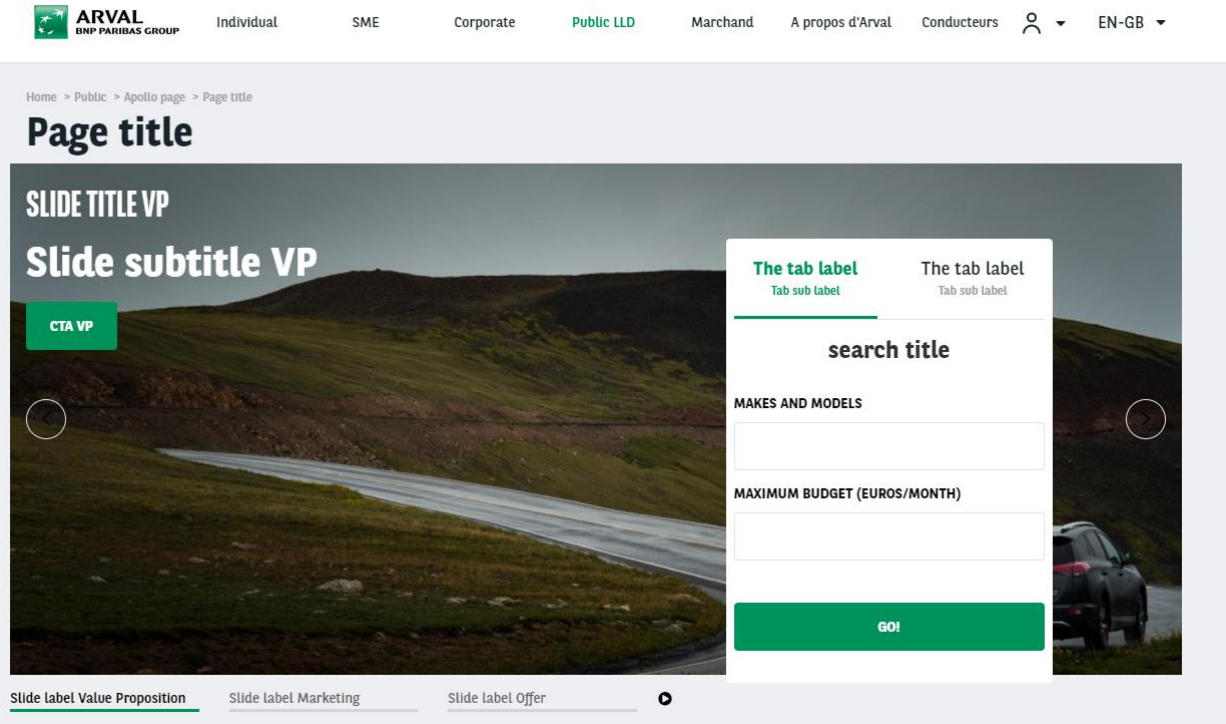
For the many journeys in life

# GENERAL PRESENTATION

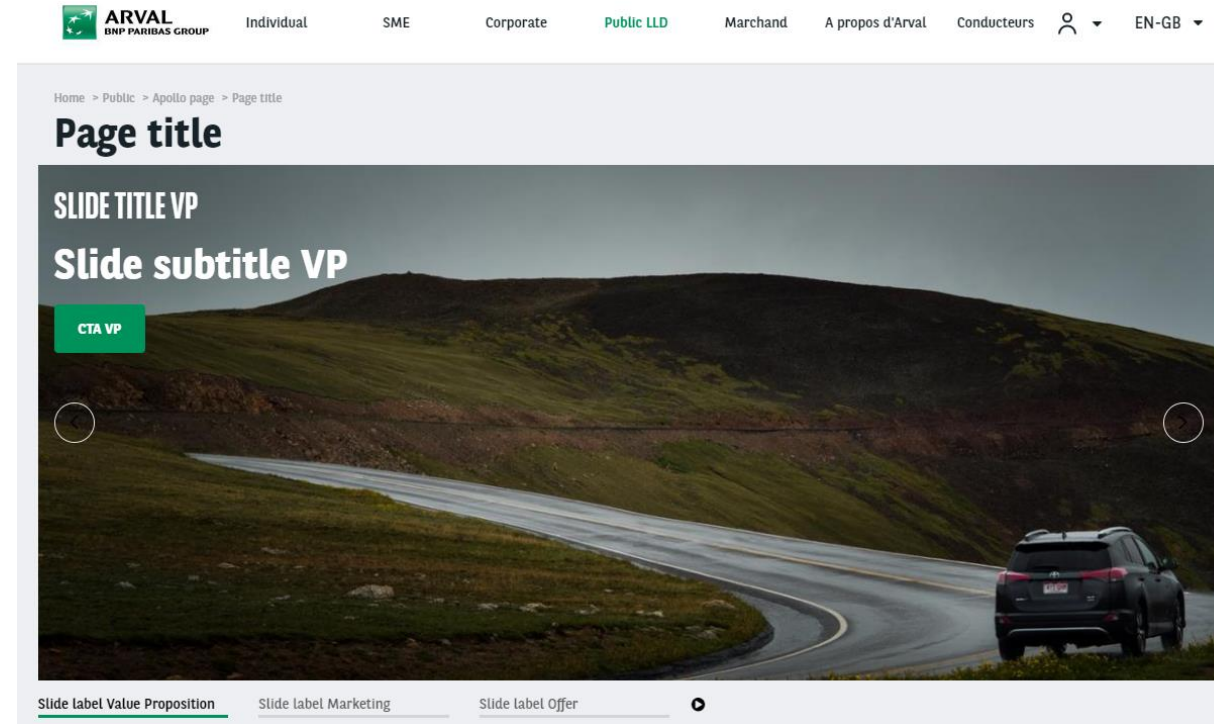
The Herozone slider content layer displays a carousel at the top of an Apollo site content page.

Management rules :

- It can be used on a Homepage or Page Apollo type
- It can be placed at any height in the page (although the top of the page is recommended in terms of UX)
- There is a limit of 3 slides per carousel
- The display time of a slide is 5 seconds
- The layer can be used with 1 slide, 2 slides or 3 slides
- It can be used with or without Search Bloc



With Search Bloc version



Without Search Bloc version

# THE DIFFERENT TYPES OF SLIDE

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There are three different slide designs:

