15th ANNIVERSARY | easypromos

LOOKBOOK

DIGITAL PROMOTIONS

YOUR BRAND, YOUR DESIGN

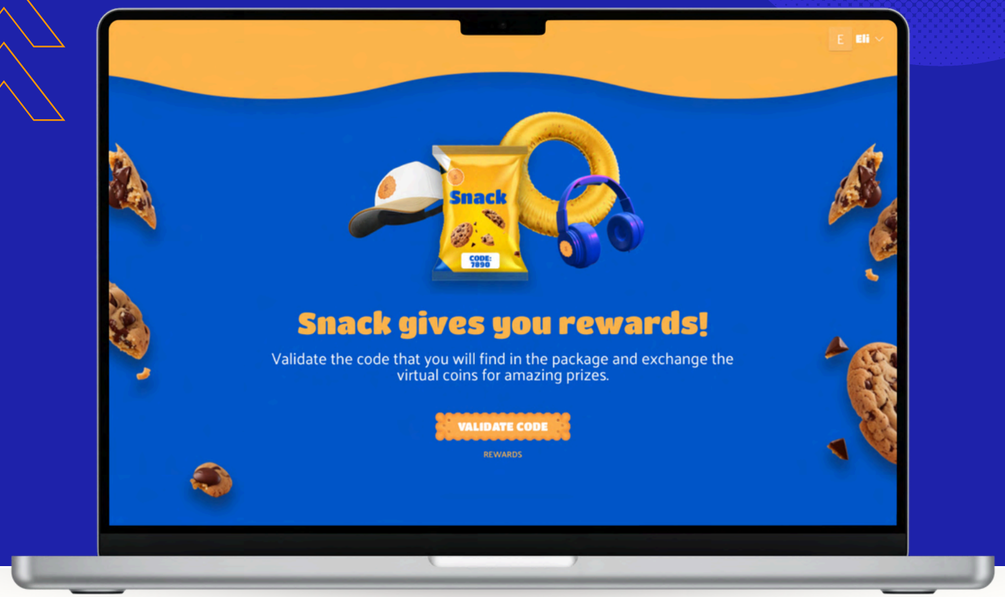
Every brand has its own style—and at Easypromos, we know that. This lookbook showcases 25 real-life examples that illustrate the full potential of customizing your promotions, including colors, fonts, images, and dynamics that convey your brand’s unique language. A visual guide to inspire you and discover everything you can do with Easypromos.

Explore, imagine, create.

SECTIONS PERSONALIZED WITH IMAGES

COLUMNS OF MULTIMEDIA CONTENT

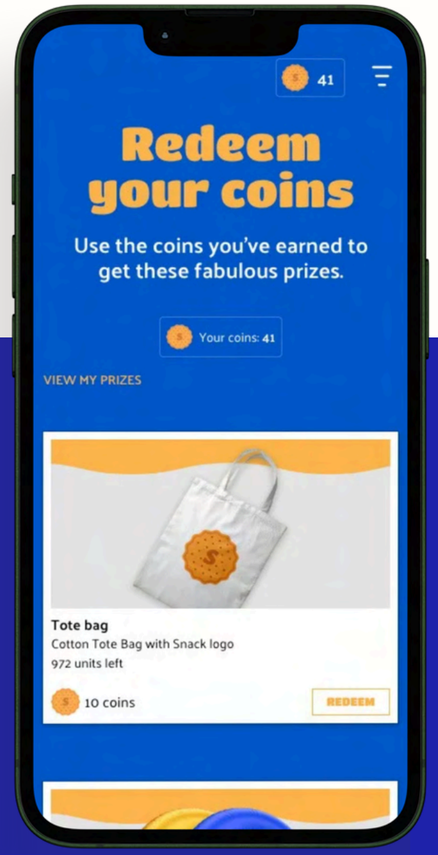
This landing page is designed with three columns that seamlessly blend text and images.
The game screen is divided into sections with custom headers, featuring a clear, visual design that organizes information and makes it easy to explore games by category.



CUSTOMIZED BUTTON WITH A BACKGROUND IMAGE

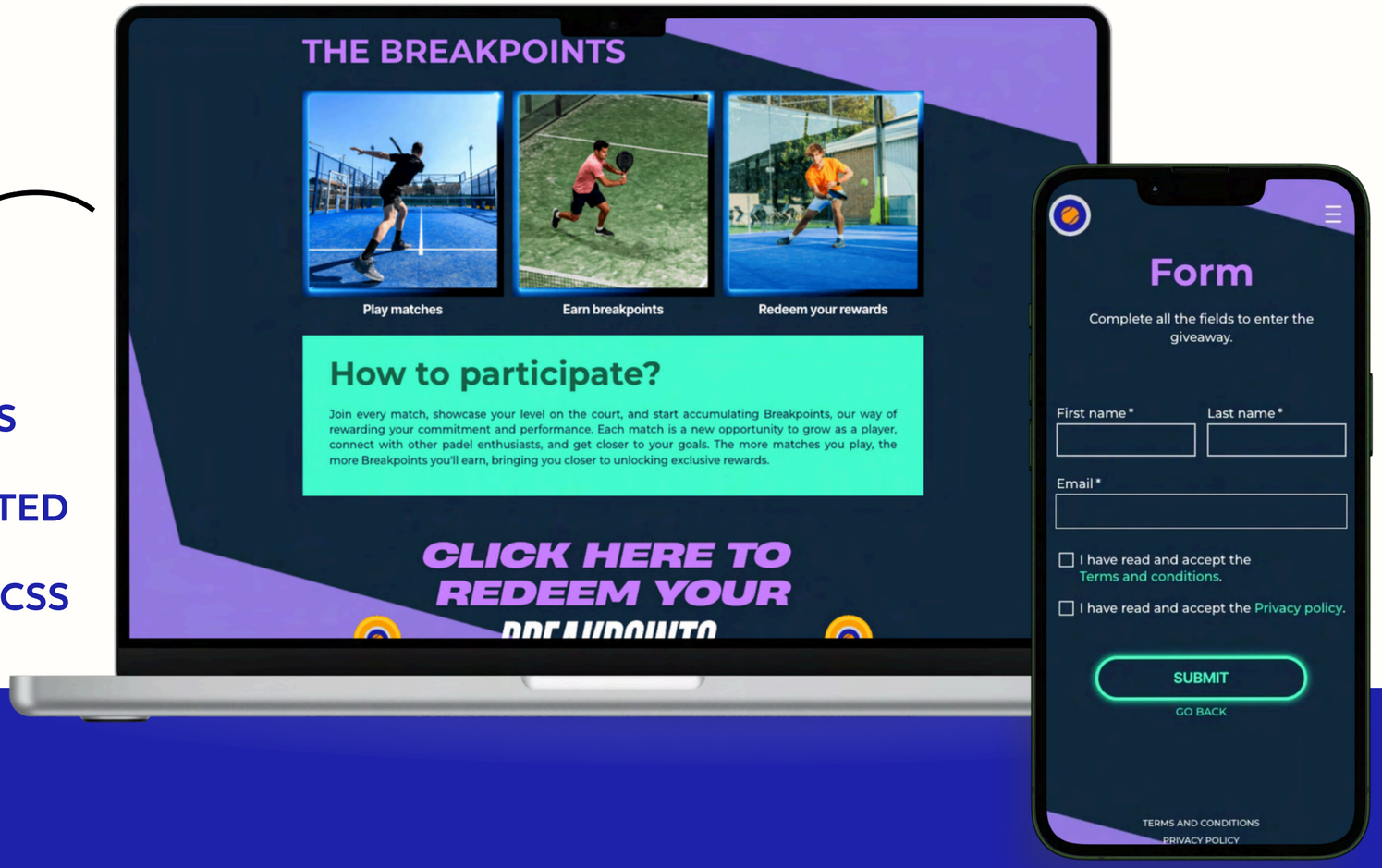
In this example, a background image is used to customize the promotion buttons. Both the virtual coins and the prizes are designed to align perfectly with the brand’s visual style and look & feel.

