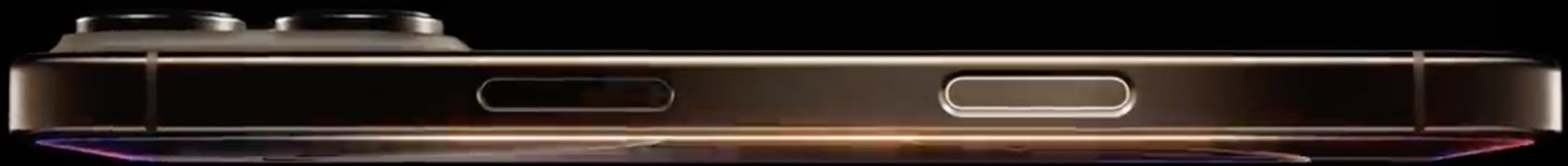
VisualTreatment



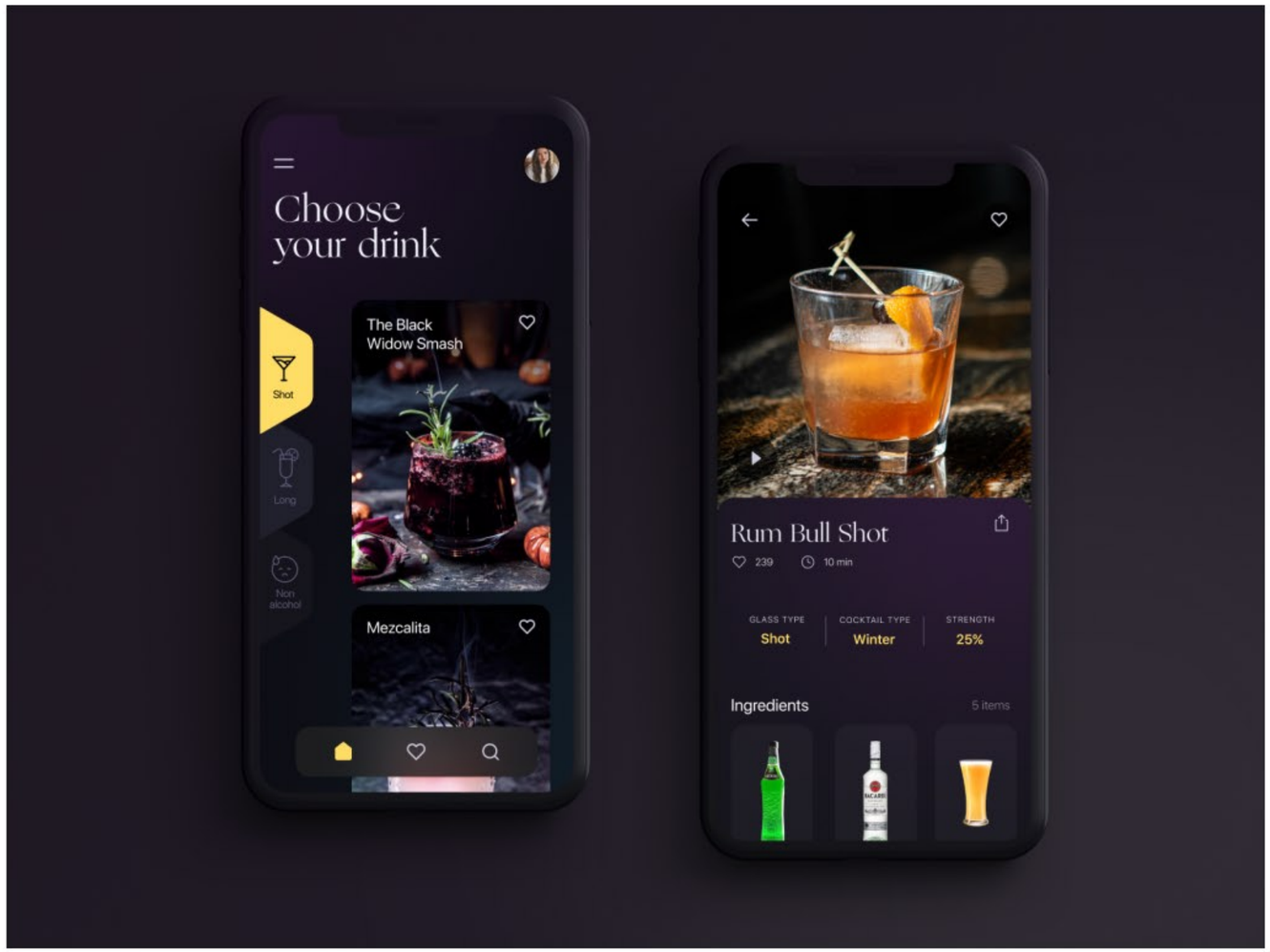
Media Presentation for the
ETAP x Hollard App Launch

Inspiration: Sleek, minimalist, and futuristic design akin to Apple's product launches and gamified motion design videos

MoodBoard

09
28
76
2560
162
8
8/16 FRI
Apps

Possible Sleep Apnea
10:09
Today
Overnight Vitals
2 Outliers
11:00 PM – 6:16 AM
MON
SEP
9
Rain Forecasted
NOW
20M
40M
9AM
10AM
11AM
12PM


Choose your drink
Shot
Long
Non alcohol
The Black Widow Smash
Mezcalita
Rum Bull Shot
239
10 min
GLASS TYPE
Shot
COCKTAIL TYPE
Winter
STRENGTH
25%
Ingredients
5 items

Speed
Good
0.62
Braking
Excellent
1.00
Acceleration
Poor
0.38
0.73
Driving Score

Speed

This segment captures speed as a core feature, presented through elegant visuals and minimalist motion design, much like Apple’s signature product launches. The aim is to leave our audience feeling that the ETAP x Hollard app redefines the way **claims** should be handled: **quickly and effortlessly.**

Visualisation/Animation

A dark screen, slowly illuminated by a beams of light. A stylized **ETAP** Hollard app interface appears on a sleek screen. We way have an animated digital counter. The camera smoothly pans across the screen, revealing the claims process (whilst the countdown happens):

1. Claim Submission
2. Instant Verification (loss and Pre-loss assesments)
3. Approval
4. Payment Confirmation

Each step animates with fluid transitions, enhanced by a futuristic UI with holographic effects, representing an elegant, streamlined user experience.

