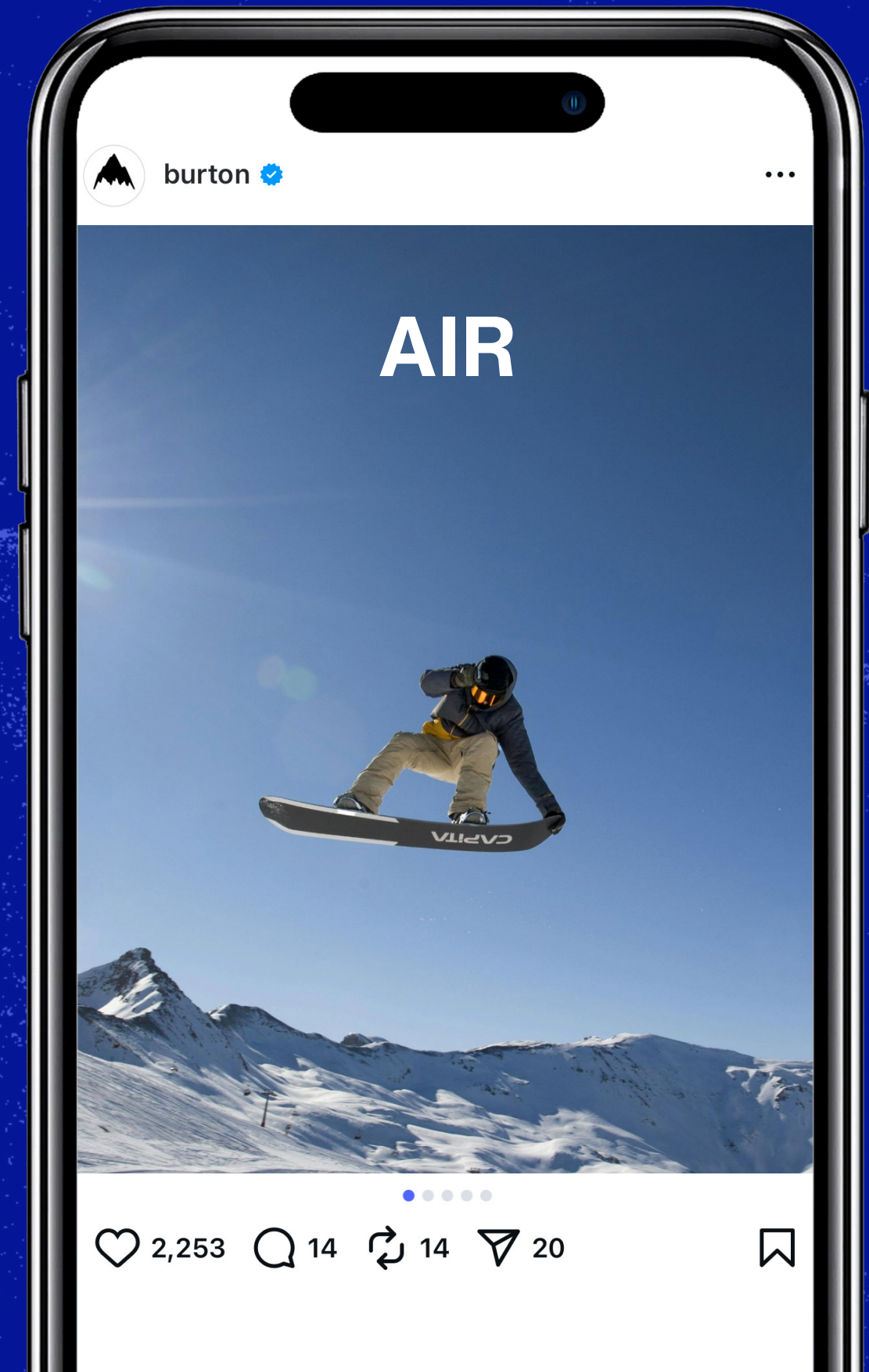




Multi-Platform Ads

Paige Abid

Instagram Carousel Ads

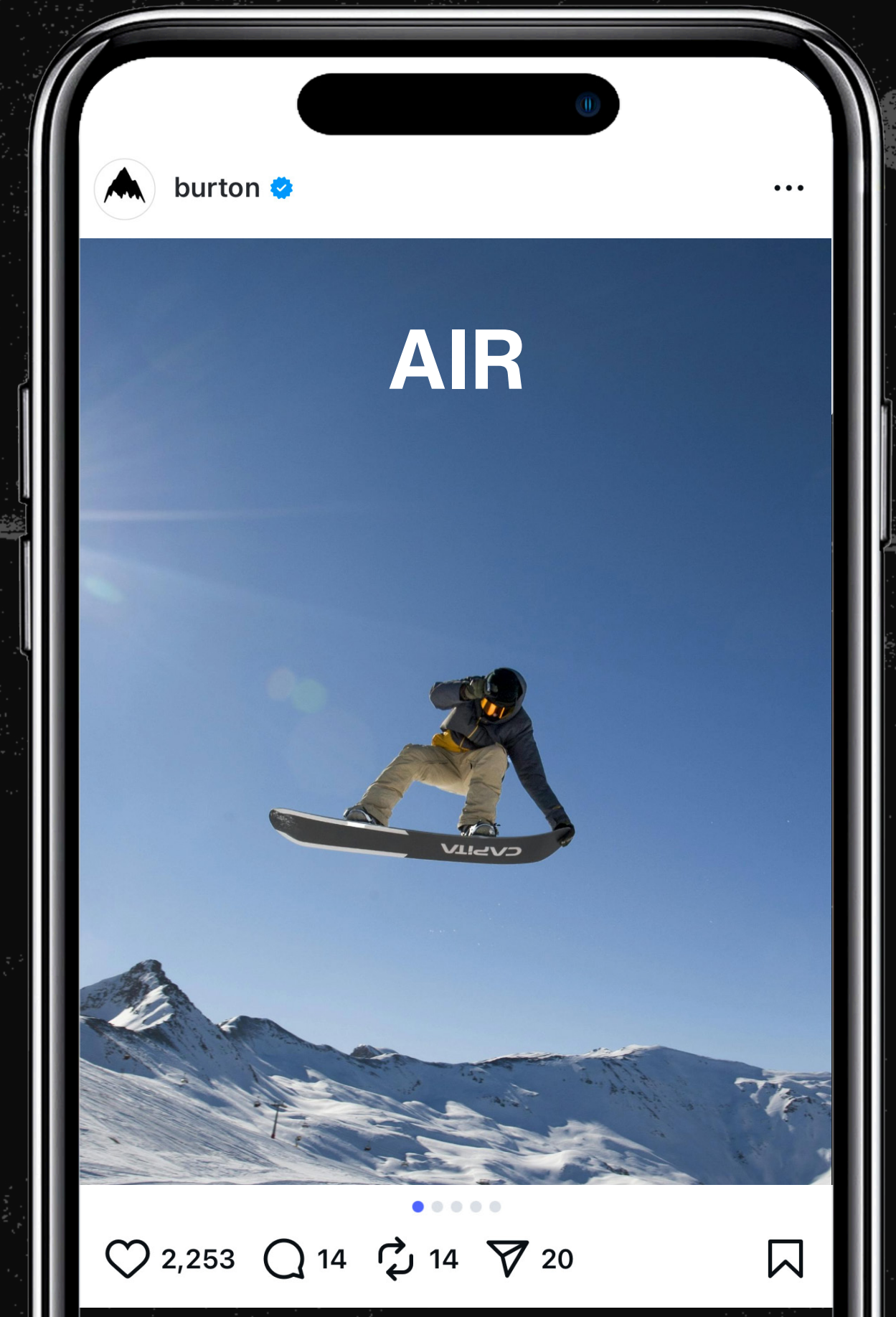


Instagram Carousel Ads

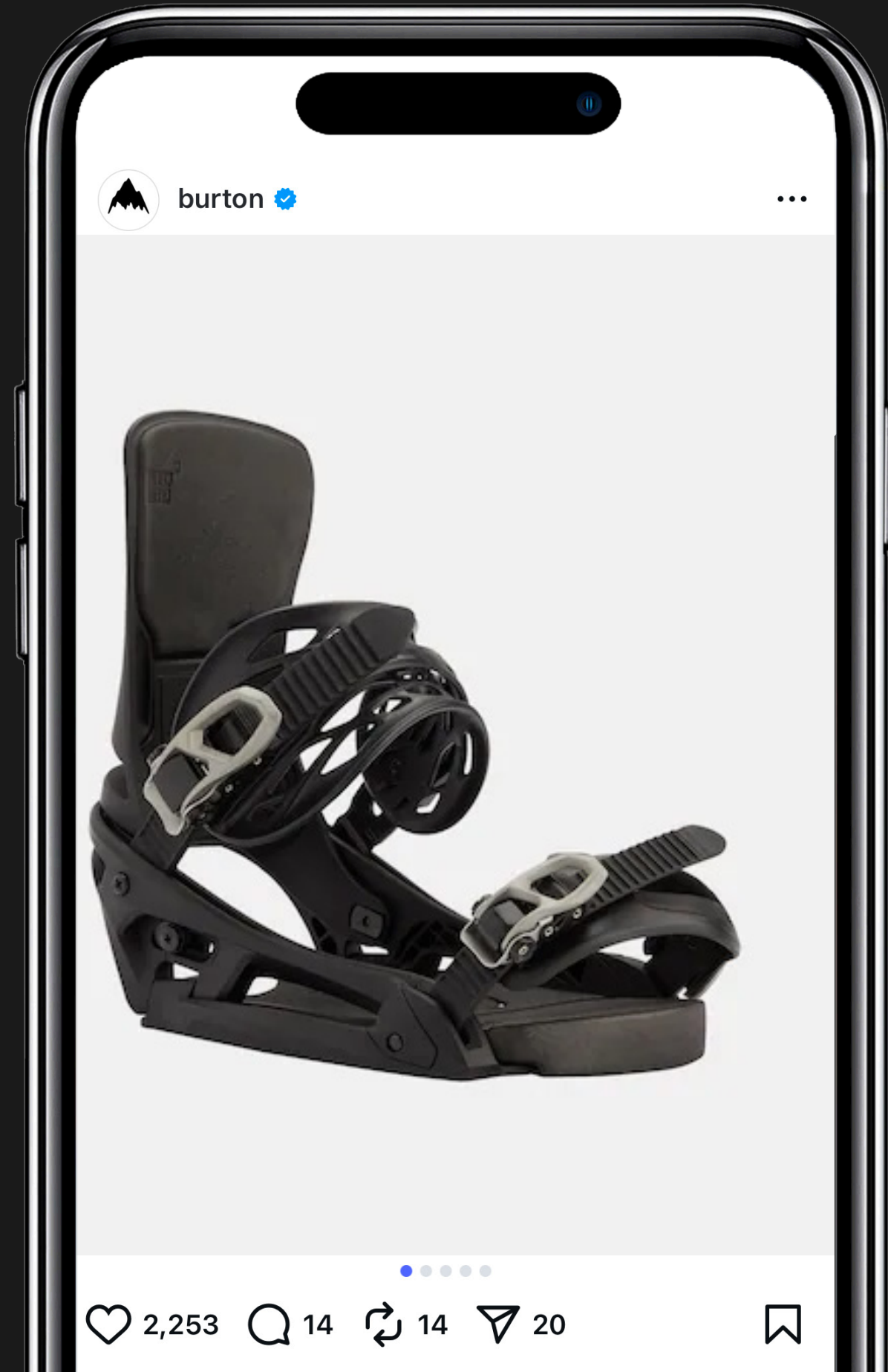
Ad #1 Caption

Headline: Take off with Burton

Copy: We love summer, but we're stoked it's ending. Own the air this upcoming season with our new styles @burton.com.



Instagram Carousel Ads



Instagram Carousel Ads

Carousel Ad #2 Caption

Headline: Toes down, tongues out.
Its Zeb time.

Copy: You might not be
@zebpowell, but now you can ride
like him. Carve like a pro. The Zeb
Kit available now.



