

# How-to – Brand Promise Breaker

## v0.1-Global Marketing Technology-AEM

**Component Name: Brand Promise Breaker**

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**Creation Date:** April 21, 2020

**Last Updated:** April 21, 2020

**Version:** [v0.1](#)

# 1 Document History

The following important changes have been made to this document:

Date	Version #	Description of Changes Made	Author	Approved By
April 21, 2020	v0.1-	Draft	Syed Faheem	

## 2 Introduction

This document provides “How to Instructions” for the component “Brand Promise Breaker”.

### 2.1 *Short Description*

This is a Drag and Drop component and is intended to be used on MetLife Market and Evolution pages. This component is used to convey important brand values to users.

#### Feature Overview

- Header (for overall title), sub-headers with adjacent body copy
- Each block of sub-header + copy animates into active view as user scrolls, while the previous set scrolls up and fades out

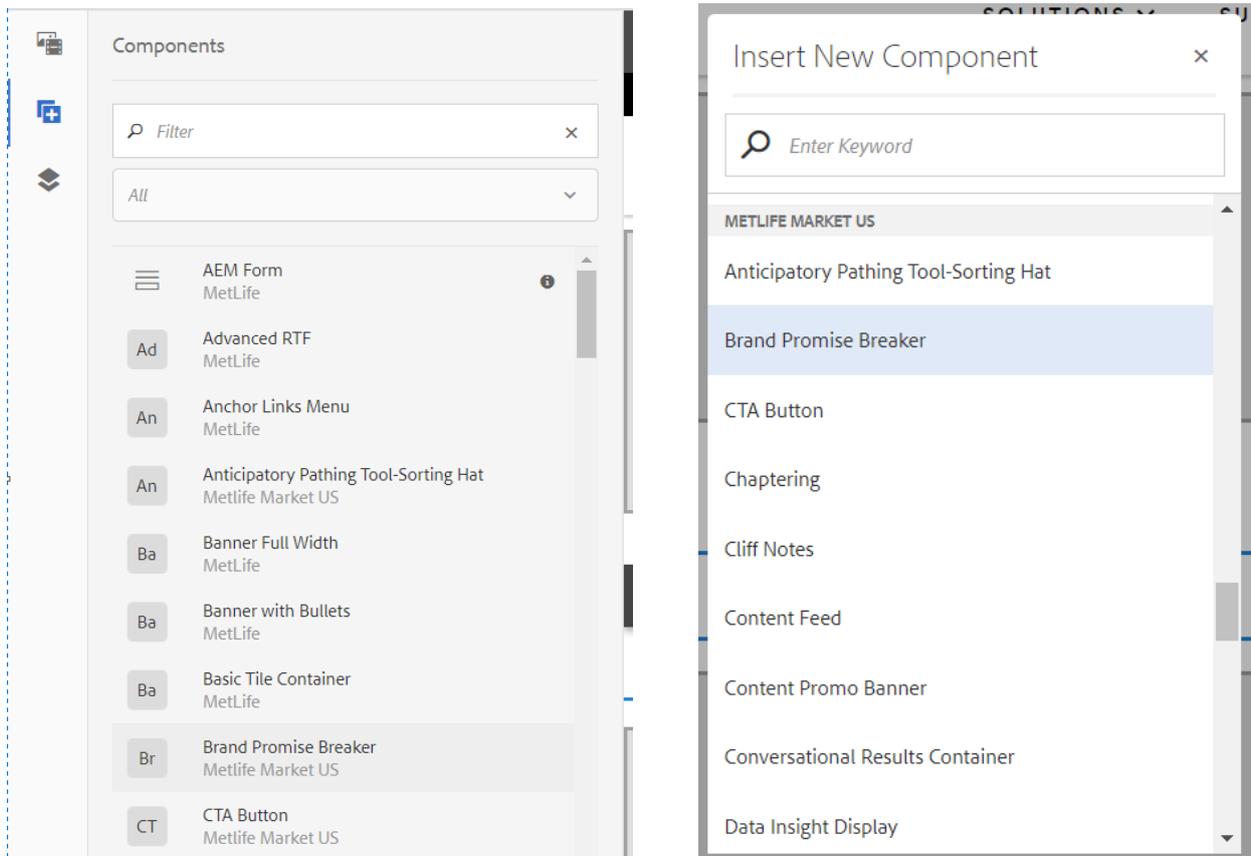
## 2.2 Intended Audience

The primary audience of this design is:

- Content Authors
- Agencies
- Marketers

## 3 How to Enable/Turn-On the Component

This component is available in the Side Panel and the page level “Insert Component” menu.



