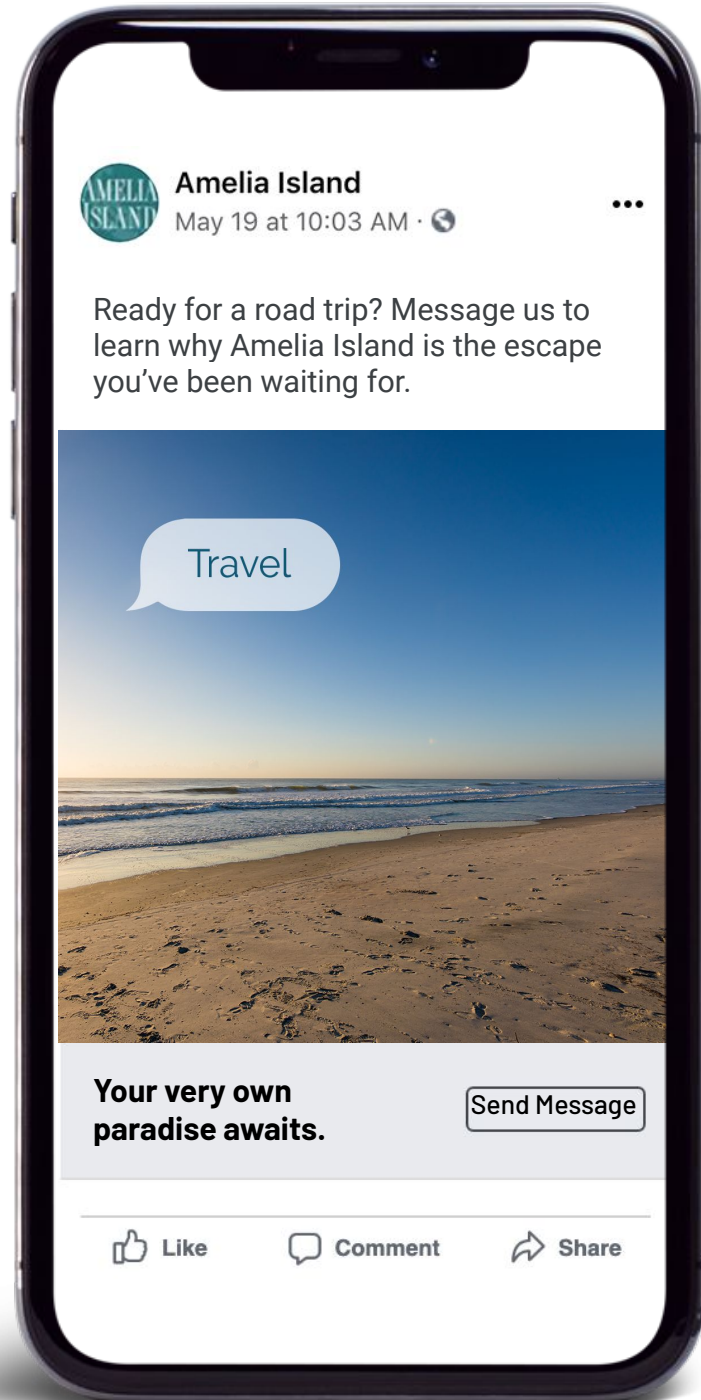
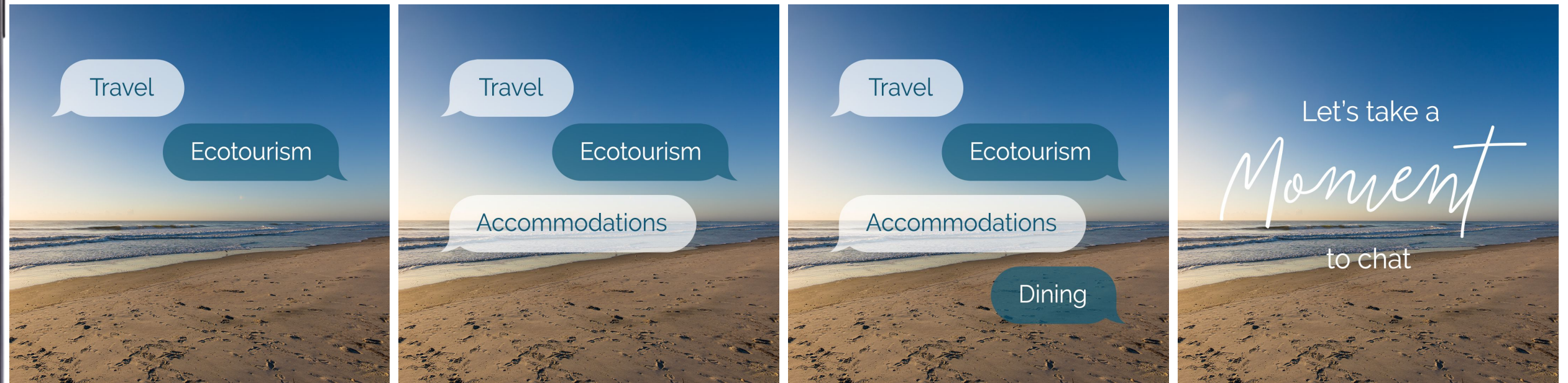


# Moments Campaign Chatbot Ad

## OPTION 1: Animation



ANIMATION: Headline animates in line by line. Chat bubbles then begin to animate in as they do in texts on a mobile phone. Each bubble is pushing copy and other bubbles upward until all four are revealed. They then fade out as the headline animates in, creating a continuous loop.



Messenger sound FX as each chat bubble appears

# Moments Campaign Chatbot Ad

## Messenger Experience