VIRTUAL COINS ARE CUSTOMIZED TO MATCH THE BRAND IMAGE



CONTENT DISPLAYED IN THREE COUMNS

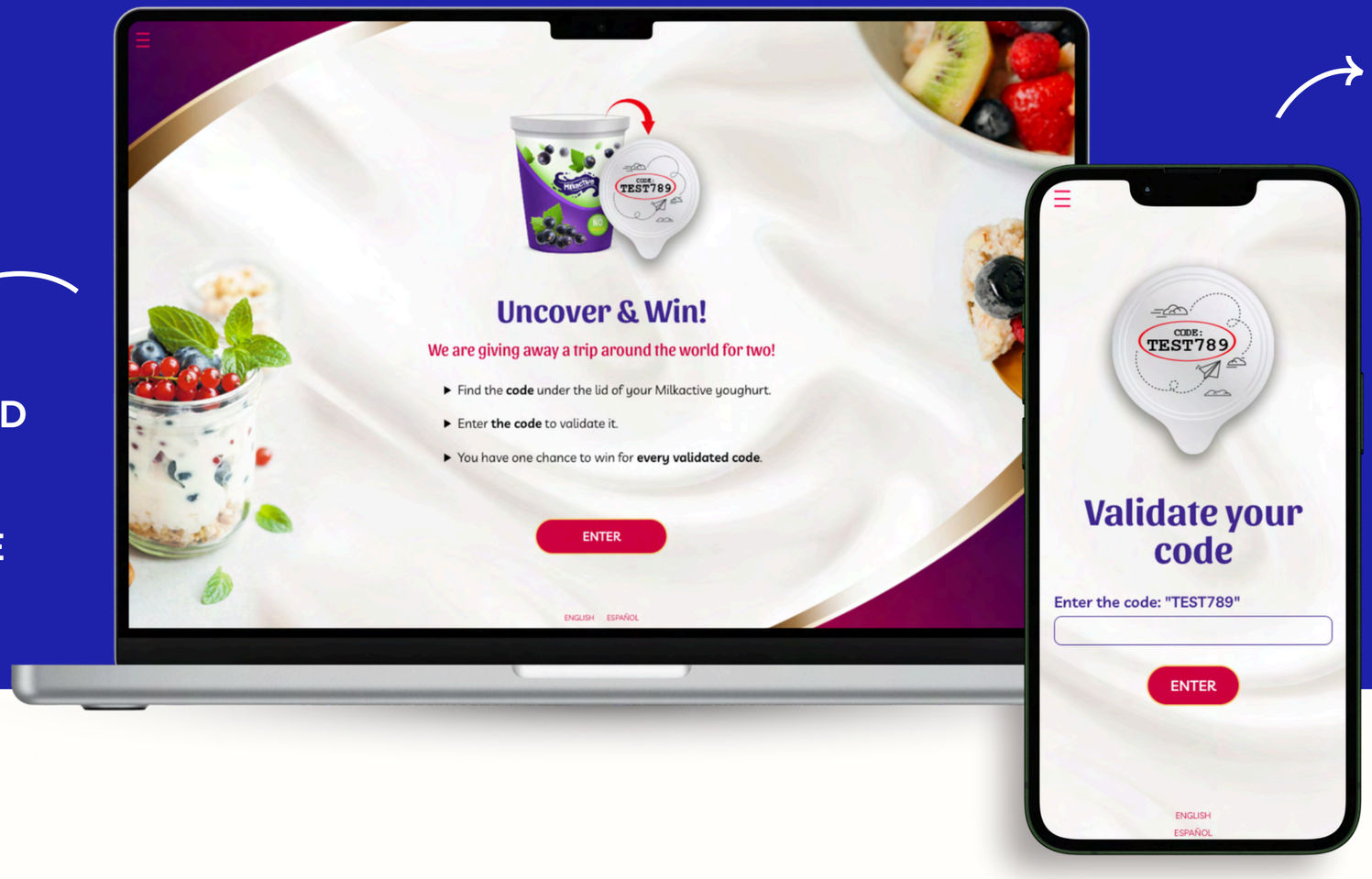
BANNER INSERTED IN ONE OF THE BLOCKS USING CSS



BUTTON CUSTOMIZED USING CSS

In this case, a CSS class has been applied to the text block to give it a green background. The buttons have also been styled with a glow effect using CSS.

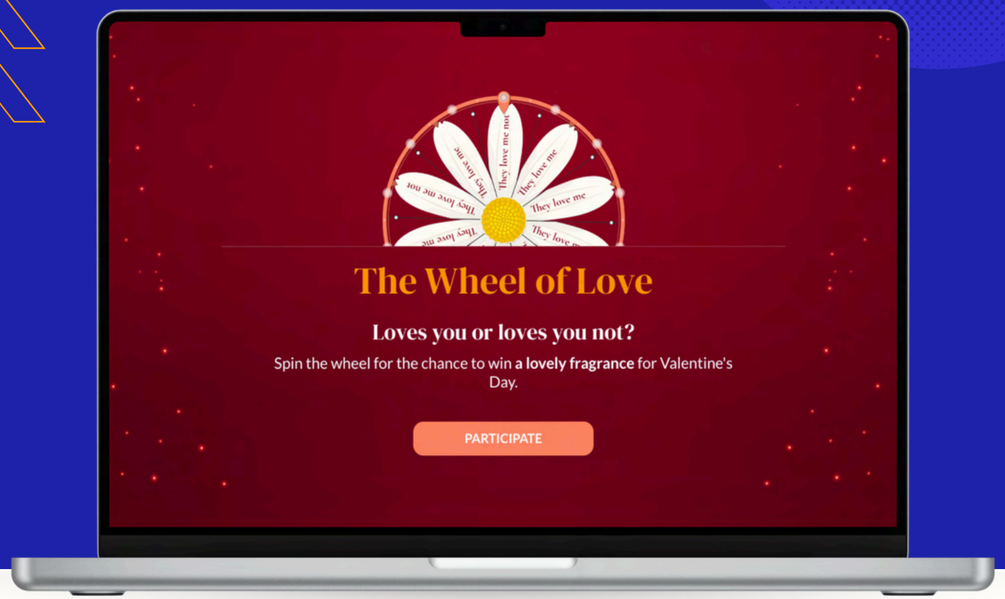
THE BACKGROUND IS ONE OF THE PROMINENT ELEMENTS IN THE PROMOTION



HEADER IMAGE REINFORCING THE MESSAGE

ROUNDED, OUTLINED BUTTONS

This promotion stands out thanks to its background composition, which frees space in the center for the text blocks and promotional content. The code validation page also features a header image that visually reinforces the action the user needs to take.



PRIZE WHEEL WITH CUSTOMIZED IMAGES FOR THE SEGMENTS

A prize wheel with petal-shaped segments, a creative detail that enhances perceived quality and makes the experience truly unique.

A minimalist form design, with fields featuring bottom borders and soft corners for a modern, clean look.

