



The Client

The client is a leading private sector bank in India that was ranked among the top ten banks in the country in the ET500 list of leading companies in India and rated as "The best among the top 10 private-sector banks" in a survey covering 79 banks conducted by Business Standard.

The Challenge

- To design a website banner of 728 X 90 promoting the fixed deposit scheme offering a whopping 10% interest for 100 days deposits.
- Duration of the flash presentation to be within 10 seconds as per client's mandate.
- To design this time bound campaign in tune with the ongoing cricket world cup.

Client Order

A flash banner to be advertised at the leading Indian portals like Rediff.com, Sify.Com and MoveyControl.com.

SEOGuru Solutions

- Conceptualization of the flash banner.
- Writing ad lines for the banner.
- Selecting images for the banner.
- Developing the flash banner.

Tools Used

- Photoshop 7.0
- Flash MX

For details, email us at info@searchengine-optimization-guru.com