Music: Deep, resonant sound, like a heartbeat accelerating, setting a pace for what's about to happen leading up to Upbeat and progressive background sound, building momentum, syncing with the visual.

Fun :Safe Driving Leaderboard

This segment showcases the competitive and rewarding nature of the **ETAP** Hollard app’s gamification feature, merging friendly competition with safe driving, all wrapped in a visually striking visuals.

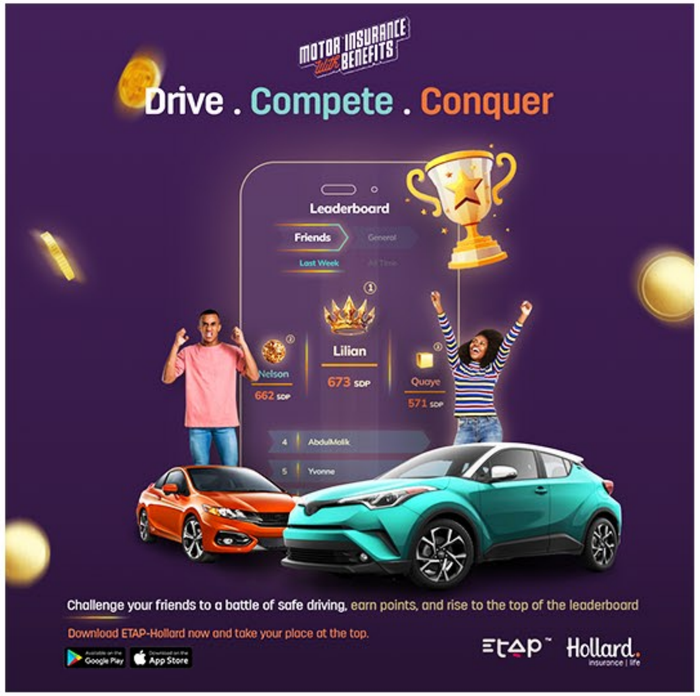
It turns safe driving into a fun, interactive experience. The visuals keep the focus on the app's leaderboard and progress tracking, while building excitement around the idea of earning points and rising through the ranks.

Visualisation/Animation

Glowing outline of the app begins to form as the camera moves into position.
The leaderboard zooms in (comes in view), highlighting animated avatars of friends, points, and safe driving statistics.
A stylised interface shows their driving scores updating in real-time as they rise or drop in ranks, (Friends' names and profile avatars animate , climbing and shifting positions on the leaderboard) with playful animation of confetti bursts happening at milestones and rank advancements.
This style is reminiscent of holographic game animations

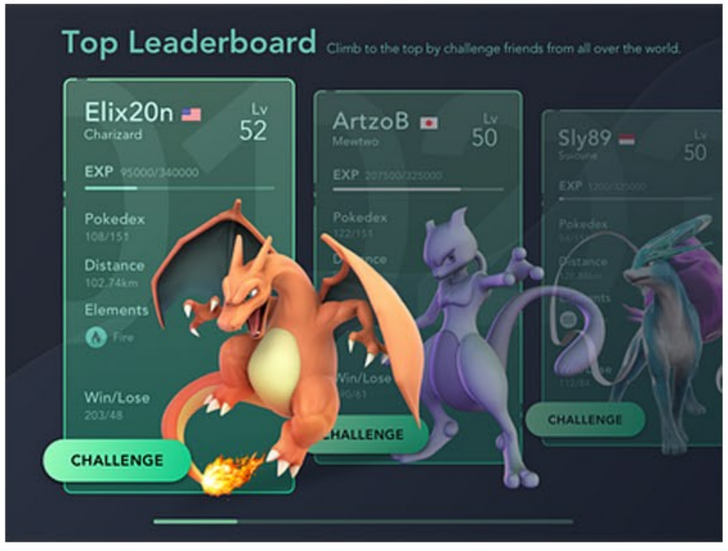
Social Sharing and Badges:
Badges and achievements that drivers can earn are displayed. Golden trophies appear for milestones. Gold coins (SDP Currency) may also drop.
Seamless option to share accomplishments via social media, with sleek animations highlighting a driver's latest achievements can be employed.

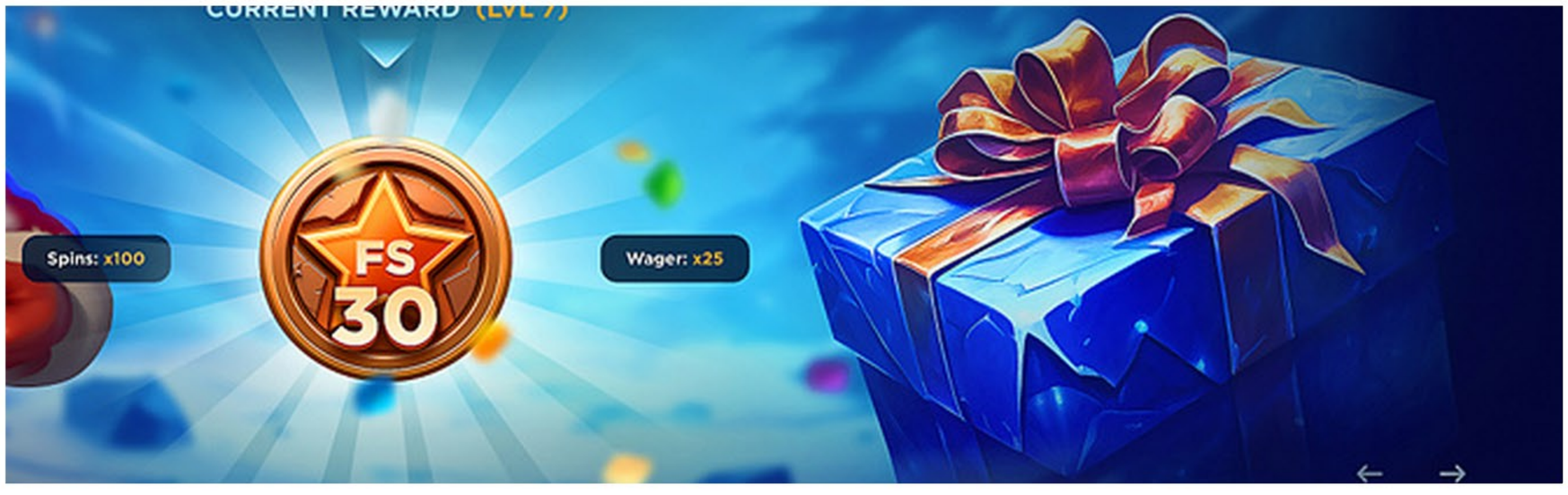
Music: Playful upbeat and rhythmic stomp music, adding a sense of friendly competition.



