

Content

for the Web

7
breakdown

Worksheet Content Discovery:
Online Ad / Landing Page

Target

Who is the item for? (audience)

Why: What is the item's job?

Why: What is the value to the audience?

Plan

Where will the item be located?

What elements will the content item have?

What are the delivery specifications? examples: aspect ratio / dimensions

How will you create the item?

Design

Attach layout wireframes - simple squares design thumbnails - graphic detail

- tone / personality
- existing brand items
- color scheme
- typography
- graphics
- images

Your Major Brand Business Type and Name:

Airbnb

Your Major Brand Company Profile

Providing unique homey experiences.

ONLINE AD
What size(s) are this ad?

facebook ad

What is the ad message?
To become a host to make extra \$.

What is the ad's CTA?

Airbnb link

Styling: tone and personality?

personal, minimal, elegant, welcoming

What brand items will be used?

Airbnb logo

What is the ad prompting the users to do?
Example: To learn about environment actions of recycling old shoes.

Example: Become a host to make \$.
Who are the users to be prompted?
Anyone who has a spare room to rent.

Where are the locations that this ad will be placed?

example:
cooking website
field and stream website
new parent blog
fb instagram,
billboards

LANDING PAGE

Pick an ad placement location.

Facebook

Match the Landing Page Content and Styling to the Ad Placement (use the mind map)

Color scheme?

Airbnb pink, white, eye catching pictures

Typography?

Bold white letters.

Layout Elements:
Select and Adjust Templates.

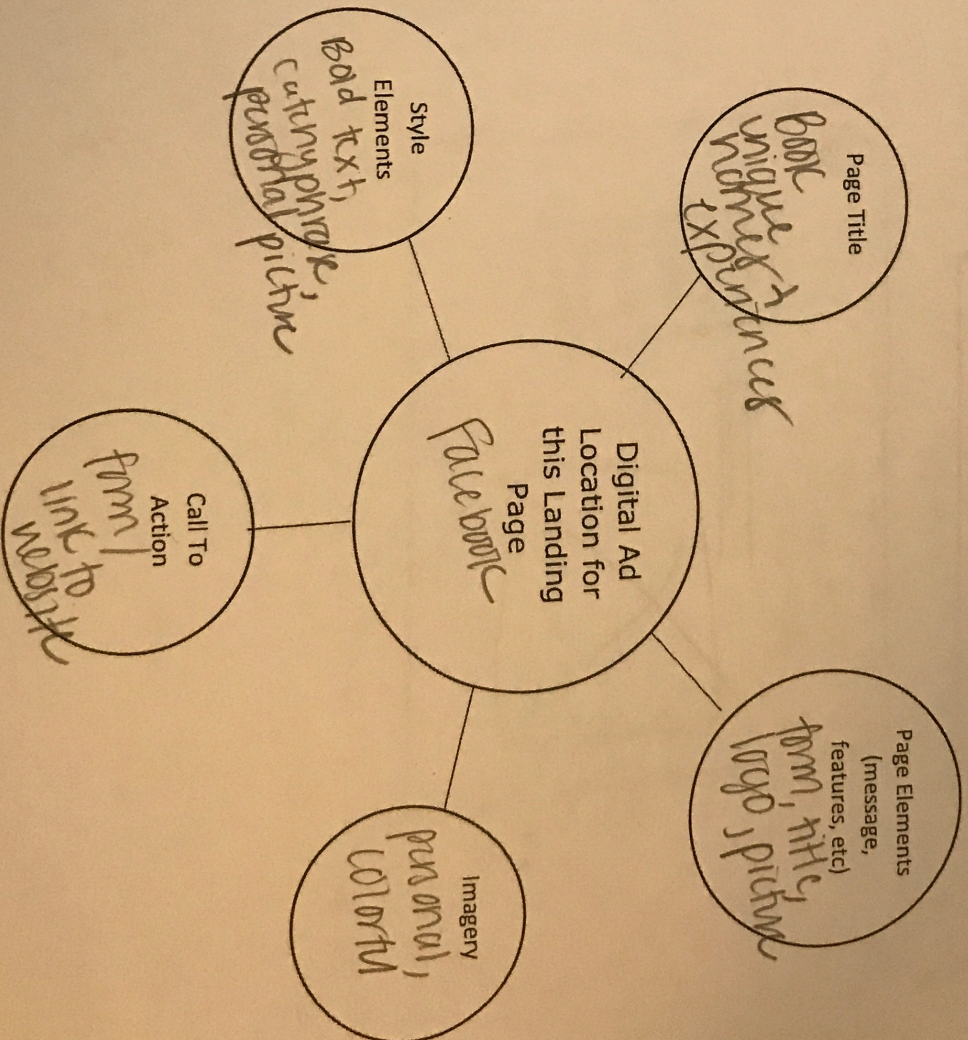
Personal pictures, picture of a beautiful city, logo, link, catchy phrase.

