

Content

for the Web

Amber Coulson

Worksheet Content Discovery: Online Ad / Landing Page

<p>Target</p> <p>Who is the item for? (audience)</p> <p>Why: What is the item's job?</p> <p>Why: What is the value to the audience?</p>	<p>Your Major Brand Business Type and Name:</p> <p>Snapchat</p>	<p>What is the ad prompting the users to do?</p> <p>Example: To learn about environment actions of recycling old shoes.</p> <p>Example: Get feedback Free Filter!</p> <p>Who are the users to be prompted?</p> <p>The Users</p>	<p>Where are the locations that this ad will be placed?</p> <p>example:</p> <p>cooking website field and stream website new parent blog</p> <p>On Snapchat ads / pages</p>	
<p>Plan</p> <p>Where will the item be located?</p> <p>What elements will the content item have?</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p>	<p>ONLINE AD</p> <p>What size(s) are this ad?</p> <p>9:16 aspect Ratio 1080 x 1920</p> <p>What is the ad message?</p> <p>Get a Free Filter!</p> <p>What is the ad's CTA?</p> <p>Click here button</p>		<p>LANDING PAGE</p> <p>Pick an ad placement location.</p> <p>Web</p> <p>Match the Landing Page Content and Styling to the Ad Placement</p> <p>(use the mind map)</p>	
<p>Design</p> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Styling: tone and personality?</p> <p>happy, bright, fun</p>	<p>Color scheme?</p> <p>yellow, black, white</p>	<p>Layout Elements: Select and Adjust Templates.</p>	
	<p>What brand items will be used?</p> <p>Snapchat ghost, colors, fonts,</p>	<p>Typography?</p> <p>Avenir Next</p>		

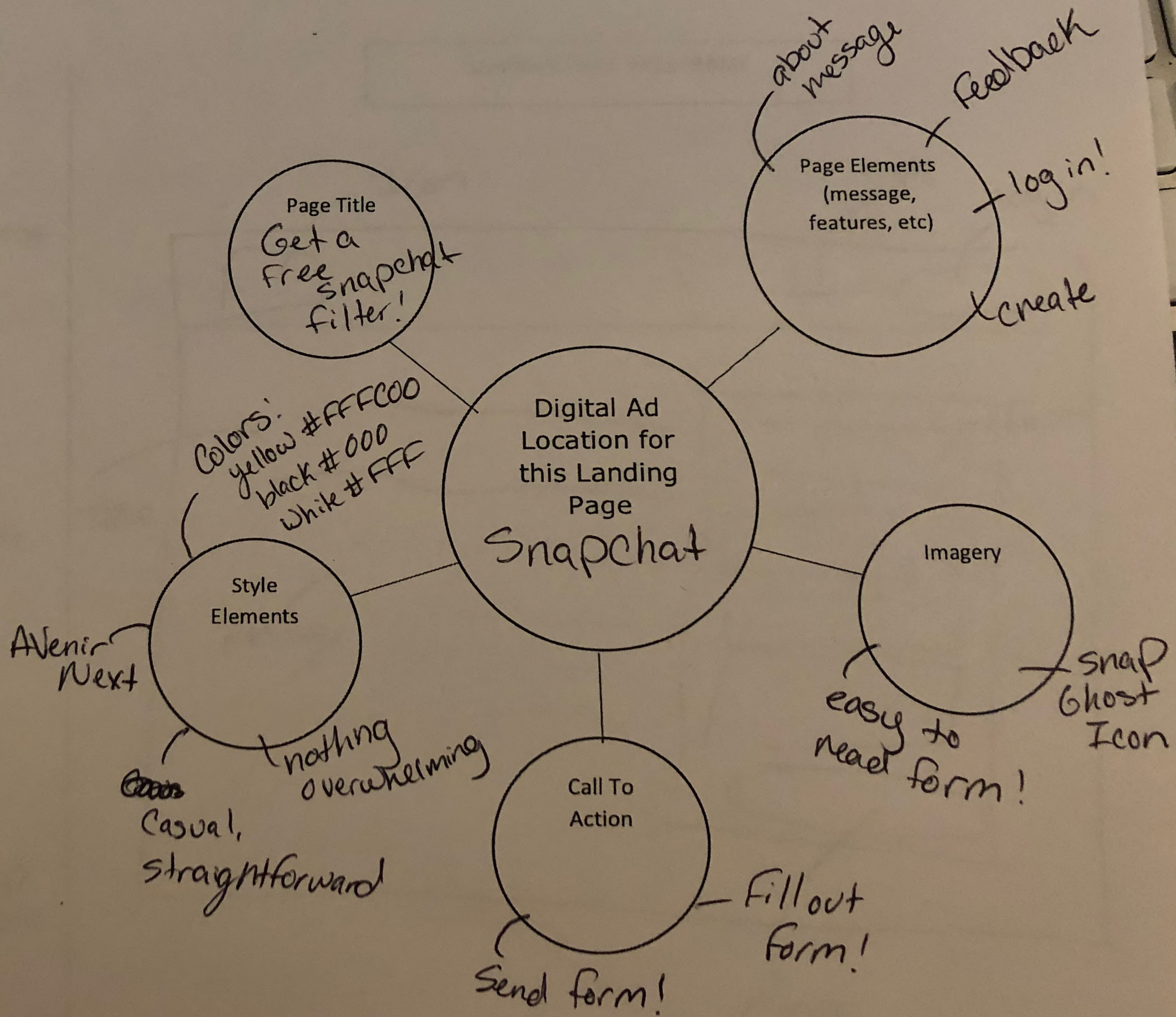
Content

for the Web

Online Ad – Landing Page Summary Table

Online Ad	
Ad Message Like Filters? Like lenses? Get a free Snapchat filter!	Ad Call to Action Click here!
Landing Page	
Where is this ad placed for this landing page? In snapchat stories!	
Page Title: (Match with Ad Title) Get a free snapchat filter!	
Page Elements: header → Title → Information → form → Send button	
Imagery Snap Ghost	
Call to Action Send Form	
Style Elements for this specific page. yellow, black, white Avenir Next	

Worksheet Content Discovery: Online Ad / Landing Page



Content

for the Web

Worksheet Content Discovery:
Online Ad / Landing Page

Wireframe Area

ONLINE AD WIRE FRAME

LANDING PAGE WIREFRAME