$ 7 220.00
ITEM RECEIVED!
WARNING
KINDNESS ONLY
Emerald Pack
Accept
Items: 32
Open Pck ($10)
CHOOSE A PACK
Emerald Pack #1
OPENING...
ITEMS

Souvenir Nova
ПРОФИЛЬ
ЛУЧШИЙ КЕЙС
150 / 300 XP
ЛУЧШИЙ ДРОП
ОТКРЫТО КЕЙСОВ
10,650
7 ур.
8 ур.
ВЫИГРАНО ИГР
7,360
ВАШ ID: 4500874088
DARWINTER / 1.250 RUR
КОШЕЛЕК VISA QIWI WALLET
+7 (XXX) XXX - XX - XX
ПОПОЛНИТЬ
ССЫЛКА ОБМЕНА
https://steamcommunity.com/tradeoffer/new ...
К ИНВЕНТАРЮ
ИСТОРИЯ ПЛАТЕЖЕЙ
ИСТОРИЯ ВЫВОДОВ
МОЙ ИНВЕНТАРЬ
Название скина ...
Тип оружия


Top Leaderboard
Climb to the top by challenge friends from all over the world.
Elix20n
Charizard
Lv 52
EXP 95000/340000
Pokedex 108/151
Distance 102.74km
Elements
Fire
Win/Lose 203/48
CHALLENGE
ArtzoB
Mewtwo
Lv 50
Sly89
Lv 50
CHALLENGE


CURRENT REWARD (LVL 7)
Spins: x100
FS
30
Wager: x25

Transparency :Driving Metrics

This segment showcases clean animations and real-time metrics that reinforce the app’s commitment to providing users with actionable insights for safer driving. Think Clarity and Control at you finger tips

Real-Time Driving Metrics Reveal

Scene opens on an animated phone with the app interface in view. Camera zooms in to reveal a car in motion on a stylzed map (see image on the right). Each driving metric **(Accelerating, Phone Handling, Braking, Speeding, and Cornering)** pops up with sfx in an interesting manner.
Each metric has a sleek, circular gold ring with smooth animations indicating real-time changes as if the user is on a live drive.

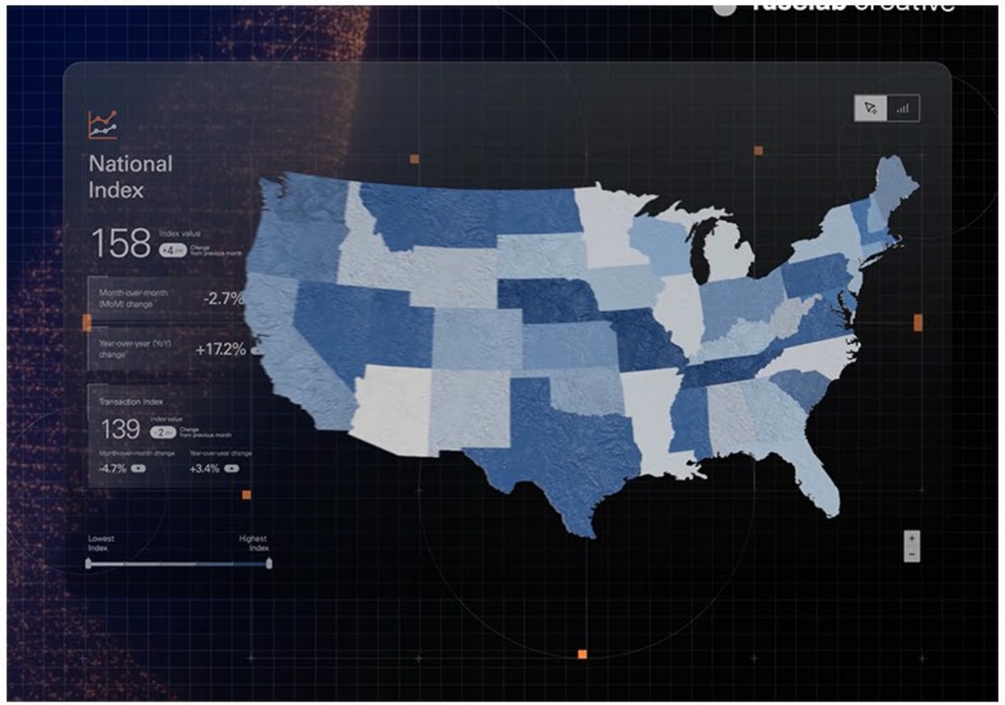
Safe Driving Points(SDP) Visualisation

Each time a good driving action is registered, a small, satisfying animation appears where the scores are recorded—like a spark of glowing light or burst of glowing/ golding shapes with corresponding sfx. The Safe Driving Points are animated daintily, scaling up, before they scales down and fizzle out

Travel Route Mapping

The camera moves to show a beautiful map in the app. It displays recent trips, traced in glowing paths that connect point A to point B. An iconic car drives along this path showing the routes taken including pulsing markers indicating specific behaviors along the way (with sfx)—gentle braking points, safe cornering spots, or areas where speeding was reduced, making the journey on map an interactive, visual diary.

> The screen displays a summary of the total “Safe Driving Score” and breakdown by individual metrics, all in an aesthetically minimalist design with gradients and soft glows. Each element pulses gently, reinforcing a sense of clarity and control.

