

Visual Storytelling

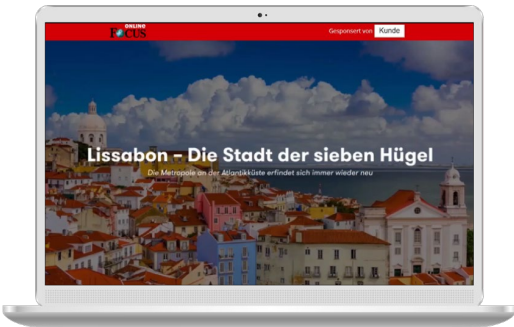
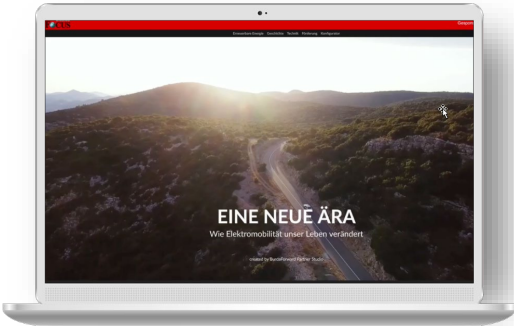
Pictures tell more.



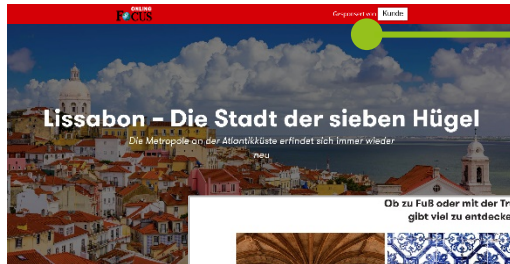
BurdaForward

Visual branded content products

Multi-media storytelling

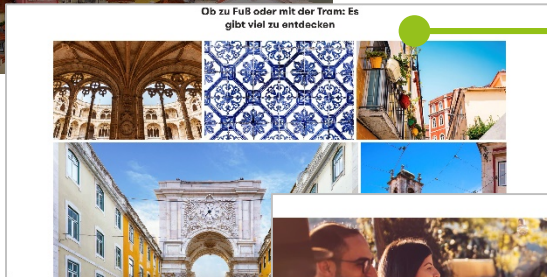
	GOAL	SERVICES	TIME FRAME
VISUAL BRANDED PIECE 	Campaign-related visual storytelling	<ul style="list-style-type: none">• 1 article: Concept and production by the Partner Studio• Realisation in multi-media template• Monitoring & optimisation• Guaranteed visits	from 4 weeks
VISUAL BRANDED STORY 	Own content section in the form of a multi-media special	<ul style="list-style-type: none">• 6 chapters with multi-media design: Concept & production by the Partner Studio• Realisation in multi-media template• Monitoring & optimisation• Guaranteed visits	from 12 weeks

The elements of the Visual Branded Piece



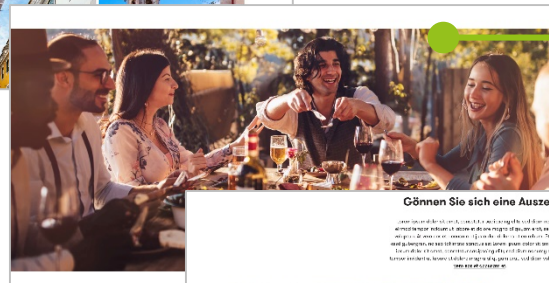
Sticky header:

The header with your logo is sticky and stays visible when scrolling up or down.



Integration of large pictures:

Single photos and photo series support the storytelling.



Paralax scrolling:

The paralax-scrolling effect gives a special user experience.

USERFLOW

Native teasers (marked as „Sponsored by“) ROS drive users to the Visual Branded Piece. As well as search engines and social web.



Additional integrations:

Next to the introduction there are many possibilities of integrations like a large video, call-to-action within the text, map functions and graphic disclaimer. They produce additional interaction and attention for your brand.

Visual Storytelling

Use the power of pictures!

Images used: [gettyimages.com](https://www.gettyimages.com), [flaticon.com](https://www.flaticon.com)

BurdaForward

