

Content

for the Web

panaloff jewelry #
 Stemma
 Zoberniski


Worksheet Content Discovery:
 Online Ad / Landing Page

<p>Target</p> <p>Who is the item for? (audience) Husbands's Women - daughters sons</p> <p>Why: What is the item's job? Promote</p> <p>Why: What is the value to the audience?</p>		<p>Your Major Brand Business Type and Name: PANDORA JEWELRY MOTHERS DAY</p> <p>Your Major Brand Company Profile LOGO w/ PANDORA RING OPTIMA FONT official Jewelry</p>		<p>What is the ad prompting the users to do? Example: To learn about environment actions of recycling old shoes. Example: SHOP FOR MOM @ PANDORA Who are the users to be prompted? SHOPPING FOR MOM</p>		<p>Where are the locations that this ad will be placed? example: cooking website field and stream website new parent blog social medias! BLOGS?</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? 300PX X 250PX medium Rectangle ad</p> <p>What is the ad message? pieces from the 2019 mothers day collection - Charms & ring What is the ad's CTA? CTA = discover more</p>		<p>LANDING PAGE</p> <p>Pick an ad placement location. Ad will guide to landing page then bring to site Match the Landing Page Content and Styling to the Ad Placement (use the mind map)</p>		<p>Layout Elements: Select and Adjust Templates. -minimal look -my own layout NO set template</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? clean - show off jewelry - main focus</p> <p>What brand items will be used? logo, show off 3 charms & 1 ring - that are in the collection</p>		<p>Color scheme? pale pink w/ black lettering</p> <p>Typography? OPTIMA official Pandora font</p>			

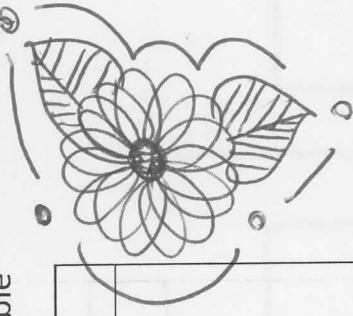
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Online Ad - Landing Page Summary Table

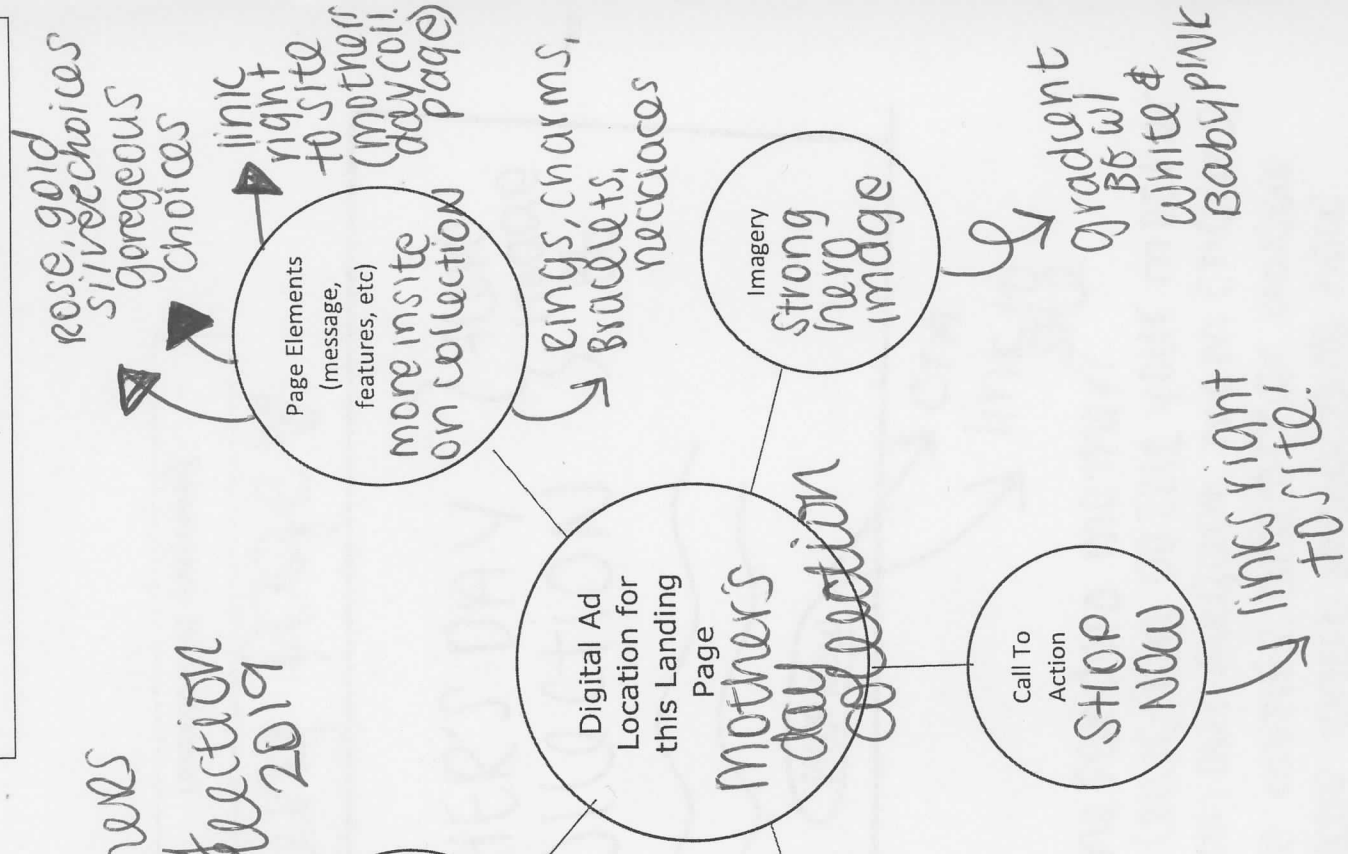
Online Ad	
Ad Message Straight from the heart. Intro the new mother's day collection.	Ad Call to Action DISCOVER MORE 
Landing Page	
Where is this ad placed for this landing page? social media - facebook, Instagram, other -	
Page Title: (Match with Ad Title) Straight from the heart	
Page Elements: link, info, images	mothers day collection
Imagery BG image of jewelry or gradient background	
Call to Action STOP NOW!	
Style Elements for this specific page. same pandora feel/look	

Pandora Jewelry ♡



mothers day collection 2019

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Wireframe Area

ONLINE AD WIRE FRAME

online ad

PANDORA

straight from the



MOM



discover more

introducing the new
mother's day collection

LANDING PAGE WIREFRAME

landing page

MOTHER'S DAY
COLLECTION

hero
image
B6

SHOP NOW

CTA

link to
site

RECEIVE EMAIL UPDATES

DONT MISS OUT

Email

Subscribe

EXPLORE THE PANDORA MOTHER'S DAY 2019 COLLECTION. DAZZLE YOUR MOTHER OR WIFE WITH OUR ELEGANT MOM CHARMS, FAMILY TREE MOTIFS, AND OTHER UNIQUE JEWELRY PIECES THAT SHOWCASE HOW THANKFUL YOU ARE TO HAVE HER IN YOUR LIFE.