1. Value proposition
2. Marketing
3. Offer

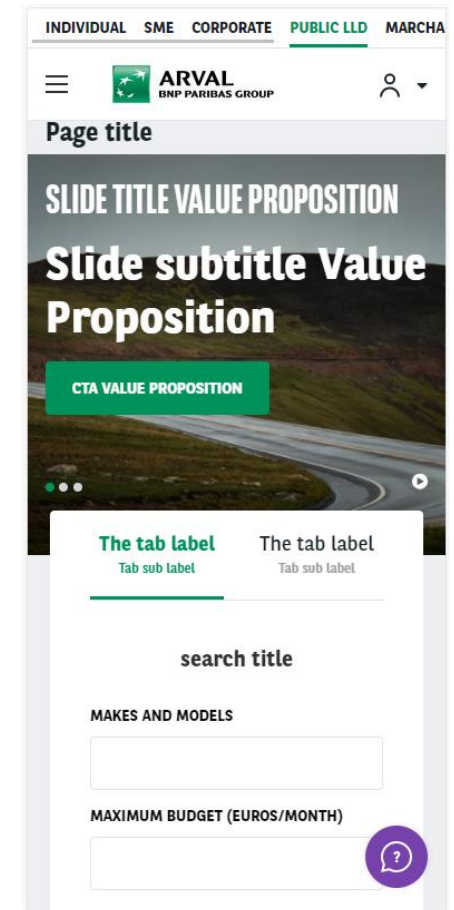
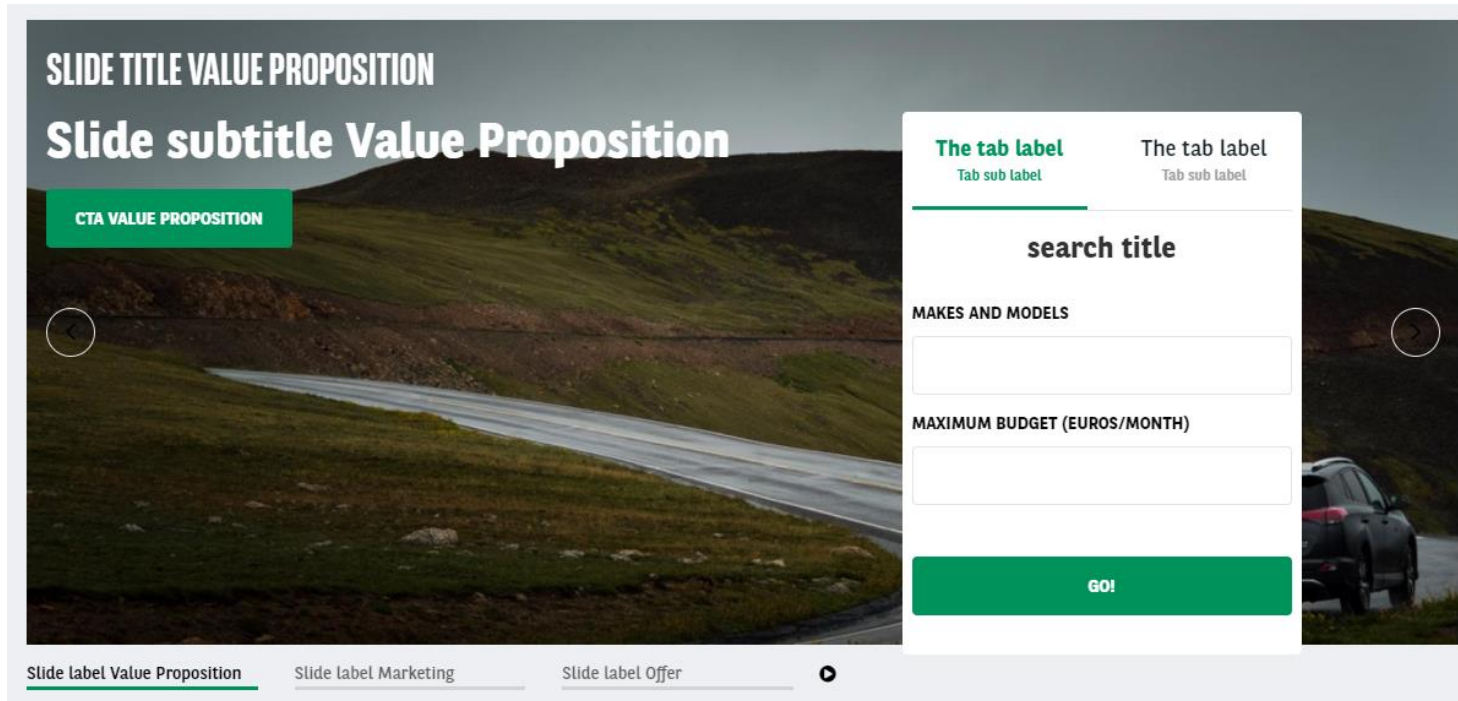
You can display a carousel with:

- 3 Value Proposition slides
  - 3 Marketing type slides
  - 3 Offer type slides
  - 1 Value proposition slide 2 marketing slides
  - 1 marketing slide 2 value proposition slides
- Etc ...

For each of these slides, the recommended image size is **1170** pixels in width and **510** in height.



# SLIDE VALUE PROPOSITION



Title - Recommendation 30 characters including spaces

Subtitle - Recommendation 30 characters including spaces

CTA - Recommendation 20 characters including spaces

Label (mandatory field) - Recommendation 30 characters including spaces

# SLIDE VALUE PROPOSITION - CMS VIEW

Herozone - slide

Slide type \*

Value Proposition

Slide label \*

Slide label Value Proposition

Slide title

Slide title Value Proposition

Slide subtitle

Slide subtitle Value Proposition

## SLIDE BUTTON

URL

Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page. Enter `<nolink>` to display link text only.