REGISTRATION FIELDS WITH AN OUTLINE AT THE BOTTOM AND SLIGHTLY ROUNDED CORNERS

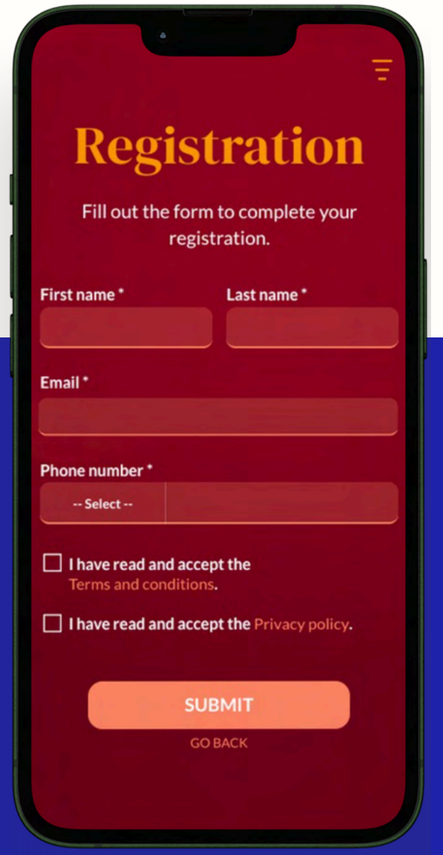
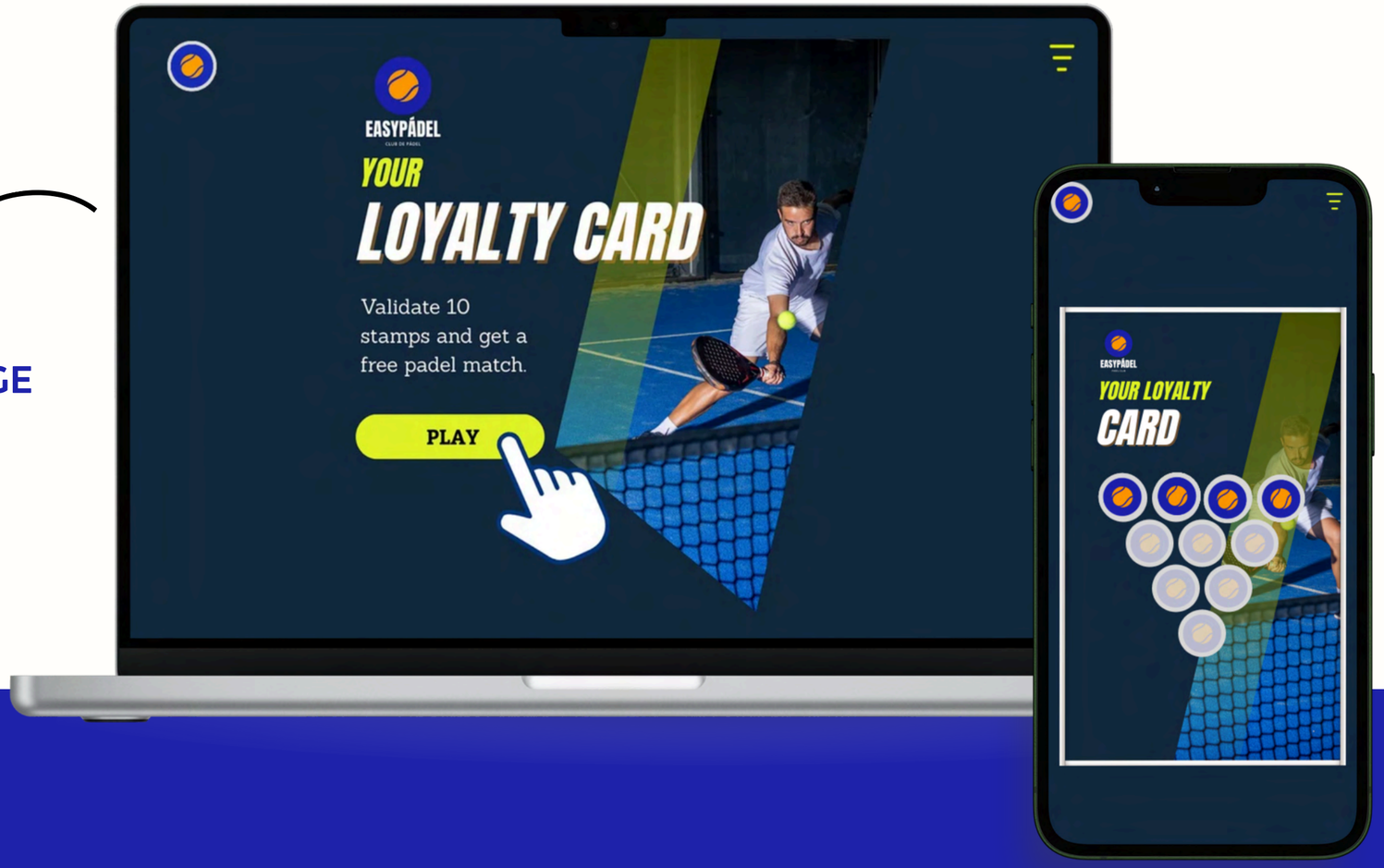


IMAGE-ONLY
WELCOME PAGE



CUSTOMIZED
STAMP CARD

A minimalist welcome page featuring an image, video, or GIF that acts as the entry button.

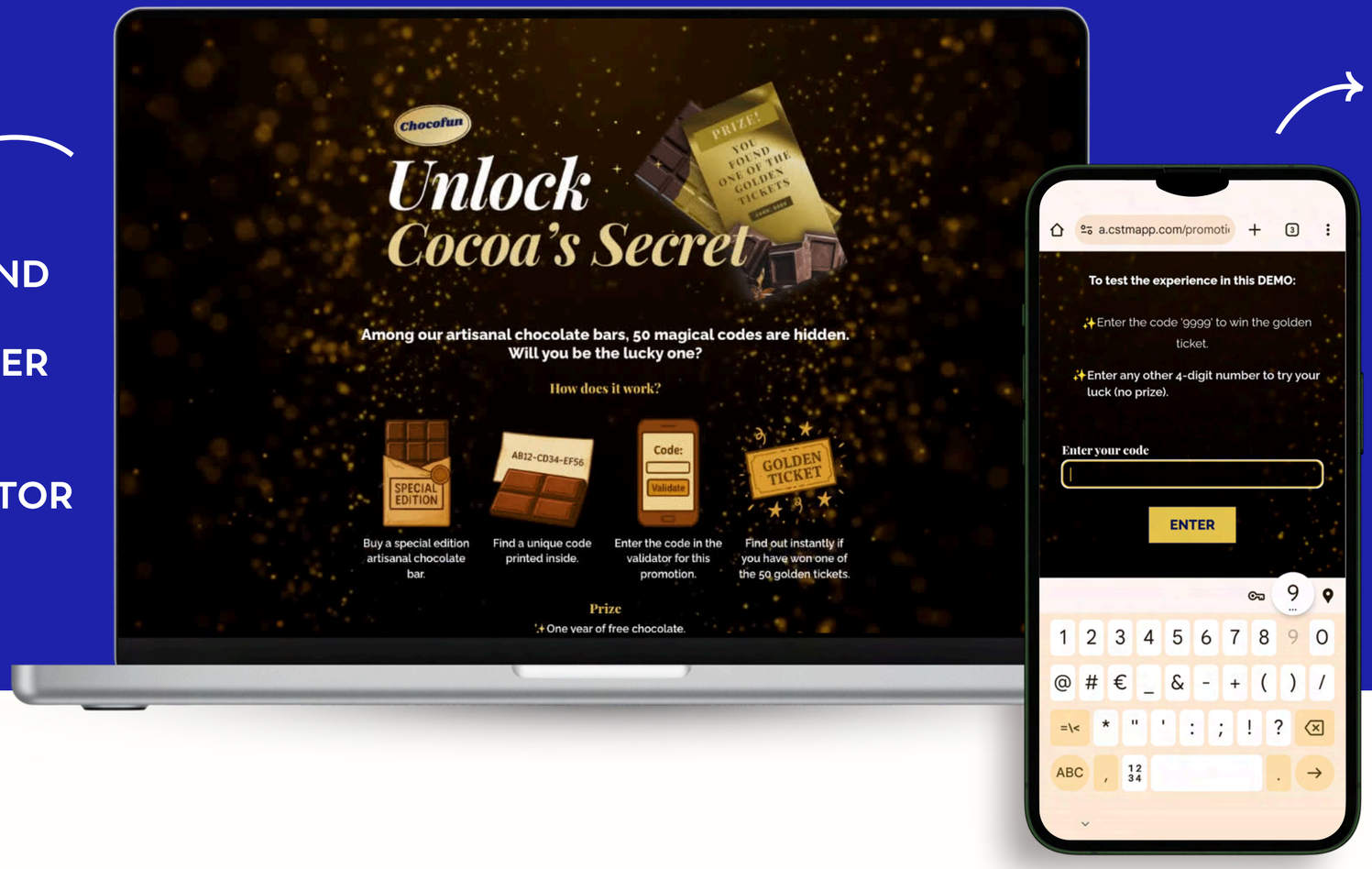
The stamp card is aligned with the promotion’s aesthetic, with custom images for each state, creating a consistent and visually engaging experience.

