

# Ad Choice format

The Ad Choice format is a format that allows the user to vote between two options. This format highlights a duality and lets the user possibly choose. When voting, the choice is registered and the results are displayed.



Watch the demo

## Delivrables

PSD Mock-up

300x250px  
(psd)

The psd file must be composed of three different stages, please see the example below:



### Initial stage

A voting option is proposed



### Choice 1

Results for team 1 are displayed



### Choice 2

Results for team Z are displayed

Download the mock-up PSD