Link text

## RESPONSIVE IMAGE

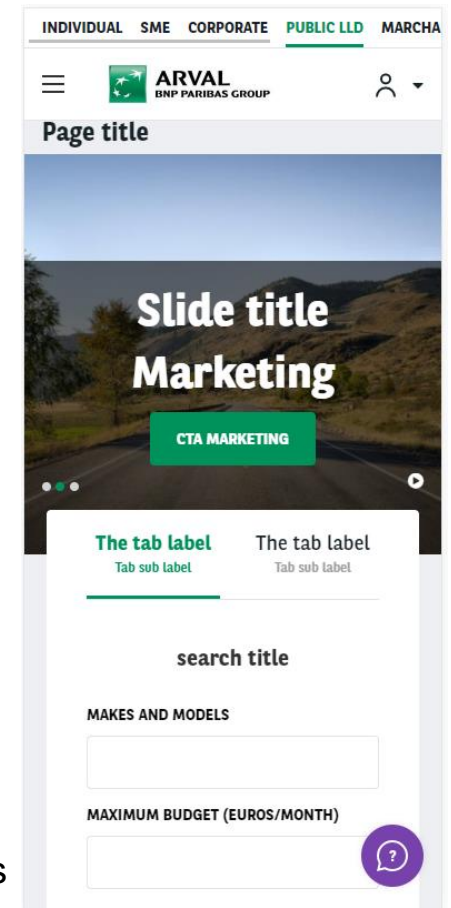
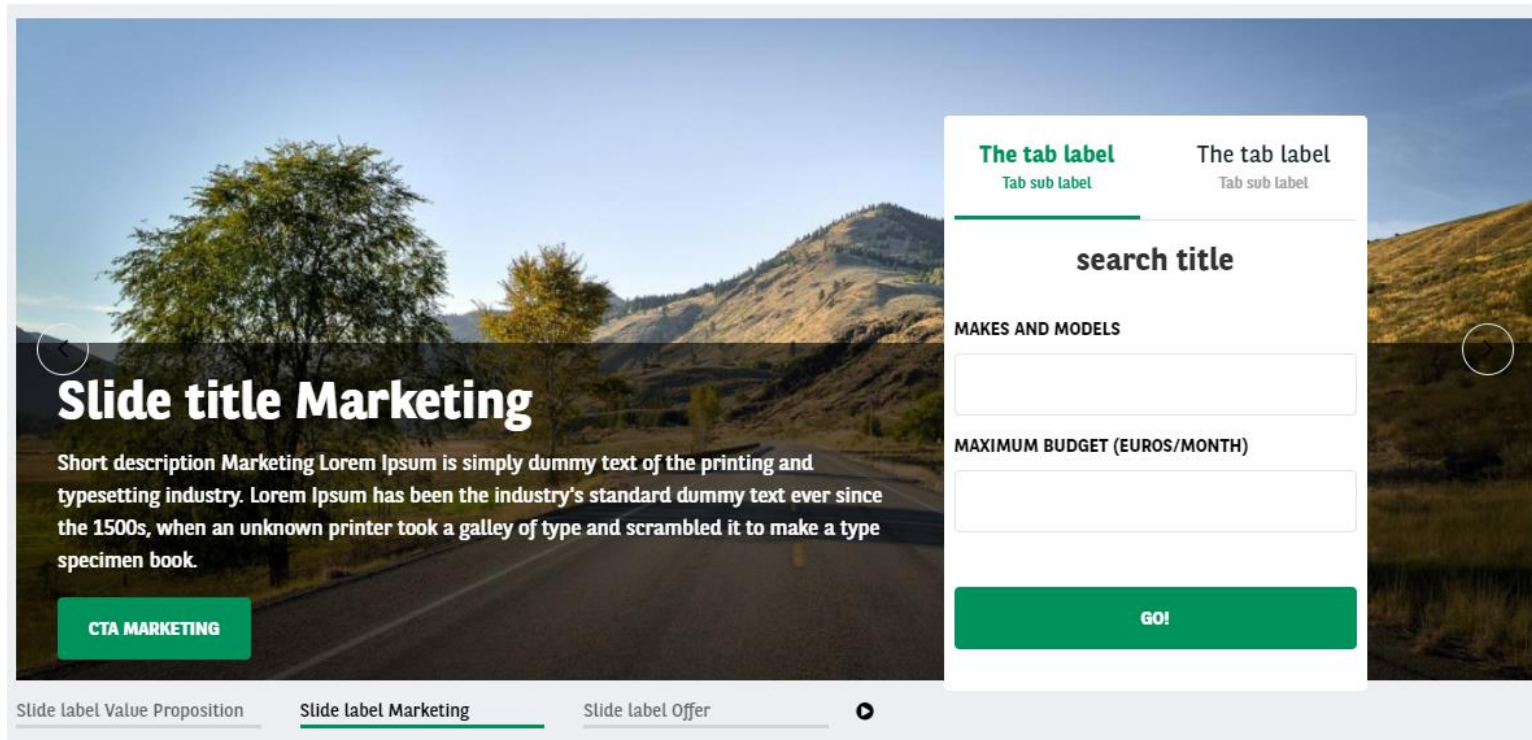
You can select up to 1 media items (0 left).



