

PM11 - Primary CTA

[How it should look like](#)

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[Creating the collection \(pm11-primary-cta\)](#)

Single Teaser layout

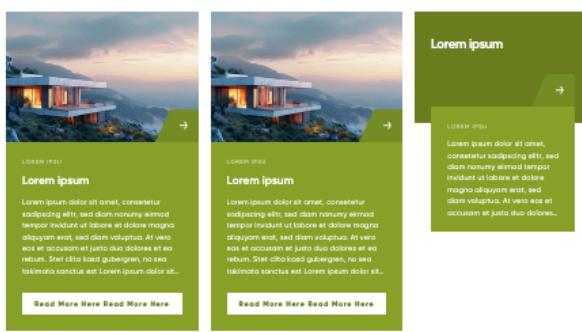
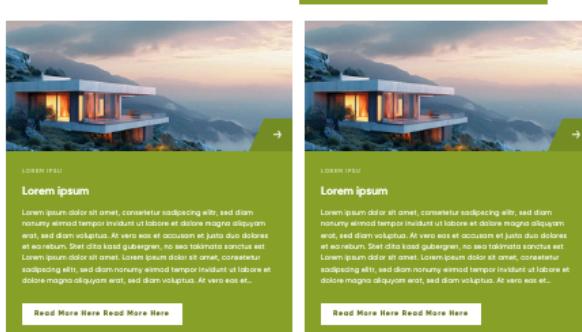
Double Teaser Layout

Triple Teaser Layout

[Creating the normal teaser \(pm11-primary-teaser-cta\)](#)

[Creating the imageless teaser \(pm11-primary-teaser-cta\)](#)

How it should look like ↗



DEV Reference Page

<https://preview.dev.andritz.cxm.azure.arvato-systems-media.net/blueprint/servlet/reference/pm11-primary-cta>

Creating the collection (*pm11-primary-cta*)

1. Create a new **Collection** and select **Layout Variant** *pm11-primary-cta*.

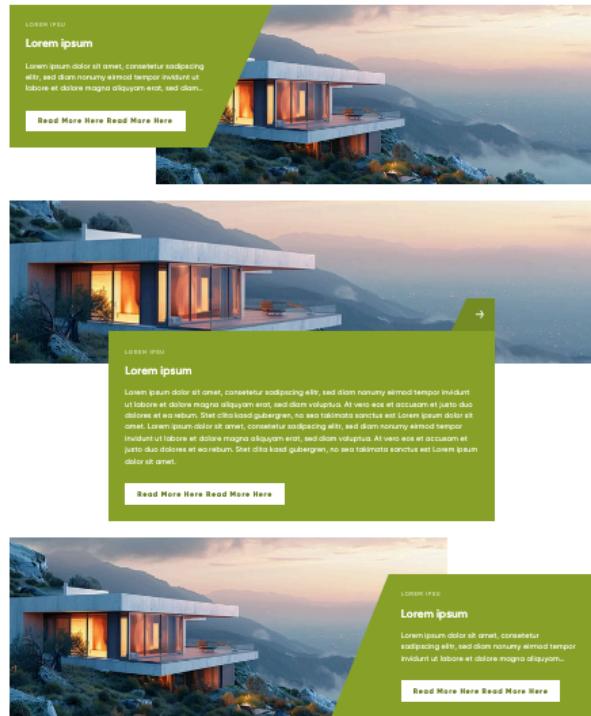
Layout Variant		
	pm04-teaser-product-finder Displays a tab for the product finder widget.	<i>For the site: all</i>
	pm06-teaser-slider Displays a teaser slider.	<i>For the site: all</i>
	pm07-stories Displays stories.	<i>For the site: all</i>
	pm08-location-finder Displays the location finder widget.	<i>For the site: all</i>
	pm11-primary-cta Display primary CTAs.	<i>For the site: all</i>

2. Select additional Collection options

a. Alignment of the teaser layout



 online visible if there is only 1 teaser inside the collection that also has an image!