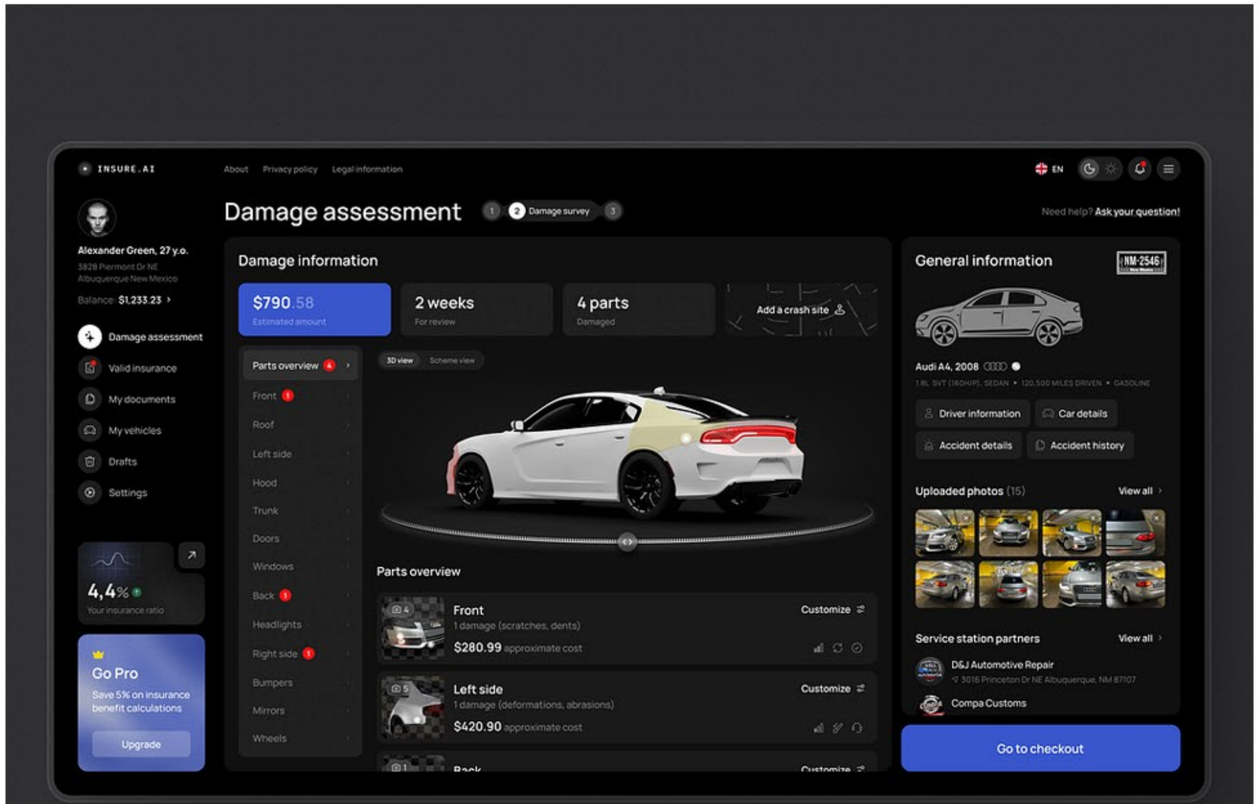

National
Index
158
Index value
Change from previous month
Month-over-month (MoM) change
-2.7%
Year-over-year (YoY) change
+17.2%
Transaction Index
139
-4.7%
+3.4%
Lowest Index
Highest Index

General sta
All users
DETAIL
7,541,
Total earning
$12,875 ▲10%
Compared to $21,490 last year
Sales
Product
Sales
Bathurst Inlet
53,430,001
Gwich'in
12,430,001
Washington
98,941,840
México
87,439,402
Total earning
$12,875 ▲10%
Compared to $21,490 last year
Finance 324 1,540
Travel 311 1,320
Presentation 300 1,201
Startup 288 989
Development 276 944
Design 273 897
Product 233 843
Research 184 765
Other 143 565
Total coverage
53,430,001
Compared to $21,490 l
Summary
PARAMETER
TOTAL
TODAY
STATUS
PERCENT
Views 597 989 120 430 438
Sales 543 409 120 321
Users 467 320 3 210 210
Product 320 210 90 198