GIF AS BACKGROUND

ATTRACTIVE HEADER IMAGE

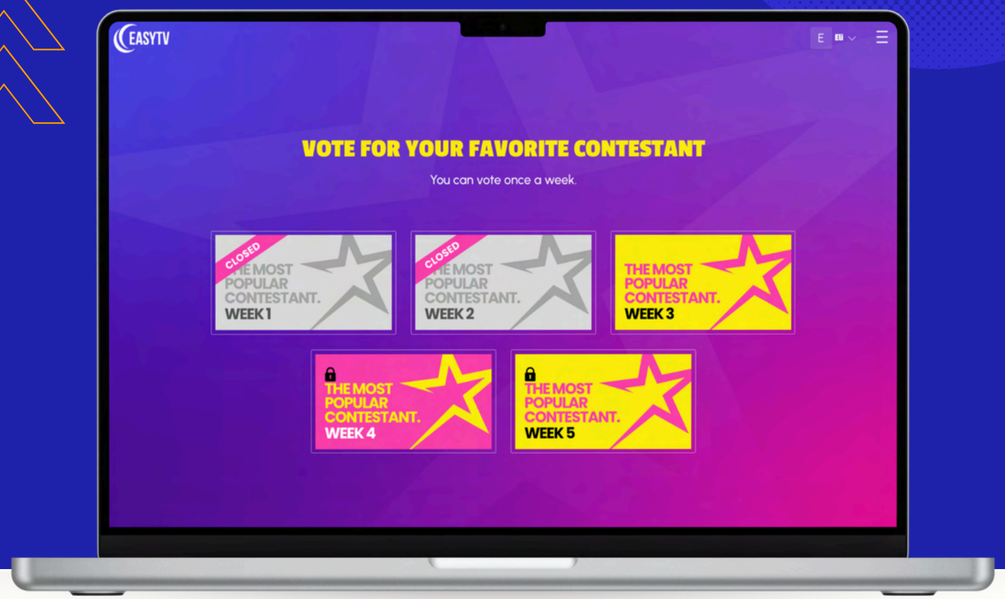
ACTIVE BLOCK EDITOR DISPLAYING PARTICIPATION INSTRUCTIONS

MEDIUM-SIZED PROGRESS BAR



This promotion stands out with its animated GIF background and striking header image.

Text elements, supported by images, guide the user through participation, while the progress bar and final prize image maintain visual consistency.



BACKGROUND WITH A COLOR GRADIENT

STAGE IMAGES THAT CHANGE ACCORDING TO STATUS

A promotion with a carefully crafted visual harmony, achieved through color combinations. Semi-transparent buttons with outlines highlight the design.

Each stage features custom images that change depending on their status: completed, open, or closed.

BRIGHTLY COLORED IMAGES AND TEXTS

OUTLINED BUTTON AND LOW OPACITY BACKGROUND COLOR

BACKGROUND MERGES SEAMLESSLY WITH THE CALENDAR'S IMAGES

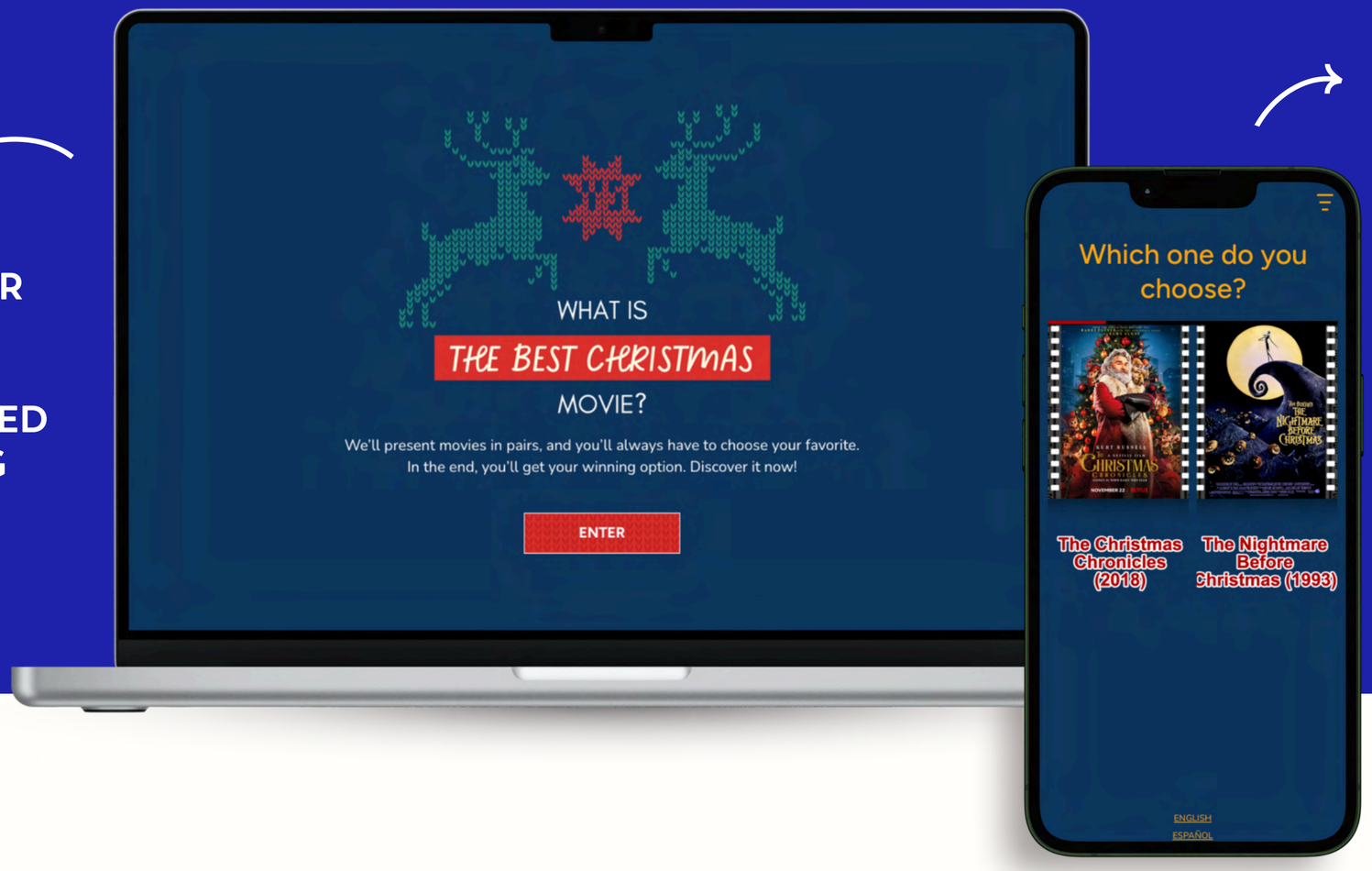
DESCRIPTIVE CONTENT STAGES

This Advent calendar stands out for its carefully crafted visual integration; the stage images and background fit together perfectly.

Each window features descriptive content, with customized images and a distinct CTA button for each day of the calendar.

PROMINENT HEADER IMAGE

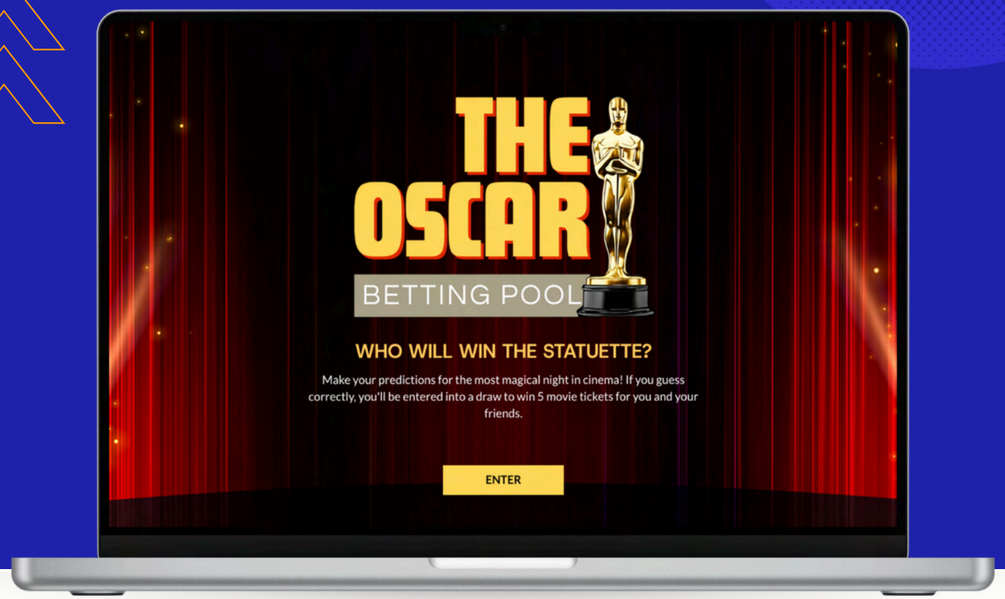
BUTTON CUSTOMIZED WITH BACKGROUNG IMAGE



GAME IMAGES AESTHETICALLY INTEGRATED WITH THE PROMOTION'S THEME.

