



## GET STUCK IN WEB WRAP

Or as our digital friends would say, get 'sticky'. This is an old favourite, with a twist. And a high-impact one at that. Working in the same way as a cover wrap for the paper itself, an image wraps the front of our website.

Users then click on it to peel the image back in a similar way to a newspaper page turning. They can then get stuck in to their daily helping of metro.co.uk