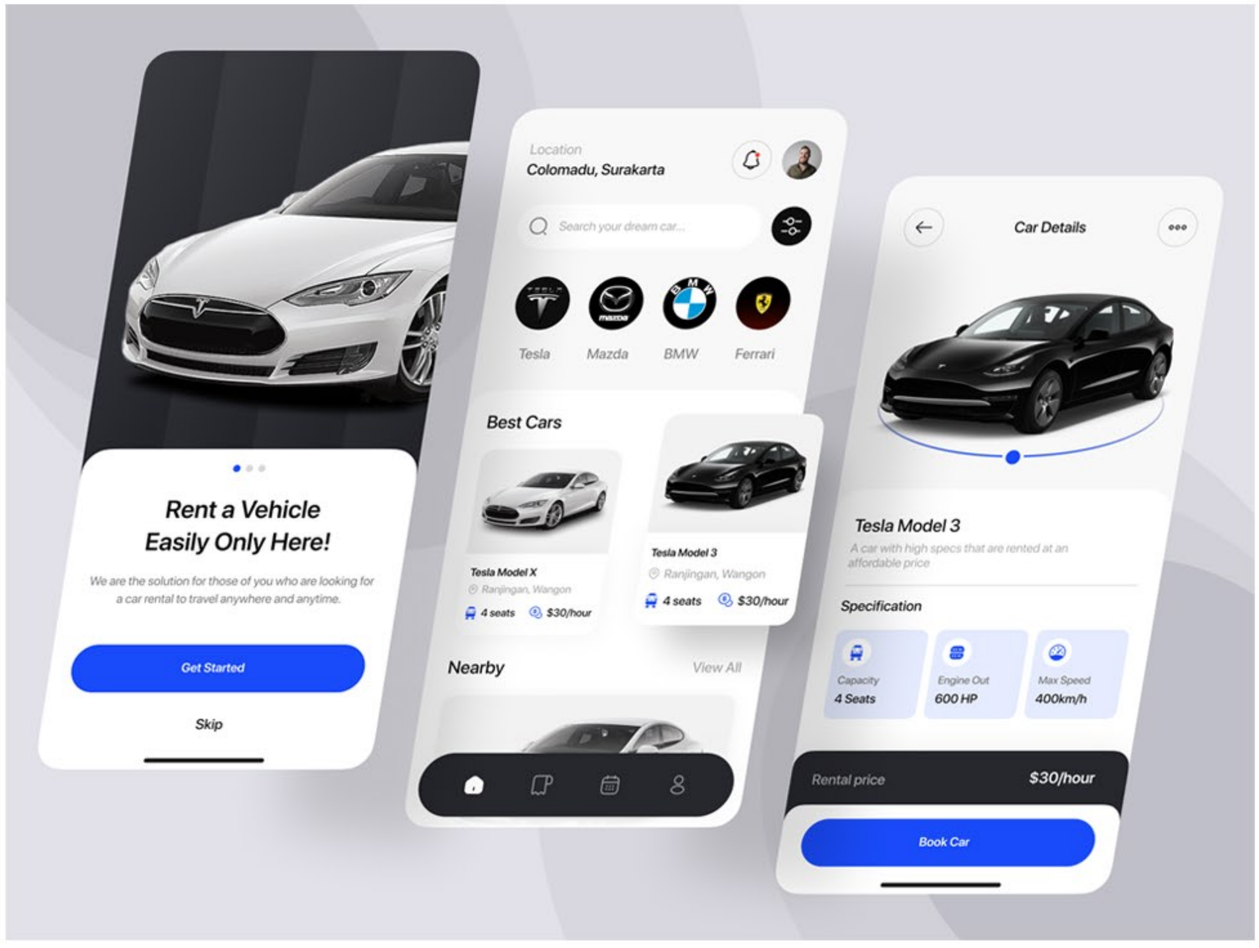
Best Taxi
Booking
Share Taxi
Share your location. Watch the movement of friends. Electro cars.
9:41
Searingtown
Albertson
Manhasset Hills
Herricks
North New Hyde Park
Garden City Park
Mineola
Stewart Manor
57 min
Garden City
Franklin Square
Garden City South
Malverne
Shared
$35.50
VISA
1243
Stop
Use Taxi
With Friends
Share App
We have created a new application system. All app can be used with friends.

Flexibility :Flexible coverage

This segment captures flexibility by presenting various lifestyle needs and using sleek app animations to highlight adaptable coverage options, Each choice feels effortless, emphasizing the idea that motor insurance should adapt to the user’s unique needs.


INSURE.AI
About
Privacy policy
Legal information
EN
Damage assessment
1
2 Damage survey
3
Need help? Ask your question!
Alexander Green, 27 y.o.
5828 Piermont Dr NE
Albuquerque New Mexico
Balance: $1,233.23
Damage assessment
Valid insurance
My documents
My vehicles
Drafts
Settings
4,4%
Your insurance ratio
Go Pro
Save 5% on insurance benefit calculations
Upgrade
Damage information
$790.58
Estimated amount
2 weeks
For review
4 parts
Damaged
Add a crash site
Parts overview 4
Front 1
Roof
Left side
Hood
Trunk
Doors
Windows
Back 1
Headlights
Right side 1
Bumpers
Mirrors
Wheels
3D view
Scheme view
Parts overview
Front
1 damage (scratches, dents)
$280.99 approximate cost
Customize
Left side
1 damage (deformations, abrasions)
$420.90 approximate cost
Customize
General information
NM-2548
Audi A4, 2008
1.8L SVT (160HP), SEDAN • 120,500 MILES DRIVEN • GASOLINE
Driver information
Car details
Accident details
Accident history
Uploaded photos (15)
View all
Service station partners
View all
D&J Automotive Repair
3016 Princeton Dr NE Albuquerque, NM 87107
Compa Customs
Go to checkout

TOKIO MARINE
EGYPT
CAR
INSURANCE
&THEFT


Location
Colomadu, Surakarta
Search your dream car...
Tesla
Mazda
BMW
Ferrari
Best Cars
Tesla Model X
Ranjingan, Wangon
4 seats
$30/hour
Tesla Model 3
Ranjingan, Wangon
4 seats
$30/hour
Nearby
View All
Rent a Vehicle
Easily Only Here!
We are the solution for those of you who are looking for a car rental to travel anywhere and anytime.
Get Started
Skip
Car Details
Tesla Model 3
A car with high specs that are rented at an affordable price
Specification
Capacity
4 Seats
Engine Out
600 HP
Max Speed
400km/h
Rental price
$30/hour
Book Car