b. Color Theme

▼ Additional Collection Options

Customization of the teaser layout

Left aligned Centered Right aligned

Color Theme

Green|

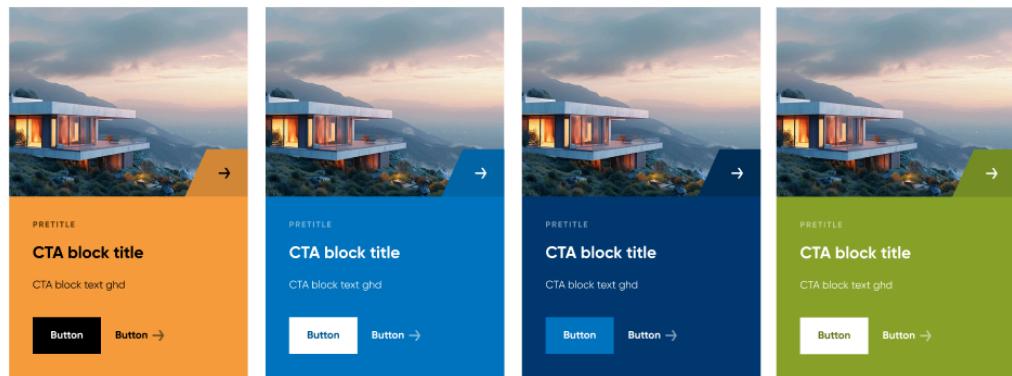
Dark Blue

Blue

Green

Orange

[Enter a teaser title here](#)



Single Teaser layout ↗

▼ Items

X |  | X |  |  |  |  |  | 



 Teaser 1

+ Type here to search or drag and drop content onto this area.



Double Teaser Layout

▼ Items

X |  |  |  |  |  |  | 



 Teaser 1



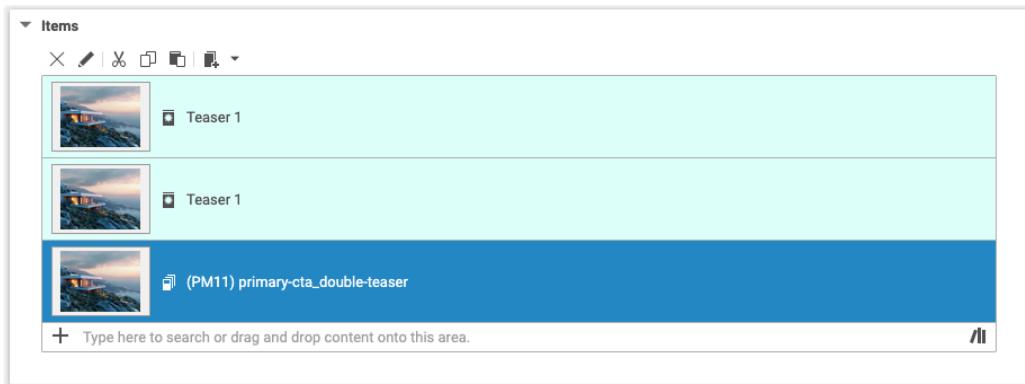
 Teaser 1



+ Type here to search or drag and drop content onto this area.