Remove

Edit

# SLIDE MARKETING



Title - Recommendation 30 characters including spaces

Description (only displayed in Desktop) (mandatory field) - Recommendation 250 characters including spaces

CTA - Recommendation 20 characters including spaces

Label (mandatory field) - Recommendation 30 characters including spaces

Herozone - slide

Collapse



**Slide type \***

Marketing

**Slide label \***

Slide label Marketing

**Slide title**

Slide title Marketing

**Short description \***

Short description Marketing

## SLIDE BUTTON

**URL**

Highlighted Page (33015)

Start typing the title of a piece of content to select it. You can also enter an internal path such as */node/add* or an external URL such as *http://example.com*. Enter *<front>* to link to the front page. Enter *<nolink>* to display link text only.

**Link text**

Link text

## RESPONSIVE IMAGE



# SLIDE OFFER

The banner features a black KIA Picanto Fusion 1.2 ISG 5 title car against a background of hands holding a glowing orb. A white search overlay is positioned on the right side of the banner. The overlay contains the following elements:

- Two tabs: "The tab label" (active) and "The tab label".
- A "search title" input field.
- A "MAKES AND MODELS" input field.
- A "MAXIMUM BUDGET (EUROS/MONTH)" input field.
- A green "GO!" button.

At the bottom of the banner, there is a navigation bar with three items: "Slide Label Value Proposition", "Slide Label Marketing", and "Slide label Offer" (which is underlined and has a play button icon).

Text on the banner includes: "Fusion 1.2 ISG 5d", "KIA Picanto Fusion 1.2 ISG 5 title", "54 Duration Label - 10000 km/year | +VAT per month", "€200.00", and "€261.00<sup>(?)</sup>". A green "SHOW OFFER" button is located in the bottom left corner.

All the information on the banner comes from the offer chosen by the webmaster

Label (mandatory field) - Recommendation 30 characters including spaces

The mobile view shows the top navigation bar with "INDIVIDUAL", "SME", "CORPORATE", "PUBLIC LLD", and "MARCHA". The ARVAL logo and "BNP PARIBAS GROUP" are also present. The page title is "Page title". The main content area features a car image and the following text: "KIA Picanto Fusion 1.2 ISG 5 title", "54 Duration Label - 10000 km/year | +VAT per month", "€200.00", and "€261.00<sup>(?)</sup>". A green "Show offer" button is located below the price. At the bottom, there is a search overlay with the same elements as the desktop version, including a purple question mark icon in the bottom right corner.



Herozone - slide

Collapse



**Slide type \***

Offer

**Slide label \***

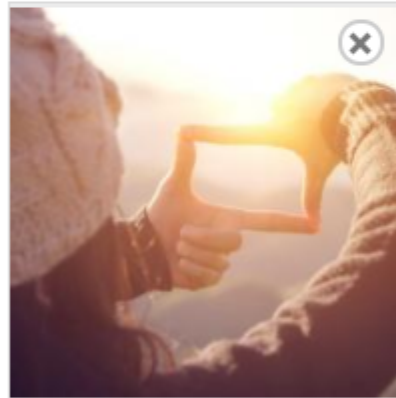
Slide label Offer

**Offer \***

Hyundai i30 Wagon 1.0 T-GDi 88kW Twist 5d 2 (14651)

## BACKGROUND IMAGE

[Show media item weights](#)



Zielgruppen - Cloned

Expected resolution : 1170 x 510 (ratio 39:17).

The maximum number of media items have been selected.