Dynamic Period Selection animation

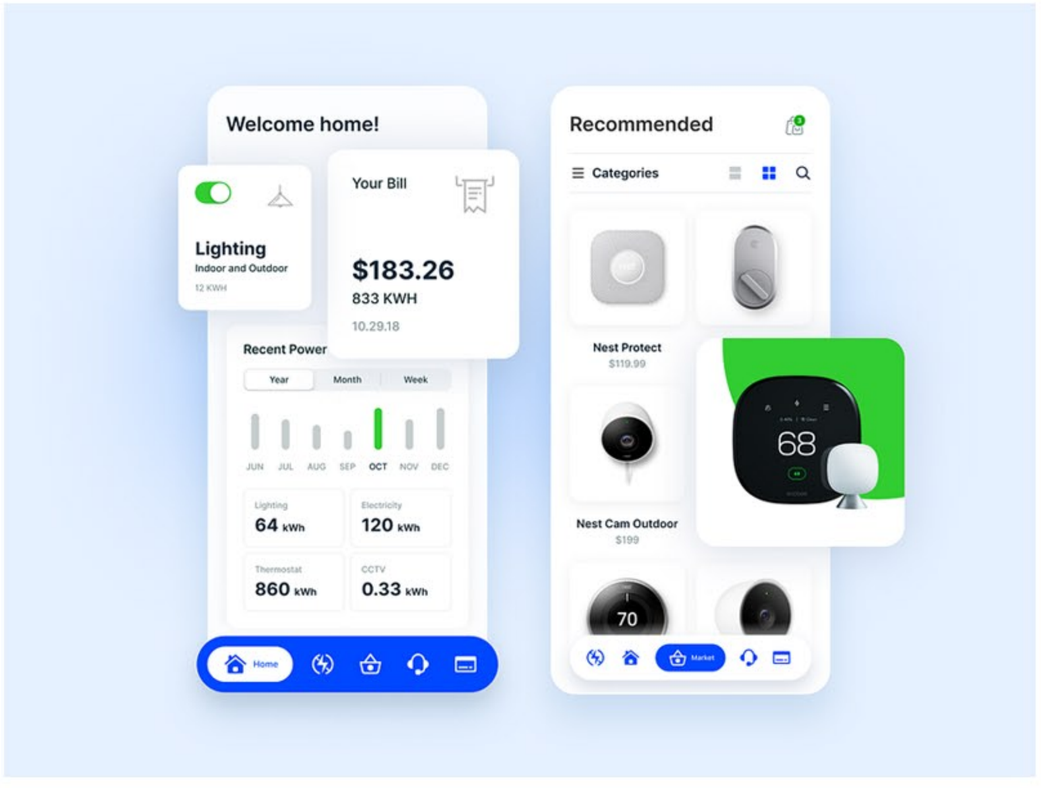
Scene opens up to icons of the coverage periods ie. Weekly, Monthly, bi-yearly & yearly, pulsating. All icons merge into one and mrphing into a phone. This accompany by a burst of shapes etc

Lifestyle-Based visuals

The screen transitions to the app interface showing a user-friendly drop down menu, which allows easy switching between Weekly, Monthly, bi-yearly and Yearly coverage options. As the user slides to each option, a simple animation showcases how the coverage period adapts in real time, with each selection smoothly highlighted.

Weekly: A young professional in anew city needing short-term coverage for work trips.
Monthly: A family planning a road trip, with visuals of kids , emphasizing periodic use.
Bi-yearly & Yearly: A serene smooth animation of season sugesting uninterrupted coverage.

A hand effortlessly taps through process within the app. Smooth animations confirm the period selection, and a glowing checkmark appears, symbolizing instant coverage without delays. The visuals zoom out to show a series of cars, each displaying the coverage option above it, all tailored to their specific timelines.



Reward :Points Redemption

This segment highlights the joy of rewards showing how the **ETAP** Hollard app appreciates safe driving by offering users a rich selection of rewards.

Accumulated points animation

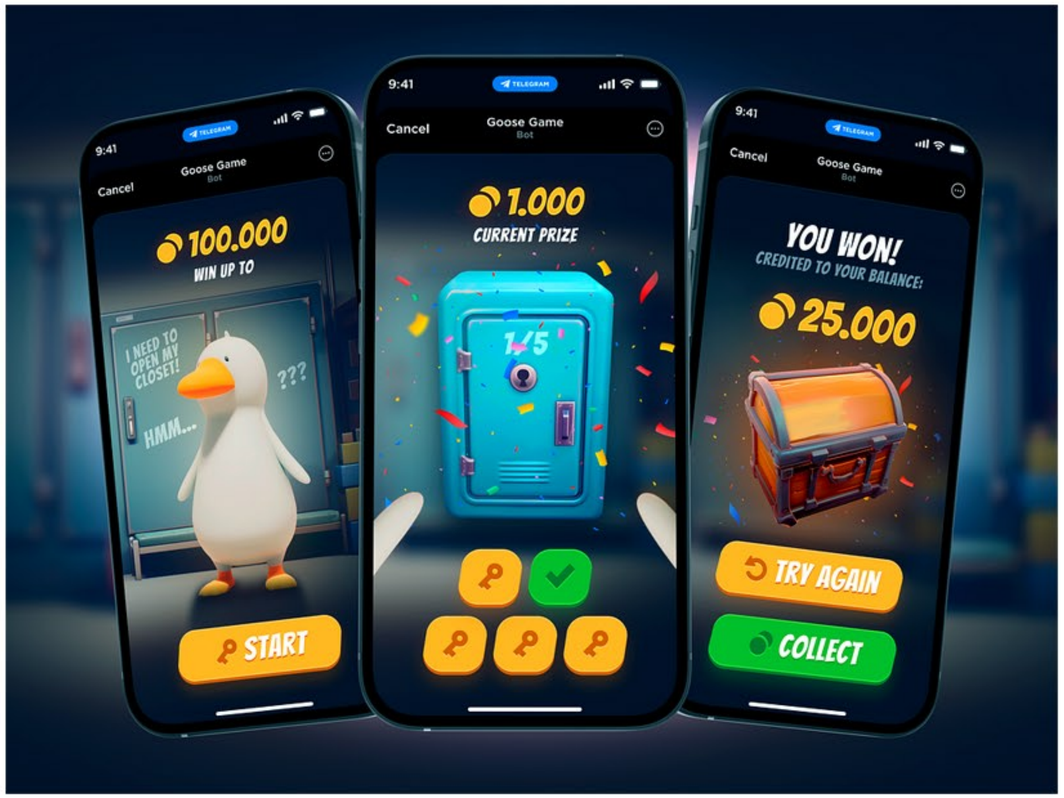
Phone is animated into scene. All points from metrics come together to reveal the accumulated driving score. The driving score is circled by a glowing gold ring and all the metrics icons are pulsating around it, glowing.

Reward reveal /Redemption process

Camera zooms out to reveal a vibrant in-app rewards section within the app, where over 500 store logos(representing partner stores, all available for redemption) are displayed in a stylish grid layout.