A welcome page with a prominent header image. The game images follow the cinematic theme, framed like a film reel.

The buttons have been customized with a background image.

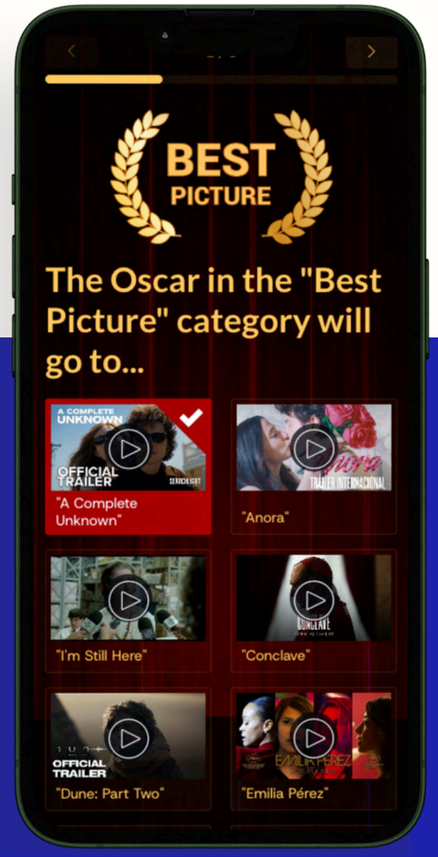


PROMINENT BACKGROUND AND MAIN IMAGE

A prediction game with a striking header image, matching background, and coordinated buttons.

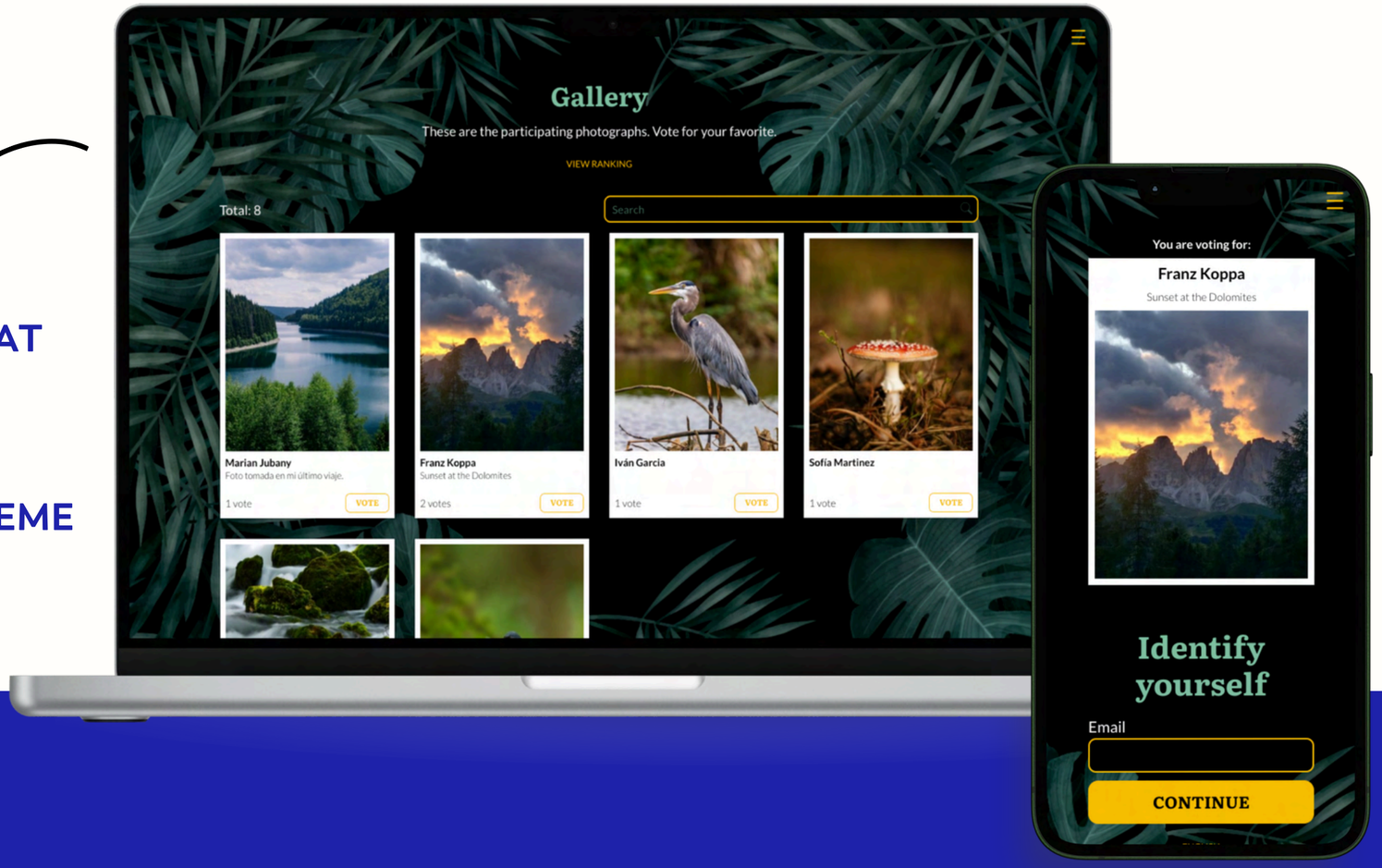
The quiz highlights the selected answer with a solid color.

SELECTED QUIZ ANSWERS ARE HIGHLIGHTED WITH A SOLID COLOR.