Facebook Image Ads



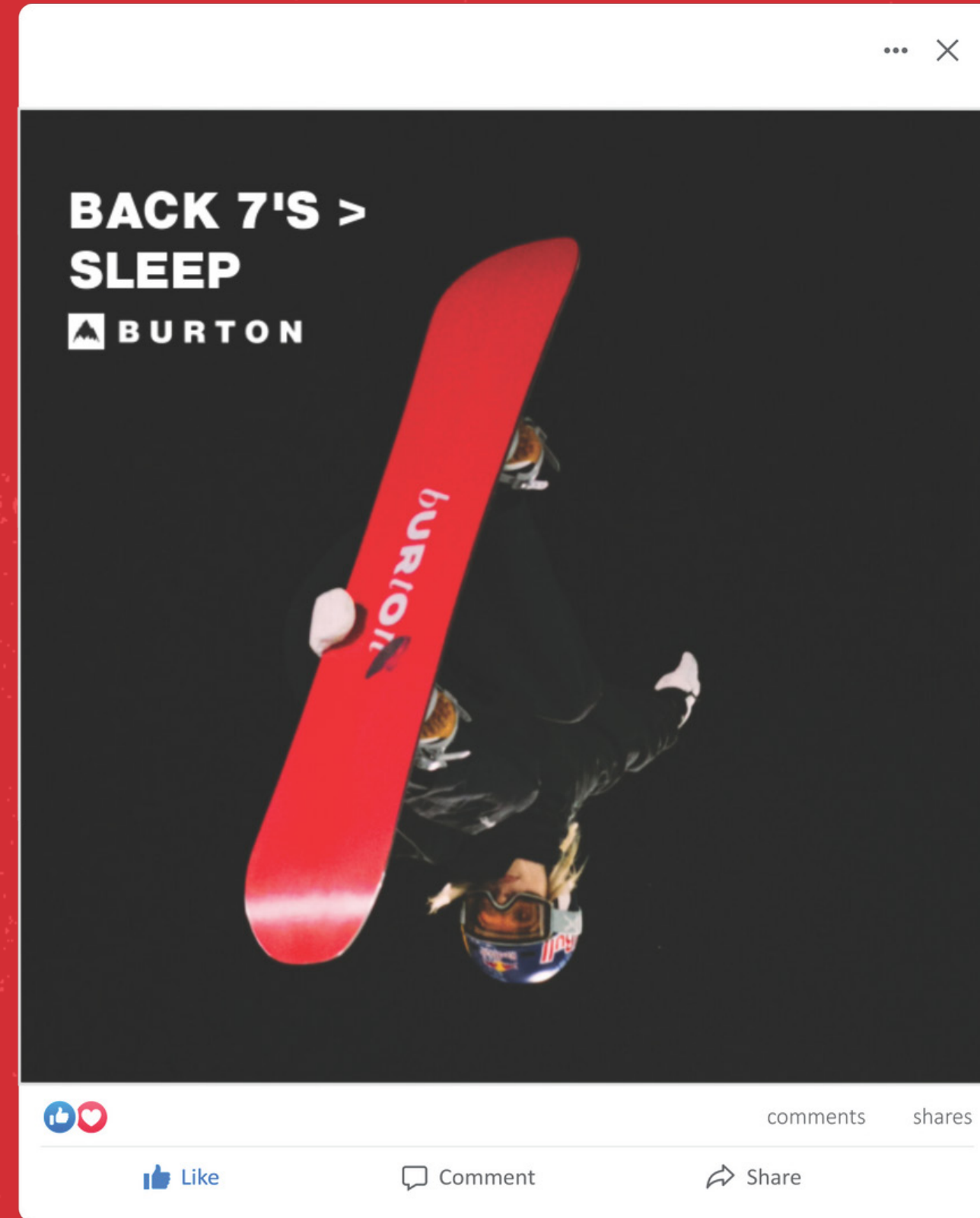
... X

**BIG WORLD.
BIG CULTURE.
BURTON**

Like Comment Share

comments shares

This Facebook image ad features a skier in a yellow jacket and black gear standing on a snowy mountain peak. The skier is holding a ski pole and has a backpack. The background is a vast, snowy landscape under a clear sky. The text 'BIG WORLD. BIG CULTURE. BURTON' is overlaid on the right side of the image. The Burton logo is a small square icon with a mountain peak. The ad includes a close button (X) in the top right corner and interaction buttons (Like, Comment, Share) at the bottom. There are also icons for likes and comments, and text for 'comments' and 'shares'.