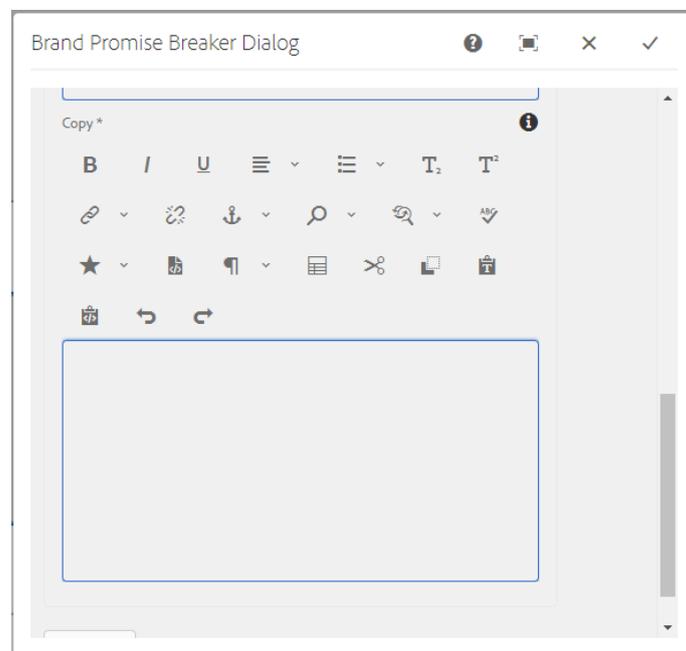
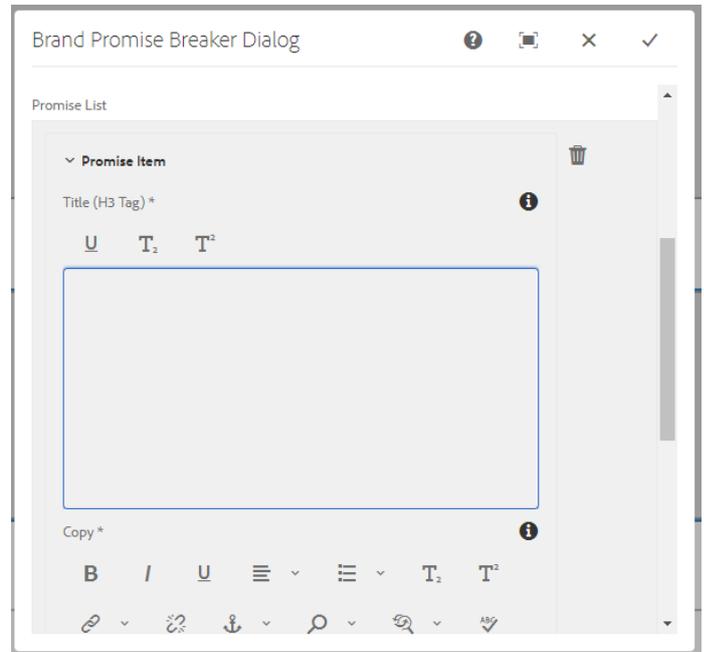
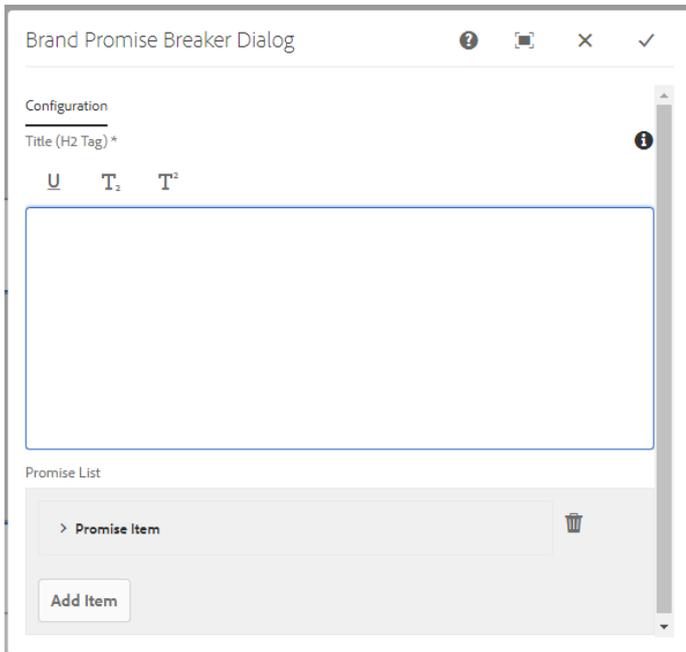
## 4 Component Dialog

This dialog for the Brand Promise Breaker contains one tab, **Configuration**.

### Configuration Tab

This tab contains the main content configuration

1. **Title (H2 Tag)** – This is the main title for the component.
2. **Promise List** – This section contains the **Promise Items** which have the following inputs:
  - a. **Title (H3 Tag)** – This is the title for the promise item.
  - b. **Copy** – This is the copy for the promise item.



