

First parallax scrolling display ad ever.

HBO'S IN TREATMENT SEASON 2



Please click for play embedded video.

Transformation of a **web page technology** into **display ad** used for the promotion of HBO's In Treatment season 2.

Scrolling up and down on the news portal **takes effect in** it's vertical **display ad**.

It was definitely a **huge technical challenge** to take over the browser's scrolling into the ad server zone.

This **motional innovation** reflects the interactive feature of a **psychiatric treatment** and the slowly **emerging** hidings.

The eye-catchy new ad **resulted 0,29 % CTR** in the campaign, which is **3 times higher** than the average display CTR of this kind.



The length of source code of the parallax scrolling display ad is more than 150 lines, but we reveal a small part of the secret below.

```
var innerHeight,
    sTop,
    scrollTop,
    anim,
    speed;

$(function(){

    function parallax()
    {
        this.defaults = this.defaults();
        this.el = this.defaults.el;
        this.defaults.stagesHeight = ((this.defaults.offsetHeight - this.defaults.height) / this.defaults.stages);
        $('#hboterapia-screen, .hboterapia-layer').height(this.defaults.height);
        this.init();
        this.el.find('#hboterapia-macsai').css('top', this.defaults.mtop);
    }

    parallax.prototype.defaults = function()
    {
        return {
            top: $('#hboterapia-stage').offset().top,
            offsetHeight:2000,
            mtop: 270,
            el: $('#hboterapia-screen'),
            height: $(window).height(),
            stages: 3,
            preStages: [
                function(_this) {

                    function easeInCubic(target, duration, at) {
                        if (at >= duration) return target;
                        if (at <= 0) return 0;
                        at /= duration;
                        return target*at*at*at;
                    }

                    function easeInOutSineb (t, b, c, d) {
                        return -c/2 * (Math.cos(Math.PI*t/d) - 1) + b;
                    }
                }
            ]
        };
    };
});
```