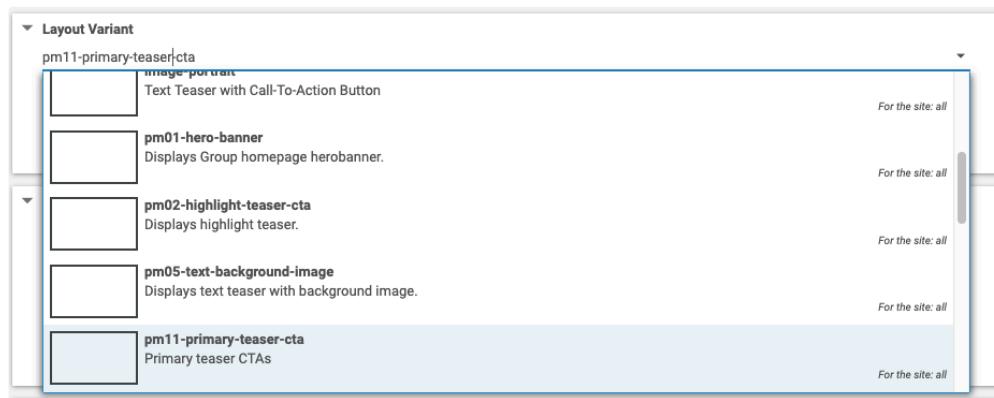
Triple Teaser Layout



The screenshot shows a content editor interface for a 'Triple Teaser Layout'. At the top, there's a toolbar with icons for delete, edit, and copy. Below the toolbar, there are three items labeled 'Teaser 1', each containing a small image of a coastal scene. Below these is a blue button labeled '(PM11) primary-cta_double-teaser'. At the bottom of the editor, there's a search bar and a 'Type here to search or drag and drop content onto this area' placeholder.

Creating the normal teaser (*pm11-primary-teaser-cta*)

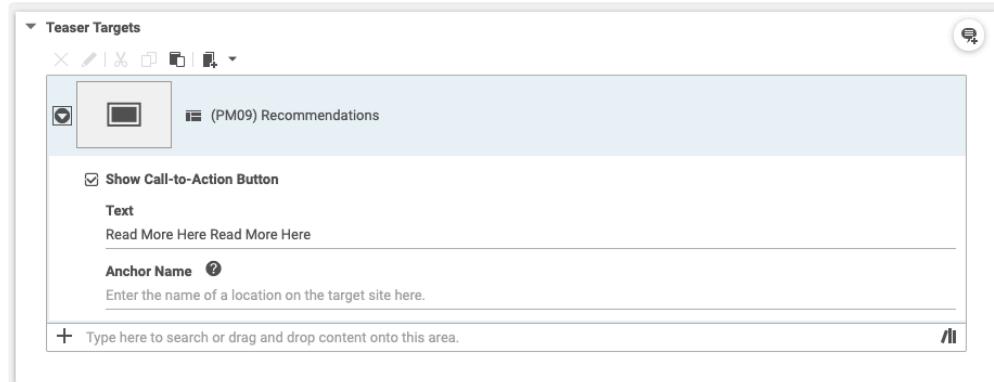
1. Create a new **Collection** and select **Layout Variant** *pm11-primary-teaser-cta*.



The screenshot shows a 'Layout Variant' selection interface. It lists several variants:

- pm11-primary-teaser|cta** (selected): 'Image portrait' Text Teaser with Call-To-Action Button. Status: For the site: all.
- pm01-hero-banner**: Displays Group homepage herobanner. Status: For the site: all.
- pm02-highlight-teaser-cta**: Displays highlight teaser. Status: For the site: all.
- pm05-text-background-image**: Displays text teaser with background image. Status: For the site: all.
- pm11-primary-teaser-cta** (selected): Primary teaser CTAs. Status: For the site: all.

2. Adding a **Teaser Target** and **Text**



The screenshot shows a 'Teaser Targets' editor. It contains a target item labeled '(PM09) Recommendations' with a checked checkbox for 'Show Call-to-Action Button'. Below the target, there's a 'Text' section with 'Read More Here' links and an 'Anchor Name' input field with placeholder text 'Enter the name of a location on the target site here.'

3. Adding a **Pre-Title**, **Teaser Title** and **Teaser Text**

<p>▼ Teaser</p> <p>Pre-title</p> <p>Lorem ipsum</p> <hr/>
<p>Teaser Title</p> <p>Lorem ipsum</p> <hr/>
<p>Teaser Text</p> <p>Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.</p>

4. Adding an image to **Pictures and Other Media**

Creating the imageless teaser (pm11-primary-teaser-cta) ↗

The first steps of creation are equal to the process of creating a normal teaser. The only difference is the image which we leave empty and the boolean to explicitly declare this as an imageless teaser.

1. Adding **NO** image to **Pictures and Other Media**

2. Checkin the boolean **Show teaser without Image** in **Additional Teaser Options**

▼ Additional Teaser Options

- Show teaser without Image (imageless)