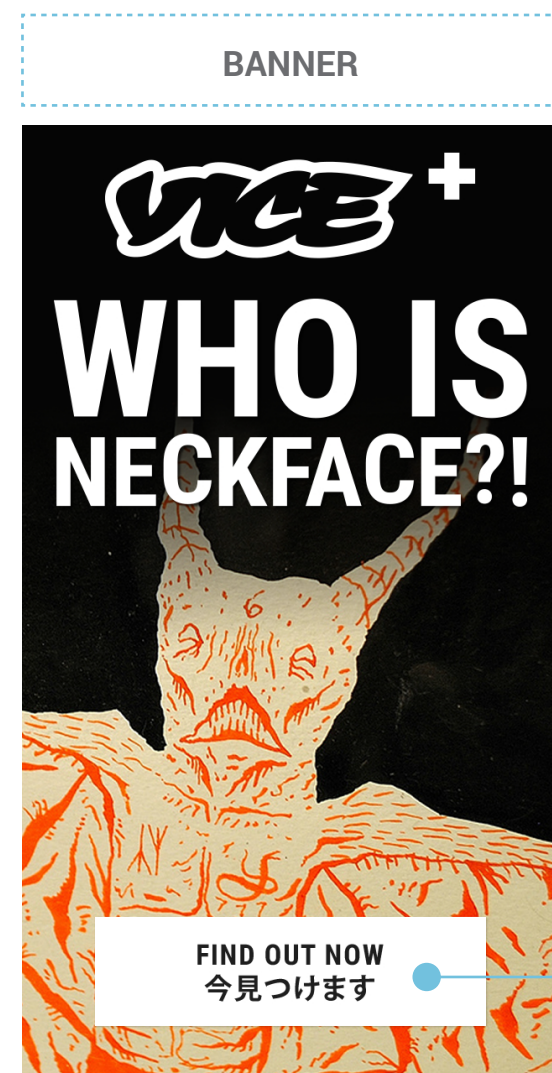


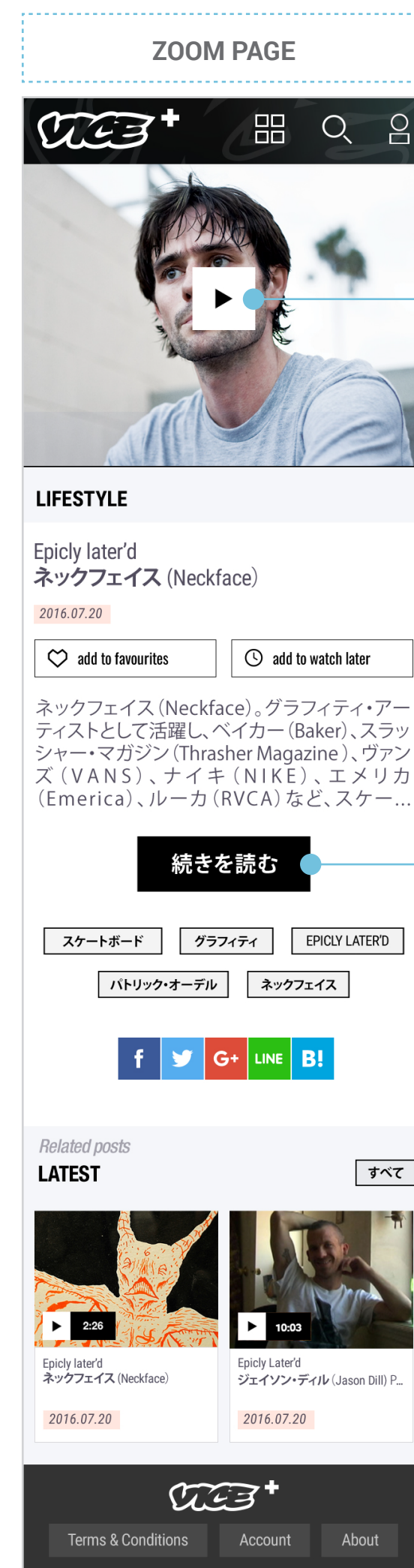
Natural traffic



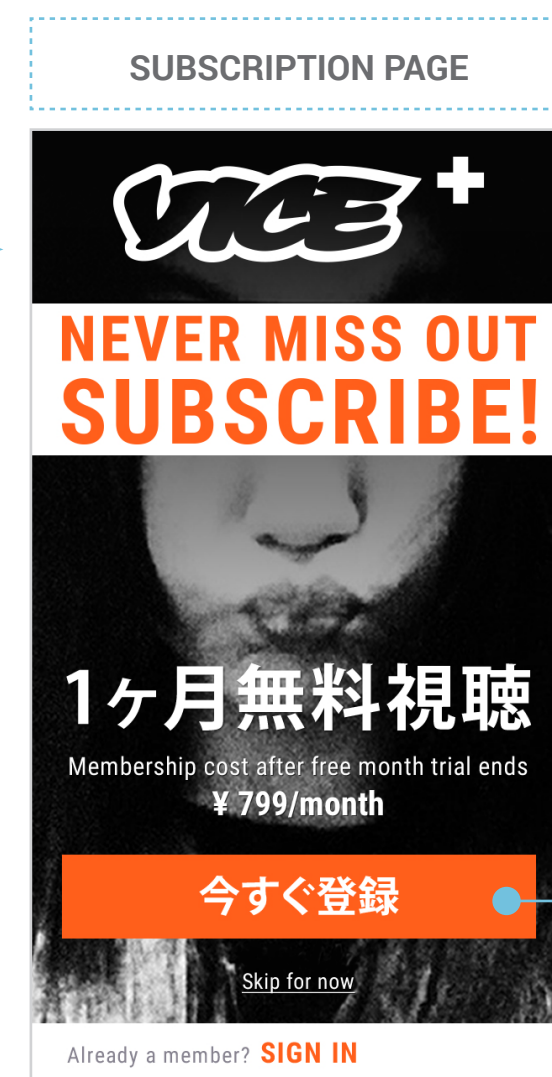
Campaign aimed to increase usage before subscription



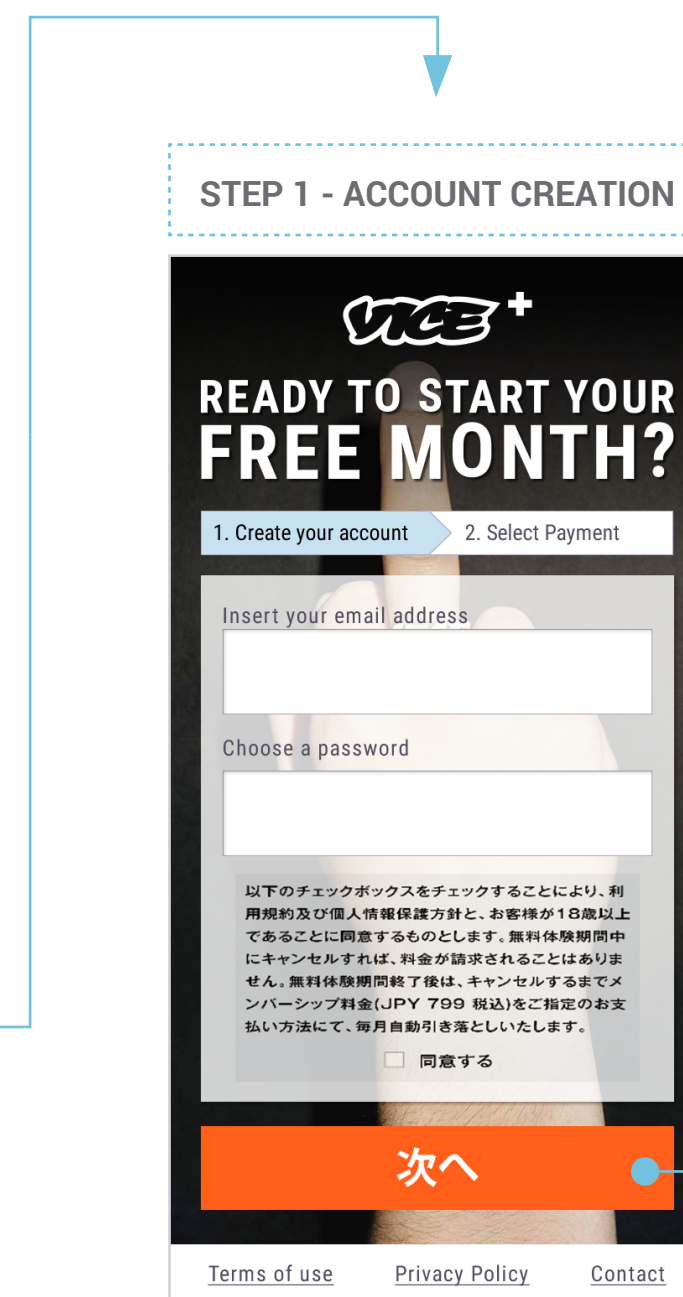
User is redirected to a zoom page and is able to view/access the content advertised in the banner. Free viewing can range from 1 time only to any number of times. After viewing, user selects new content.