... X

**BACK 7'S >
SLEEP
BURTON**

Like Comment Share

comments shares

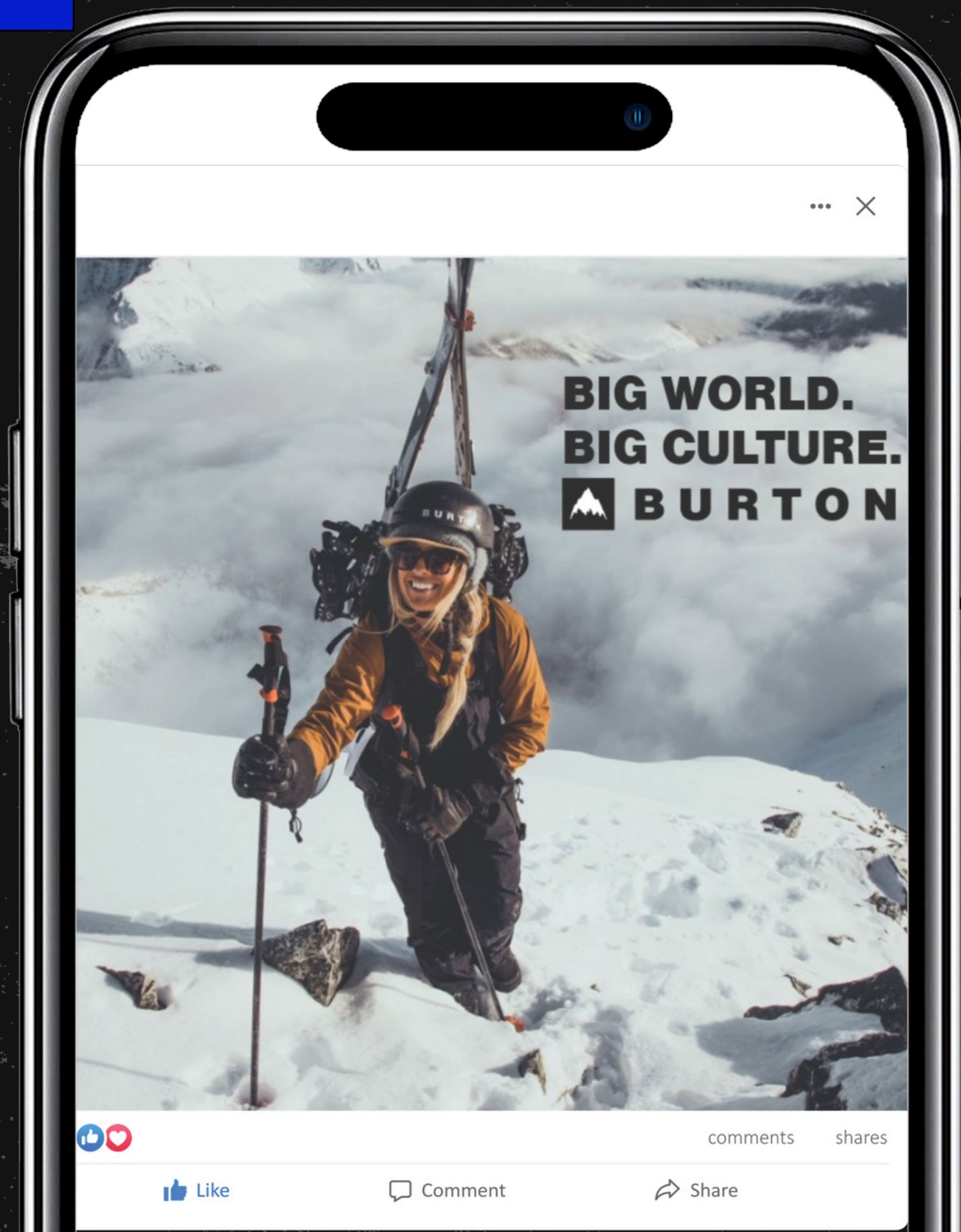
This Facebook image ad features a snowboarder in mid-air, performing a trick. The snowboarder is wearing a black jacket and a helmet. The snowboard is red with the Burton logo. The background is a dark, solid color. The text 'BACK 7'S > SLEEP BURTON' is overlaid on the top left of the image. The Burton logo is a small square icon with a mountain peak. The ad includes a close button (X) in the top right corner and interaction buttons (Like, Comment, Share) at the bottom. There are also icons for likes and comments, and text for 'comments' and 'shares'.

Facebook Image Ads

Ad #1 Caption

Headline: Big world, bigger culture.

Copy: Attention all thrill seekers: our AK collection was thoughtfully designed to take you to new heights. See for yourselves at Burton.