GALLERY IN VERTICAL FORMAT

BACKGROUND MATCHES THE PROMOTION THEME



CATCHY YELLOW-COLORED BUTTONS

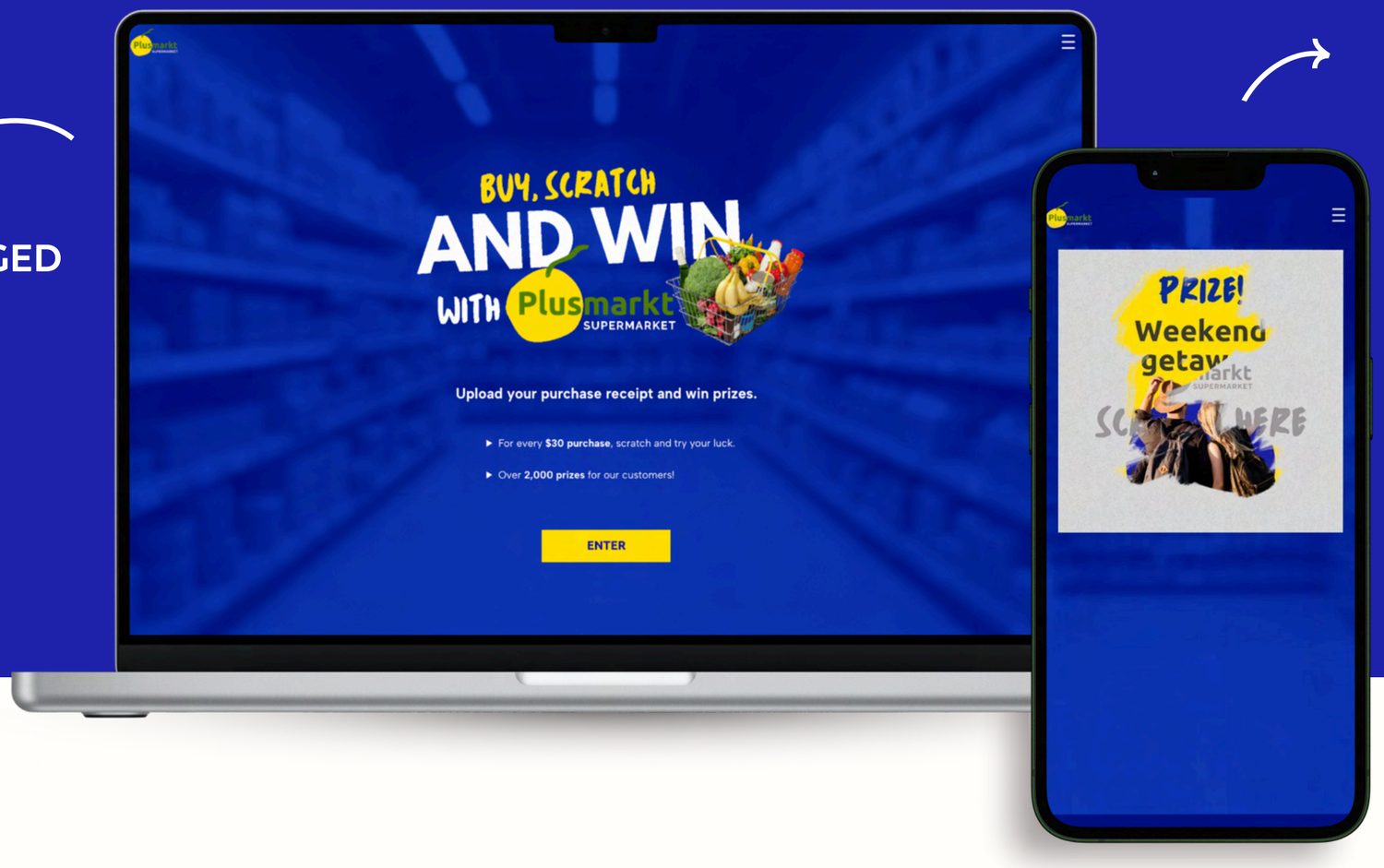
OUTLINE-ONLY TEXT FIELDS

A contest with a vertical photo gallery that puts the participants’ images in the spotlight.

The background matches the theme, the yellow buttons provide contrast, and the design enhances both the experience and the visuals.

SEAMLESSLY MERGED BACKGROUND

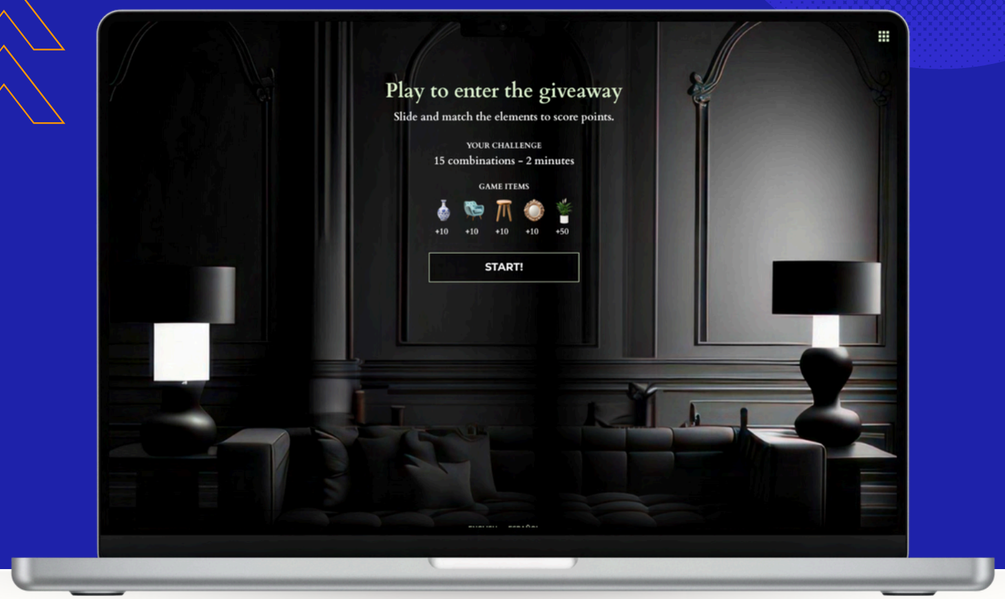
IHEADER IMAGE IN GIF FORMAT



FONTS AND ACTION ELEMENTS IN COLORS THAT CONTRAST WITH THE BACKGROUND.

A "Scratch & Win" promotion with a blue gradient background that adds depth without taking attention away from the header GIF.

The font and color choices for the buttons create a vibrant contrast, making user interaction easy and intuitive.



ELEGANT AND MINIMALIST DESIGN

PA promotion without a welcome page takes users directly to the game.

Minimalist, dark, and elegant design. The game elements are styled in colors that contrast with the dark background.

GAME ELEMENTS THAT CONTRAST WITH THE BACKGROUND

PROMINENT HEADER IMAGE

BACKGROUND THAT MATCHES THE PROMOTION THEME

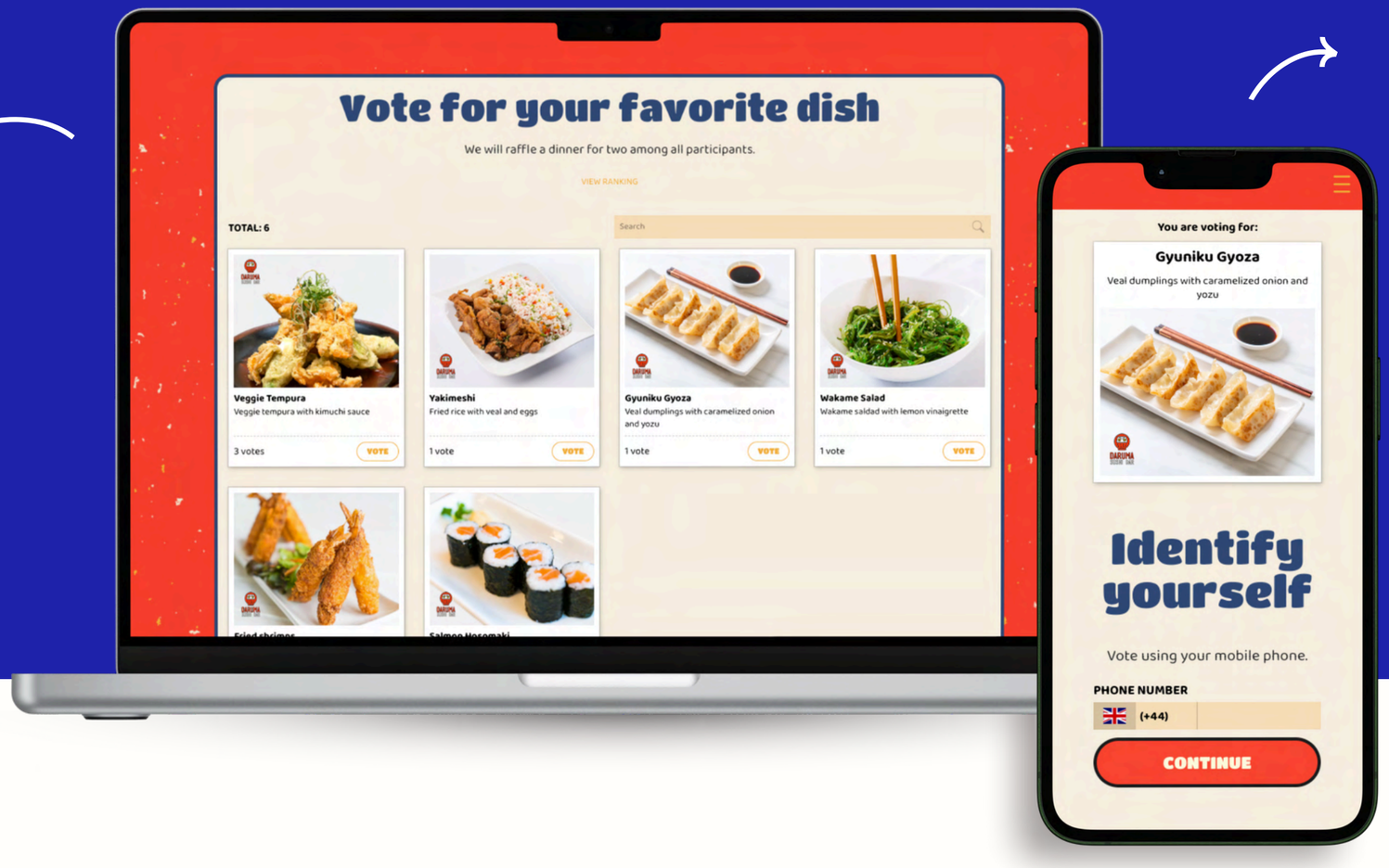
CANDIDATE IMAGES HAVE A SIMILAR DESIGN

A “Pick Your Favorite” survey with clearly defined images and text, rounded buttons that match the main title, and candidate images that create a cohesive, unified design.