Another zoom page opens. In this case, if user presses a call to action to access the content and is redirected to a subscription page.



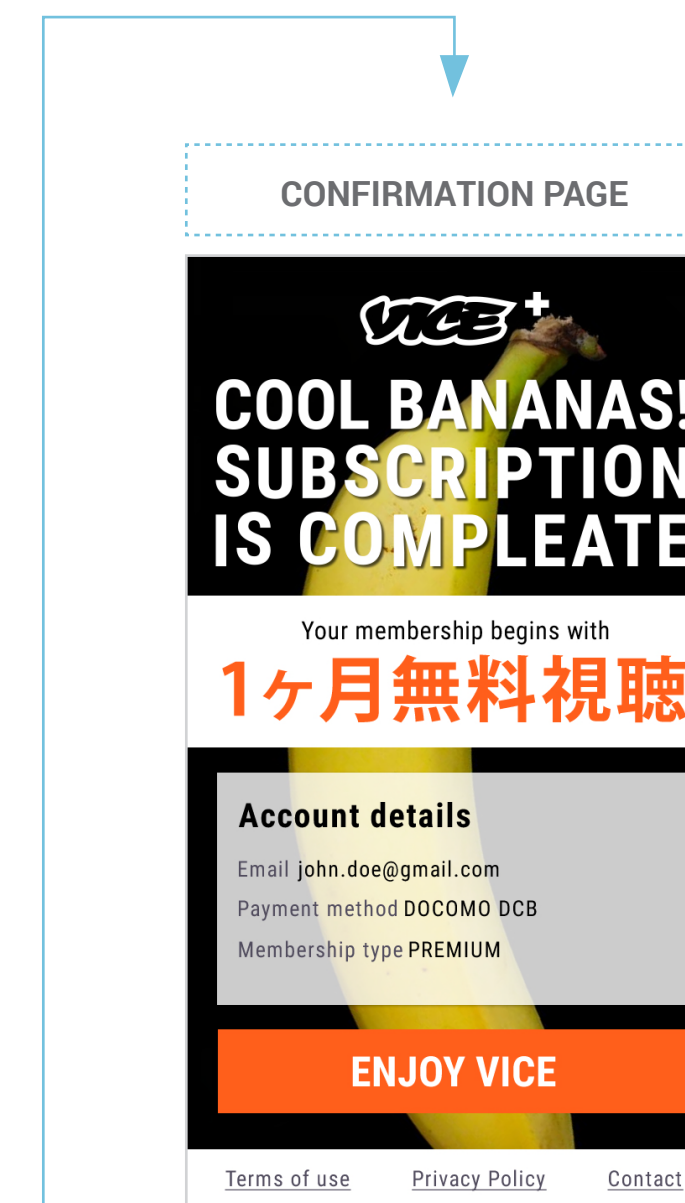
Graphics reflect the essence of the product: cool, transgressive, primarily focused on youth and underground cultures. The page uses motivator texts and 1 month free trial to galvanize the user to subscribe. User also receives all related info to subscription which builds trust.



In this page, benefit oriented headline text sets up account creation activity. Also, stripped down form increases willingness to complete. All legal information regarding the service is either visible or accessible through the links at the bottom of the page.



Same reinforcing persistent headline text motivator. User now only has to complete subscription confirming DOCOMO DCB payment method. Maybe we could insert lock symbols where sensitive information is, to promote feeling of security.



Lovely! User receives quirky feedback. Team behind service have a sense of humor. Cool! One month free trial text reinforced again and a recap of all info provided by user is visible. (sense of security). Enjoy vice!

Join in one page? Extend to DCB part as well?