

Concept I (A) / Rediscover

The image displays a sequence of five promotional banners for Pinnacle Hip Solutions, arranged horizontally. Each banner features a man in a white tank top and red shorts, performing a jump or splash. The background is a light gray gradient with a white curved line at the bottom.

Banner 1: The man is in mid-air, jumping. The text "Fredrick rediscovered cannonballs." is written in red. The Pinnacle Hip Solutions logo is at the bottom right. The footer contains "hipreplacement.com" and "IMPORTANT SAFETY INFORMATION".

Banner 2: The man is in mid-air, jumping. The text "Fredrick rediscovered cannonballs." is written in red. The Pinnacle Hip Solutions logo is at the bottom right. The footer contains "hipreplacement.com" and "IMPORTANT SAFETY INFORMATION".

Banner 3: The man is splashing in water, with ripples around him. The text "Fredrick rediscovered cannonballs." is written in red, appearing to be on the water's surface. The Pinnacle Hip Solutions logo is at the bottom right. The footer contains "hipreplacement.com" and "IMPORTANT SAFETY INFORMATION".

Banner 4: The man is splashing in water. The text "Regain a more fluid range of natural movement" is centered in red. Below it is a button that says "Get more answers" with a red play button icon. Underneath the button is the text "at HIPREPLACEMENT.COM". The Pinnacle Hip Solutions logo is at the bottom right. The footer contains "hipreplacement.com" and "IMPORTANT SAFETY INFORMATION".

Banner 5: The man is splashing in water. The text "Regain a more fluid range of natural movement" is centered in red. Below it is a button that says "Get more answers" with a red play button icon. Underneath the button is the text "at HIPREPLACEMENT.COM". The Pinnacle Hip Solutions logo is at the bottom right. The footer contains "hipreplacement.com" and "IMPORTANT SAFETY INFORMATION".

Concept I (B) / Rediscover

The image displays five sequential promotional banners for Pinnacle Hip Solutions, each featuring a woman named Julie walking with a suitcase. The banners are arranged horizontally and share a common design: a white curved banner at the bottom with the Pinnacle Hip Solutions logo and the text 'hipreplacement.com → IMPORTANT SAFETY INFORMATION'. The background of each banner changes to represent a different travel destination.

- Banner 1:** Julie is walking against a plain white background. Text: "Julie rediscovered travel." and "Julie, Pinnacle Hip Patient Active mother, globetrotter".
- Banner 2:** Julie is walking with a city skyline in the background. Text: "Julie rediscovered travel." and "Patient globetrotter".
- Banner 3:** Julie is walking with a city skyline featuring the Space Needle in the background.
- Banner 4:** Julie is walking with a tropical beach scene featuring palm trees in the background.
- Banner 5:** Julie is walking with a red curved line graphic in the background. Text: "Regain a more fluid range of natural movement" and "Get more answers at HIPREPLACEMENT.COM".

Concept 2 / Just Ask

PINNACLE
HIP SOLUTIONS

What's it like to regain natural movement?
Ask someone who has.

Julie
Pinnacle Hip Patient
Active mother, globetrotter

FPO

hipreplacement.com >> IMPORTANT SAFETY INFORMATION

PINNACLE
HIP SOLUTIONS

What's it like to regain natural movement?
Ask someone who has.

Julie
Pinnacle Hip Patient
Active mother, globetrotter

FPO

hipreplacement.com >> IMPORTANT SAFETY INFORMATION

PINNACLE
HIP SOLUTIONS

How did you know
Does it hurt
Recovery
What Age?

Julie
Pinnacle Hip Patient
Active mother, globetrotter

FPO

hipreplacement.com >> IMPORTANT SAFETY INFORMATION

PINNACLE
HIP SOLUTIONS

Insurance
How do you know
Does it hurt
Recovery?

Julie
Pinnacle Hip Patient
Active mother, globetrotter

FPO

hipreplacement.com >> IMPORTANT SAFETY INFORMATION

PINNACLE
HIP SOLUTIONS

Regain a more fluid range of
natural movement

Get more answers

at HIPREPLACEMENT.COM

hipreplacement.com >> IMPORTANT SAFETY INFORMATION

Concept 3 / True

Pinnacle Hip Solutions logo at the top right. A dog is sitting with a leash. To the left, there are icons for 'TRUE Bounce' and 'TRUE Glide'. The text 'TRUE Freedom' is prominently displayed. At the bottom, it says 'hipreplacement.com >> IMPORTANT SAFETY INFORMATION'.

Pinnacle Hip Solutions logo at the top right. A tennis racket with a ball is shown. To the left, there is an icon for 'TRUE Glide'. The text 'TRUE Bounce' is prominently displayed. At the bottom, it says 'hipreplacement.com >> IMPORTANT SAFETY INFORMATION'.

Pinnacle Hip Solutions logo at the top right. A man in a yellow shirt is in a wide stance. The text 'TRUE Glide™ technology' is prominently displayed, followed by 'It gives Pinnacle Hip Solutions a more fluid range of natural movement.' At the bottom, it says 'hipreplacement.com >> IMPORTANT SAFETY INFORMATION'.

Pinnacle Hip Solutions logo at the top right. A man in a yellow shirt is in a wide stance. The text 'Pinnacle Hip Solutions. Get moving.' is prominently displayed. At the bottom, it says 'hipreplacement.com >> IMPORTANT SAFETY INFORMATION'.

Pinnacle Hip Solutions logo at the top right. The text 'Regain a more fluid range of natural movement' is prominently displayed. Below it is a button that says 'Get more answers' with a play icon. At the bottom, it says 'at HIPREPLACEMENT.COM' and 'hipreplacement.com >> IMPORTANT SAFETY INFORMATION'.

PINNAACLE
HIP SOLUTIONS

What has made Julie a true
frequent flyer again?

hipreplacement.com >> IMPORTANT SAFETY INFORMATION

This advertisement features a woman in a dark blue dress and black heels walking to the right while pulling a black rolling suitcase. The background is a light grey gradient with a white curved line at the top. The Pinnacle Hip Solutions logo is in the top left. The text asks what has made Julie a frequent flyer again. At the bottom, there is a website URL and a safety notice.

PINNAACLE
HIP SOLUTIONS

What has made Julie a true
frequent flyer again?

PUSH

hipreplacement.com >> IMPORTANT SAFETY INFORMATION

This advertisement is identical to the first one but includes a red circular button with the word "PUSH" in white capital letters on the left side. The woman and suitcase are in the same walking position.

PINNAACLE
HIP SOLUTIONS

TrueGlide™ Technology in
Pinnacle Hip Solutions.

PUSH

hipreplacement.com >> IMPORTANT SAFETY INFORMATION

This advertisement features a woman in a dark blue dress and black heels walking to the right while pulling a black rolling suitcase. The background is a dark grey gradient with a white curved line at the top. The Pinnacle Hip Solutions logo is in the top left. The text highlights TrueGlide™ Technology. A red circular button with "PUSH" is on the left. At the bottom, there is a website URL and a safety notice.

PINNAACLE
HIP SOLUTIONS

Regain a more fluid range of
natural movement

PUSH

hipreplacement.com >> IMPORTANT SAFETY INFORMATION

This advertisement features a woman in a dark blue dress and black heels walking to the right while pulling a black rolling suitcase. The background is a light grey gradient with a white curved line at the top. The Pinnacle Hip Solutions logo is in the top left. The text focuses on regaining natural movement. A red circular button with "PUSH" is on the left. At the bottom, there is a website URL and a safety notice.