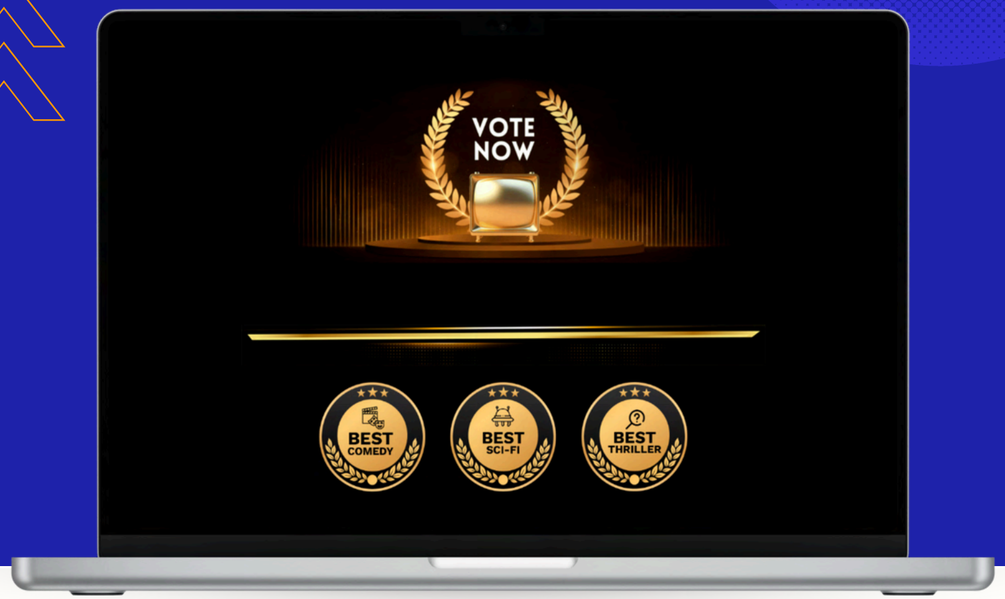
PROMOTION CONTAINER WITH 100% OPACITY

ROUNDED STYLE FONT

OUTLINED BUTTONS



An online voting contest with a colored container and bold outline. Rounded font conveys approachability, and the buttons harmonize with the overall design.



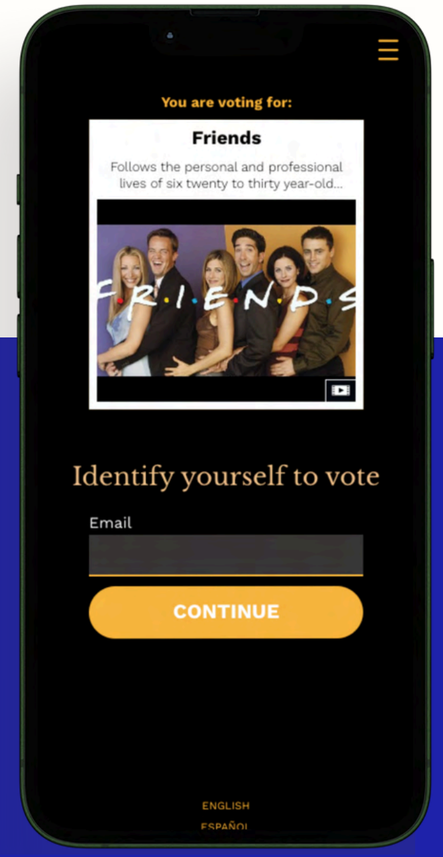
ELEGANT AND MINIMALIST DESIGN

ACTIVE CATEGORIES

A category-based online voting contest with an elegant gold and dark design.

Custom images for each category stand out, with fields featuring bottom outlines and rounded buttons.

TEXT FIELDS WITH A GOLDEN BOTTOM OUTLINE



DESIGN WITH THE TRIVIAL PURSUIT COLORS

EACH STAGE REPRESENTS A COLOR OF THE GAME

TIMED QUIZ WITH A DESIGN THAT MATCHES THE CATEGORY

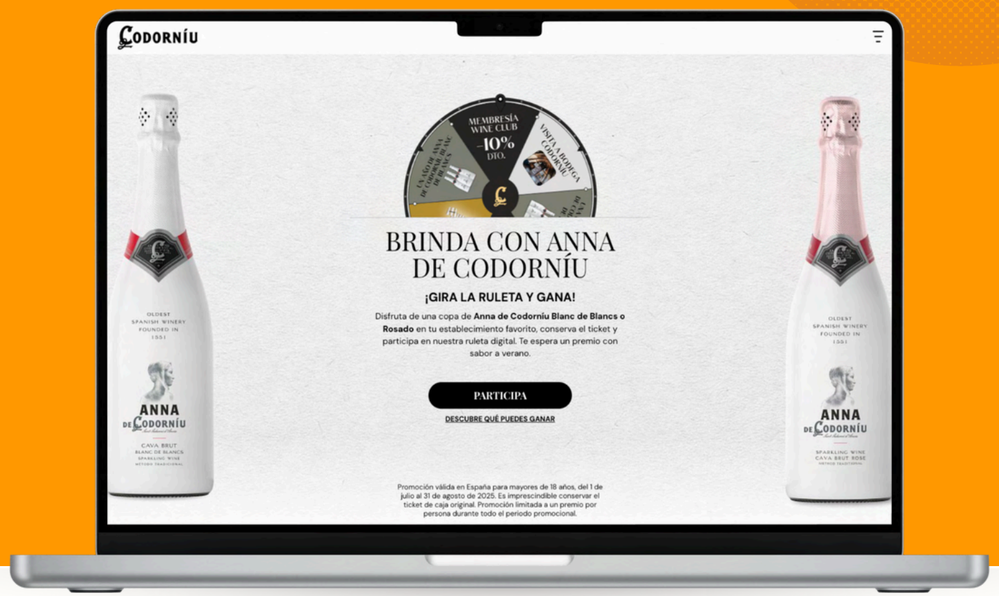
Trivial Pursuit colors applied to each category, maintaining consistency throughout the quiz and providing an organized, intuitive visual experience true to the original game.

WHAT ARE OUR CLIENTS DOING?

NEUTRAL COLOR PALETTE

IMAGES WITH TRANSPARENT BACKGROUND TO REINFORCE THE QUIZ

A Veritas supermarket quiz with a neutral palette, an engaging welcome image, and backgrounds that integrate the graphics, creating a modern visual experience consistent with the brand.