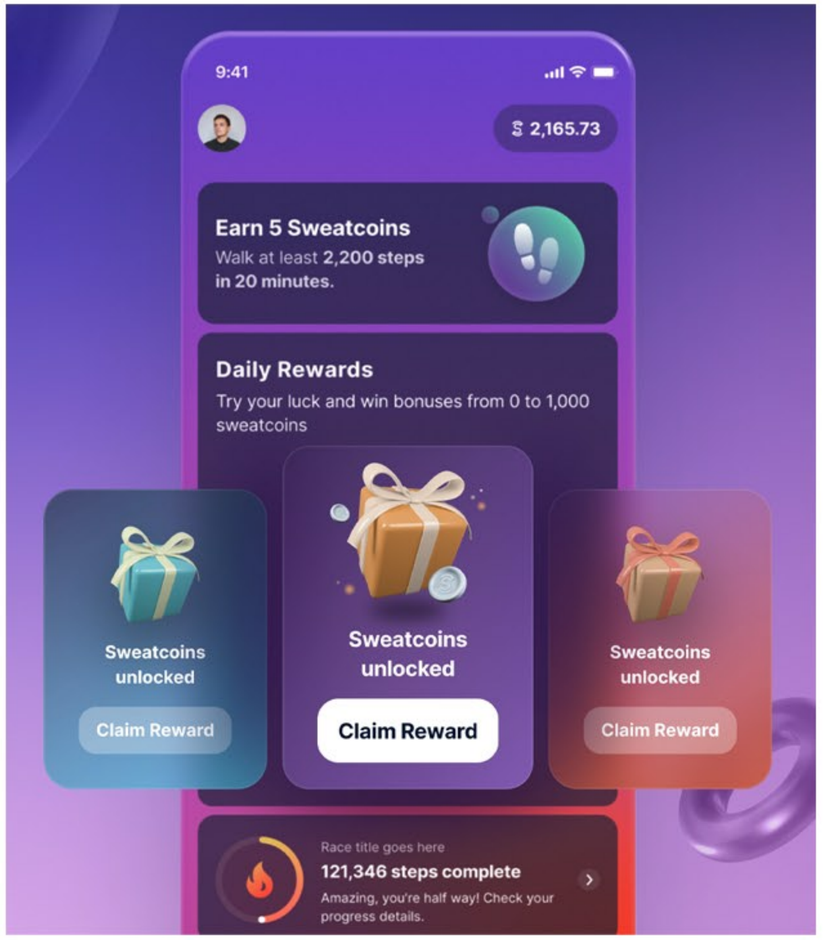
Camera zooms back to show a smooth, quick redemption process where the one can browse through partner stores and redeem points with a single tap. Minimalistic icons of shopping bags, discount tags, and vouchers appear in an elegant animation to reinforce the simplicity of redeeming rewards.
When a partnerstore is clicked/ tapped, animated gift boxes gently float out of stores towards camera glowing brightly, representing available rewards.

Camera closes up on a few selected animated gift boxes from the rewards section. Each gift box opens with a soft glow, revealing various rewards—a Melcomm voucher, fuel discounts, a Lotus voucher, a retail gift card, **ETAP** Merch—shimmering with elegance (holographic style).



> Rewarding your journey, every mile of the way

- With ETAP Hollard, every mile safely driven becomes a reward waiting to be discovered


9:41
$ 2,165.73
Earn 5 Sweatcoins
Walk at least 2,200 steps in 20 minutes.
Daily Rewards
Try your luck and win bonuses from 0 to 1,000 sweatcoins
Sweatcoins unlocked
Claim Reward
Sweatcoins unlocked
Claim Reward
Sweatcoins unlocked
Claim Reward
Race title goes here
121,346 steps complete
Amazing, you're half way! Check your progress details.

11:27
BOUNTY
3,250
my credits
my wallet
Shop
Apple Store
Amazon Prime
Domino's
Starbucks
Earn more with challenges
50
Accept

Speed
Good
0.62
Braking
Excellent
1.00
Acceleration
Poor
0.38
0.73
Driving Score

9:41

Assistance :Crah Detection/ Emergency Sevices

This segment conveys **ETAP** Hollard's dedication to user safety and assurance with minimalistic visuals and calm animations, evoking the reliability and peace of mind associated with life-saving technology. The feature's functionality and the sense of immediate support reinforce the importance of protection in every situation

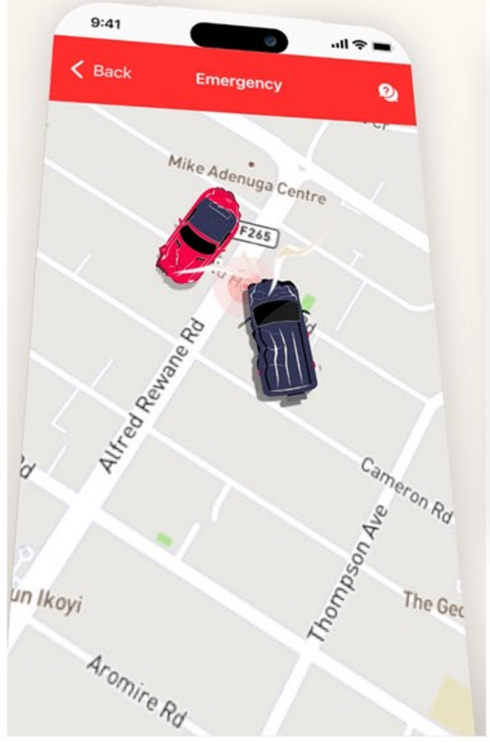
Dynamic Period Selection animation

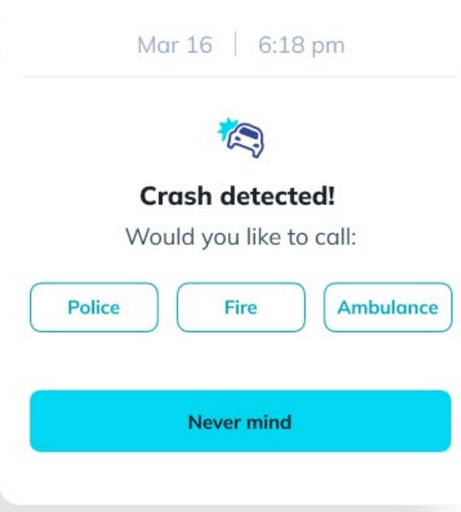
A pulsing light morphs into a glowing stylised 3d car. The 3d car experiences an exaggerated shock, with a quick flash, symbolizing an accident impact. Immediately, the app interface appears, softly illuminated, showcasing the “Emergency” feature button on screen.