Content for the Web

Online Ad – Landing Page Summary Table

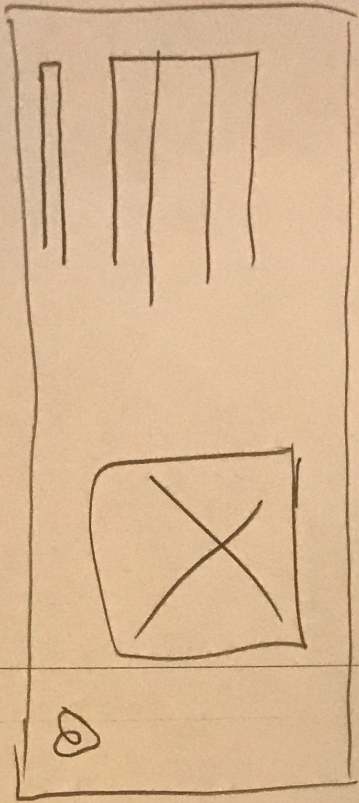
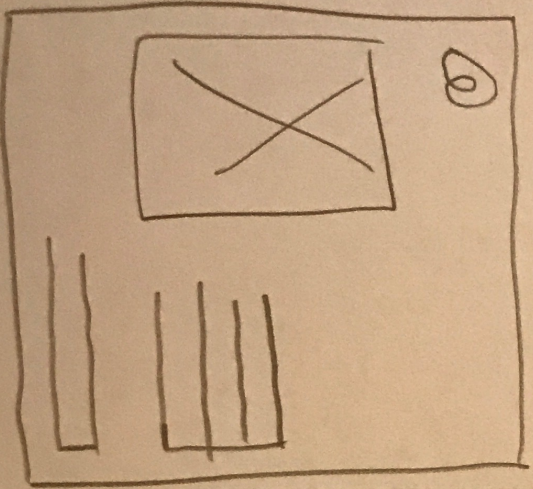
Online Ad	
Ad Message Become an Airbnb host.	Ad Call to Action Airbnb link
Landing Page	
Where is this ad placed for this landing page? facebook	
Page Title: (Match with Ad Title) Book unique memories & experiences.	
Page Elements: form for when you want to go, title, catching picture, logo	
Imagery picture of beautiful city.	
Call to Action form	
Style Elements for this specific page. bold white text, bright color full picture	

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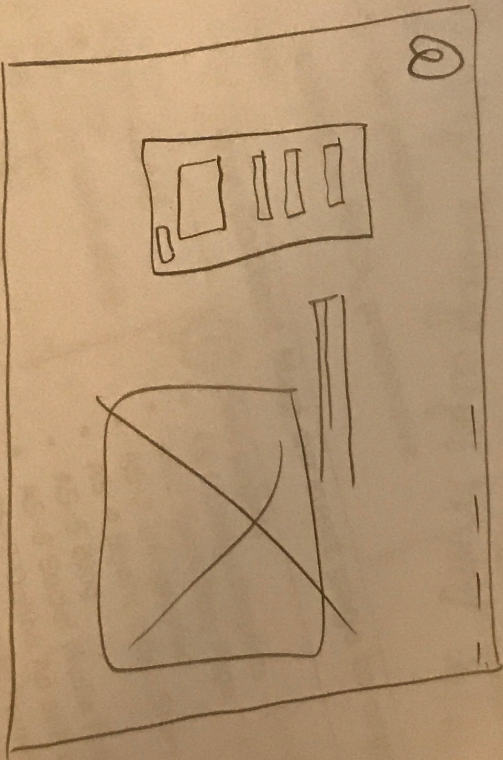
Content for the Web

ONLINE AD WIRE FRAME



Wireframe Area

LANDING PAGE WIREFRAME



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