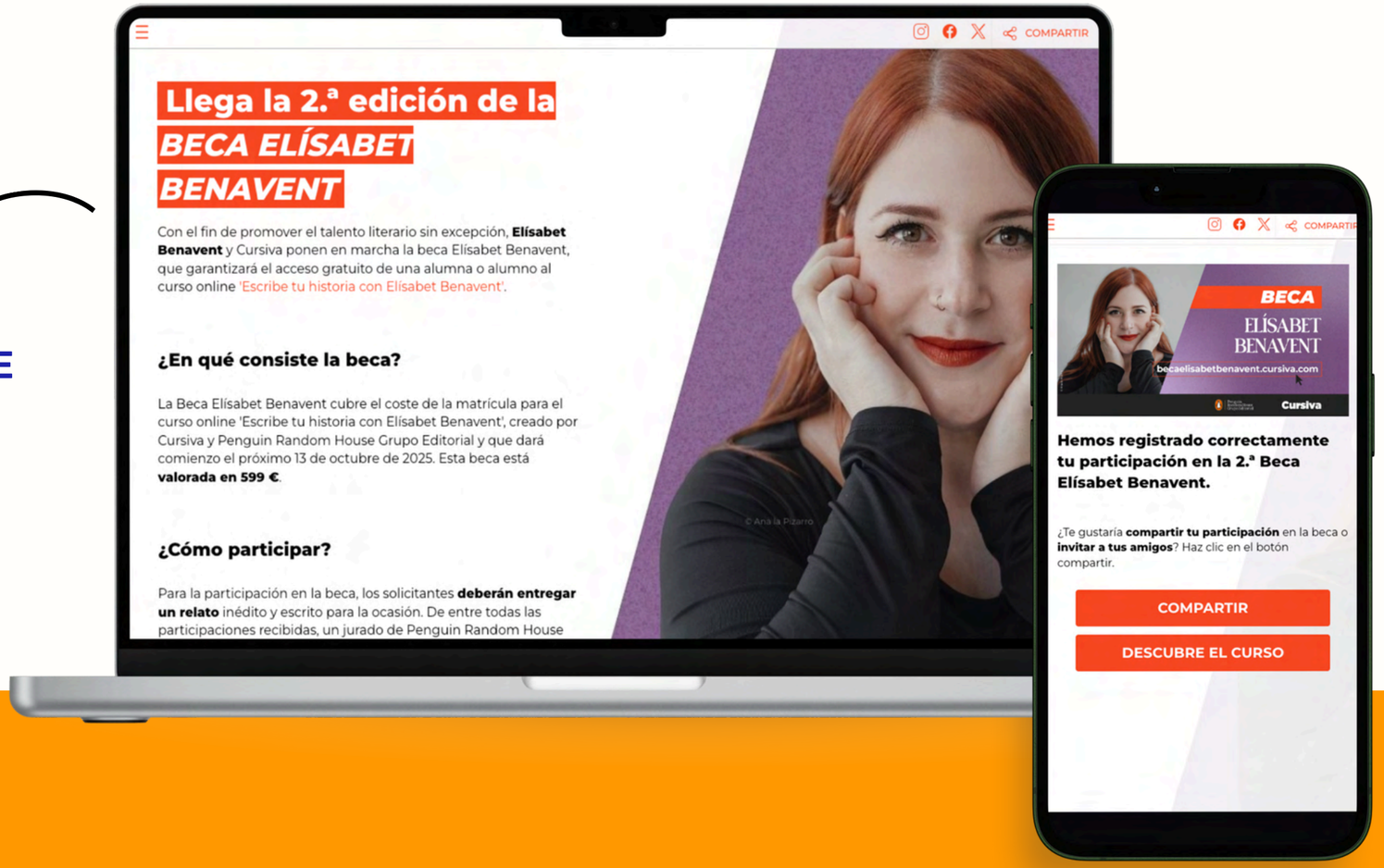


MINIMALIST DESIGN IN LINE WITH THE BRAND IMAGE

A prize wheel for this wine and cava brand, featuring a white and gray palette that adds elegance, black text for contrast, and custom segments and prizes with branded images and typography.

SELECTED ANSWERS ARE HIGHLIGHTED WITH A SOLID COLOR

CONTAINER ALINGED TO THE LEFT TO HIGHLIGHT THE BACKGROUND



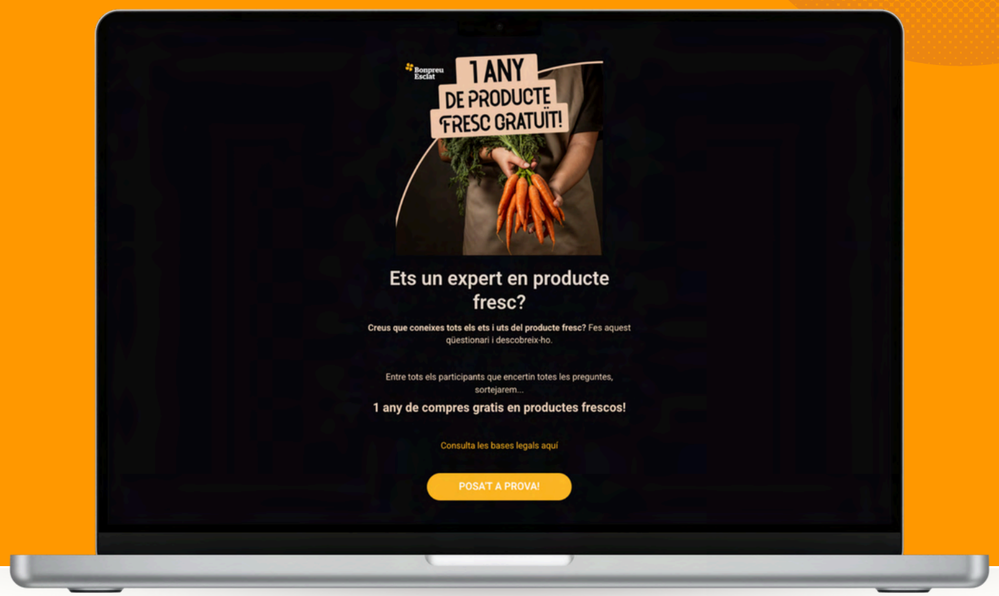
PROMOTION TEXTS ALIGNED TO THE LEFT

This editorial layout aligns text to the left and highlights the author’s photo on the right, using red to emphasize titles and actions and guide the user’s attention.

ILLUSTRATED ADVENT CALENDAR

EACH STAGE IS CONNECTED TO A CHARACTER

The Partner and Kalidoskopio created an Advent calendar featuring illustrated characters, vibrant colors, and daily games that incorporate the logos of the organizing brands.



PROMINENT IMAGE IN THE WELCOME PAGE

A Bonpreu Esclat supermarket quiz with a black background and yellow buttons that guide the user, featuring the main prize in the header to reinforce the incentive.

EASY TO READ QUESTIONS WITH A RELATED HEADER IMAGE

PRIZE WHEEL WITH CUSTOMIZED SEGMENTS

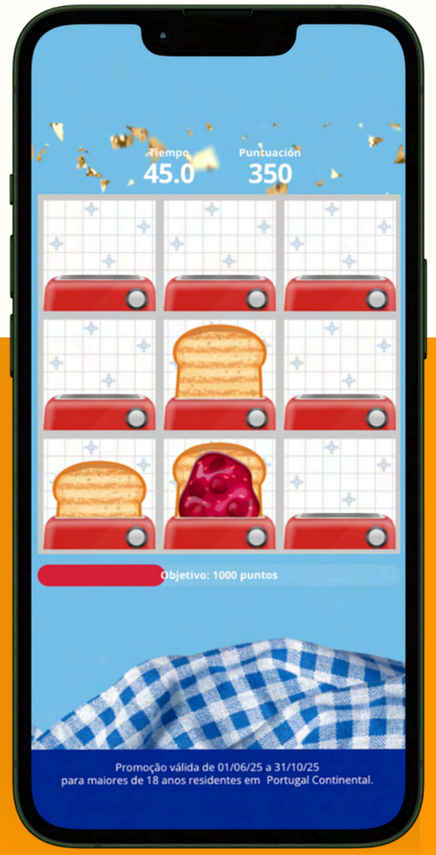
GRAPHIC ELEMENTS AND COLOR PALETTER ALIGNED WITH THE BRAND

A Vidal Golosinas prize wheel, fully aligned with its visual identity. Each segment was customized with its own colors, fonts, and graphic elements. The result conveys consistency, quality, and strengthens the branding.

ATTRACTIVE BACKGROUND ATRACTIVO AND GIF FORMAT IN THE STAGES

A Bimbo Portugal multi-game with full customization: 22 weeks of weekly games featuring animated GIFs, PNG images, and a background consistent with the brand’s visual identity.

FULL GAME CUSTOMIZATION



Would you like to learn more about what our platfrom has to offer?

Request a video call with our sales team, they’ll be happy to help.

Request a video call

easypromos

Digital Promotions That Work