Lifestyle-Based visuals

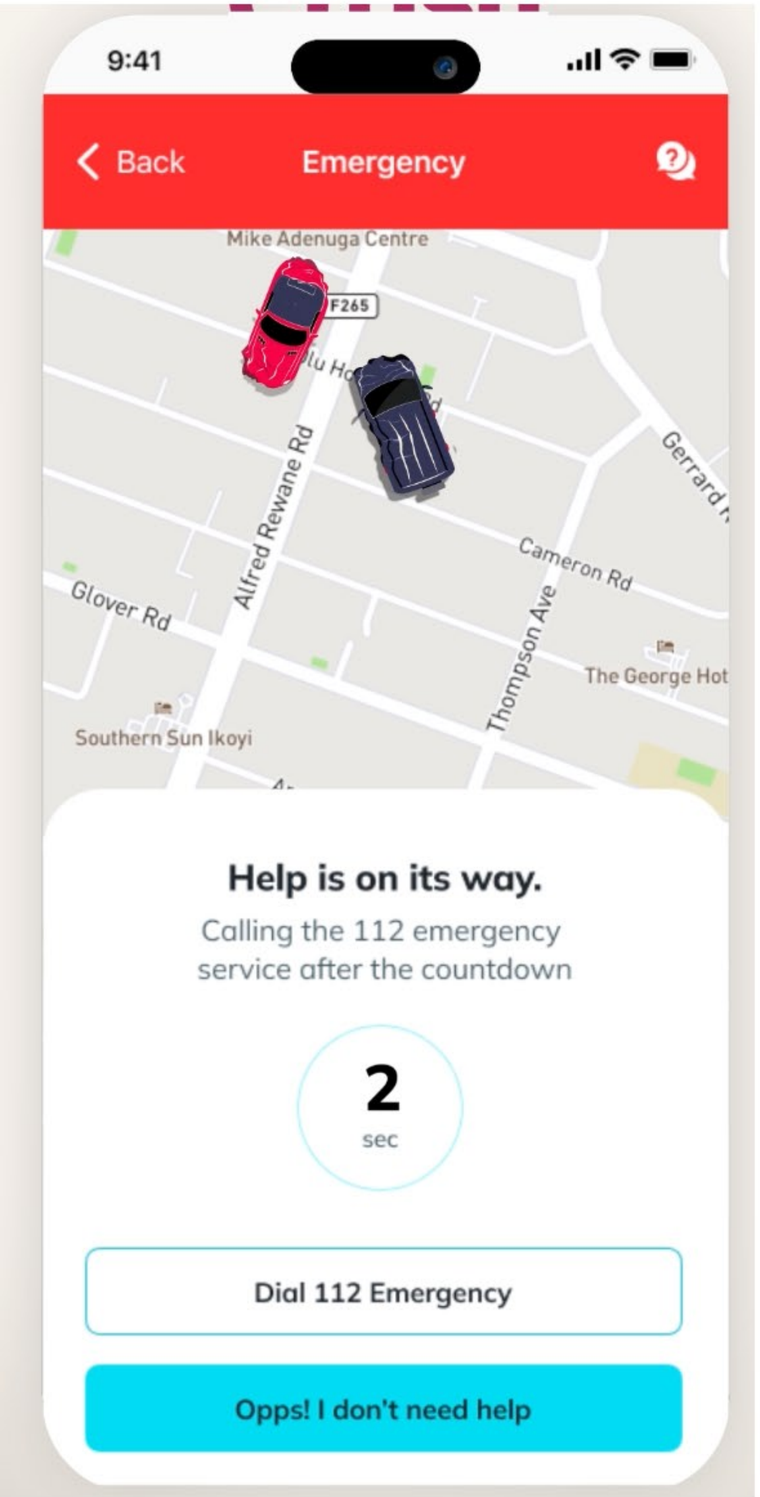
The interface shows a visual alert indicating that the app has detected a crash. Text notification appears: "Crash detected." The screen splits, showing the app initiating a call automatically after a very short wait period (secs), seamlessly connecting with emergency services.

A map view opens on the ETAPHollard app, displaying the user’s exact location pinpointed with a glowing marker. A line extends from this marker, connecting to an icon representing emergency assistance. Gentle pulses around the marker indicate tracking accuracy.
Camera zooms map out to show a route from the user's location to the approaching emergency assistance. Small animated icons of a medical cross and an ambulance trace the path to the user’s location, reinforcing the feeling of immediate, reliable support.

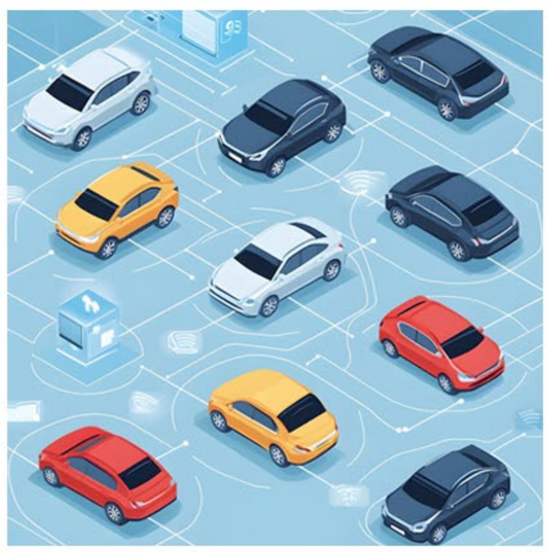




Scene closes with an exaggerated pulsing notification showing **‘Help has arrived’**


9:41
Back
Emergency
Mike Adenuga Centre
F265
Alfred Rewane Rd
Gerrard
Cameron Rd
Glover Rd
Thompson Ave
The George Hot
Southern Sun Ikoyi
Help is on its way.
Calling the 112 emergency service after the countdown
2
sec
Dial 112 Emergency
Opps! I don't need help

Ae



Thank You