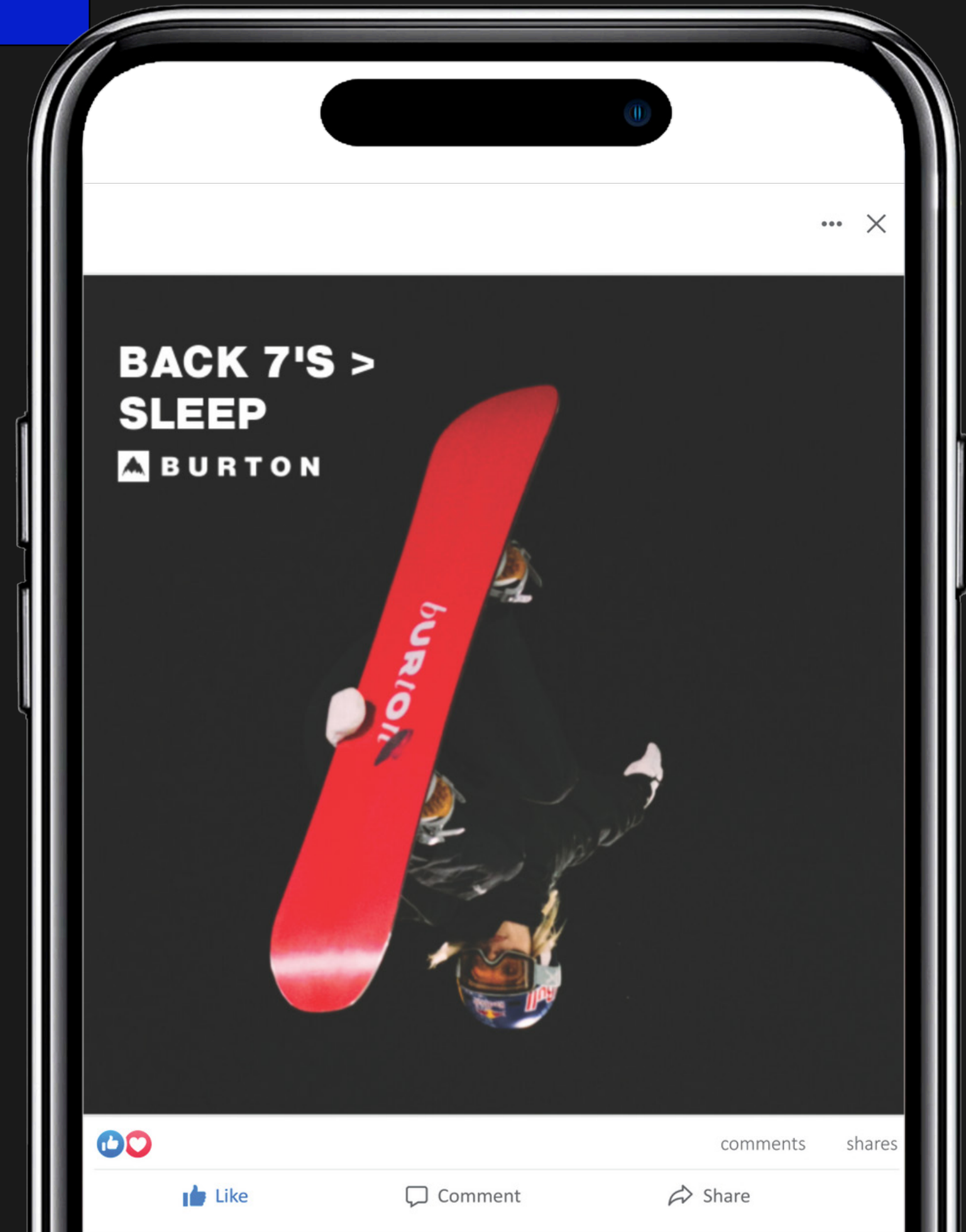


Facebook Image Ads

Ad #2 Caption

Headline: Night-riders stand up

Copy: Whoever said nothing good happens after 10 P.M. must've never had a night ride. Go day to night with Burton.



X Image Ads

 burton  



 539  543  15.9K 

 burton  



 539  543  15.9K 

X Image Ads

Ad #1 Caption

Copy:

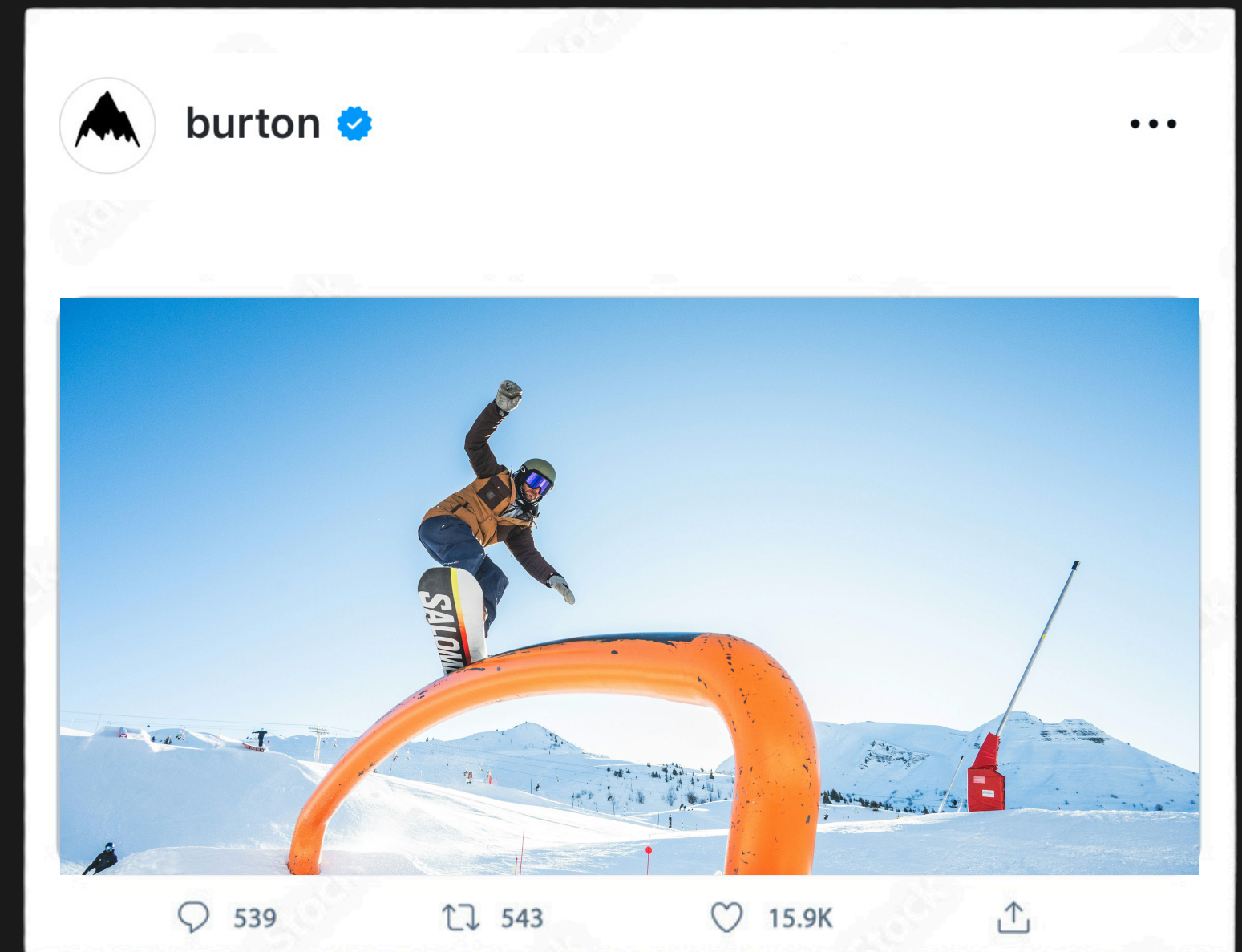
This one is for all you dawgs out there. The Burton Good Company Camber Snowboard; Loyal, playful, classic.



X Image Ads

Ad #2 Caption

Copy: Ride the rail with your holy grail (the holy grail is your new Burton board, duh). Take over the park with style and control through our new GX5 series.



Youtube Video Script

Youtube Ad Script

One Way Down
Burton

Paige Abid

<u>Audio</u>	<u>Visual</u>
Sounds of visual	Lone snowboarder in backcountry about to drop with a burton board.
Enter voice over: A few years ago, I could barely strap in.	Flashback to the snowboarder five years prior, watching skiers and boarders flying by, struggling to strap in.
So how'd I get here?	Cut back to the present lonerider dropping in on fresh powder, hitting a jump.
Easy,	Cut back to the snowboarder five years prior from the group of Burton snowboarders' POV.
The culture.	The Burton riders go over, teach him how to strap in, and celebrate his success. They take him in.
Burton.	Back to present with lone riders at the end of his run, being called over by fellow Burton riders.
We all start somewhere. You just have to start.	Solo shot of the snowboarder holding his Burton board at the bottom of the mountain.