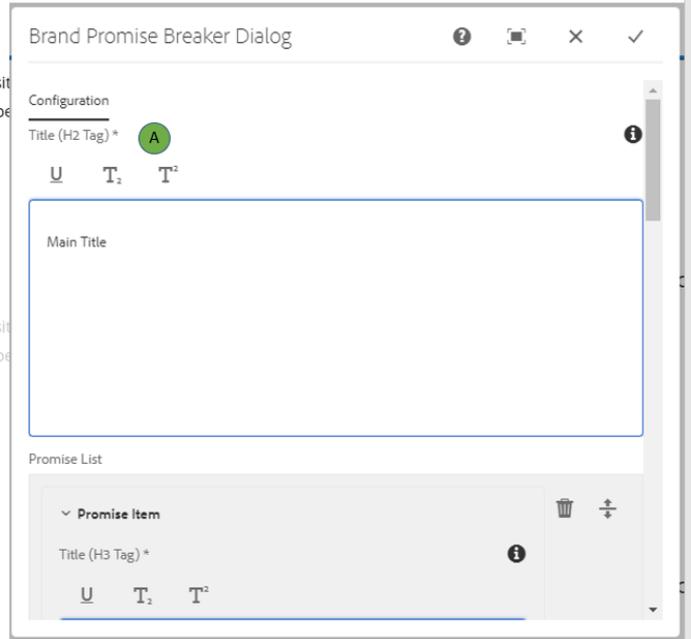
**A Main Title**

# Promise Item Title 1

## Promise Item Title 2

Lorem ipsum dolor sit  
bibendum ullamcorper

Lorem ipsum dolor sit  
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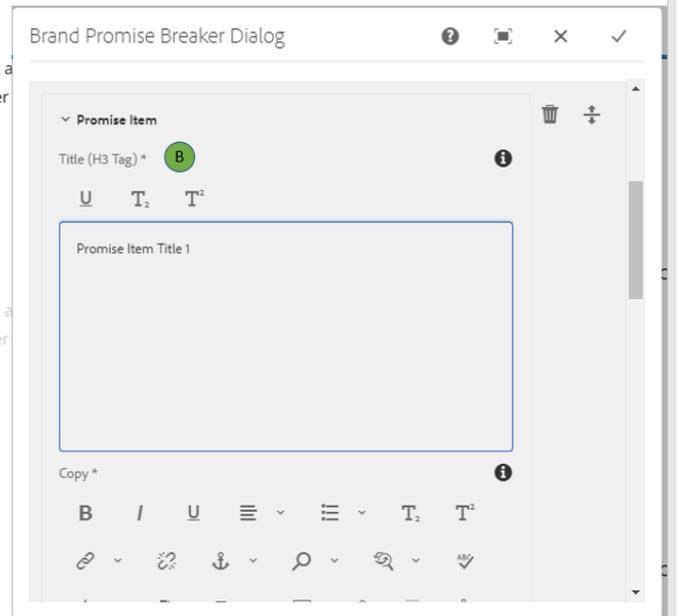
**Main Title**

**B** **Promise Item Title 1**

## Promise Item Title 2

Lorem ipsum dolor sit a  
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Main Title

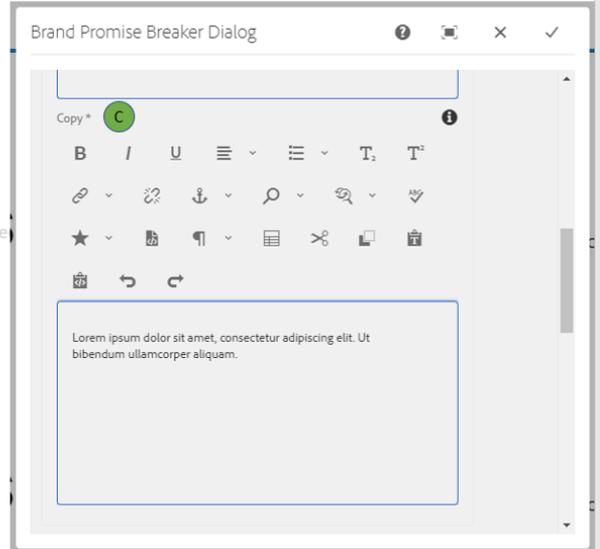
# Promise Item Title 1



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut bibendum ullamcorper aliquam.

# Promise Item Title 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut bibendum ullamcorper aliquam.



## AEM Component Data Model

Tab	Field Name	Field Group	Field Type	Validation	Accepted values
Configuration	Title (H2 Tag)	-	Rich Text	Mandatory, Max Length 20 Char	Text
	Promise List	-	Multifield (Min: 1, Max: None)		
	Promise Item > Title (H3 Tag)	-	Rich Text	Mandatory, Max Length 75 Char	Text
	Promise Item > Copy	-	Rich Text	Mandatory, Max Length 150 Char	Text