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Content for the Web

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spotify

Worksheet Content Discovery: Online Ad / Landing Page

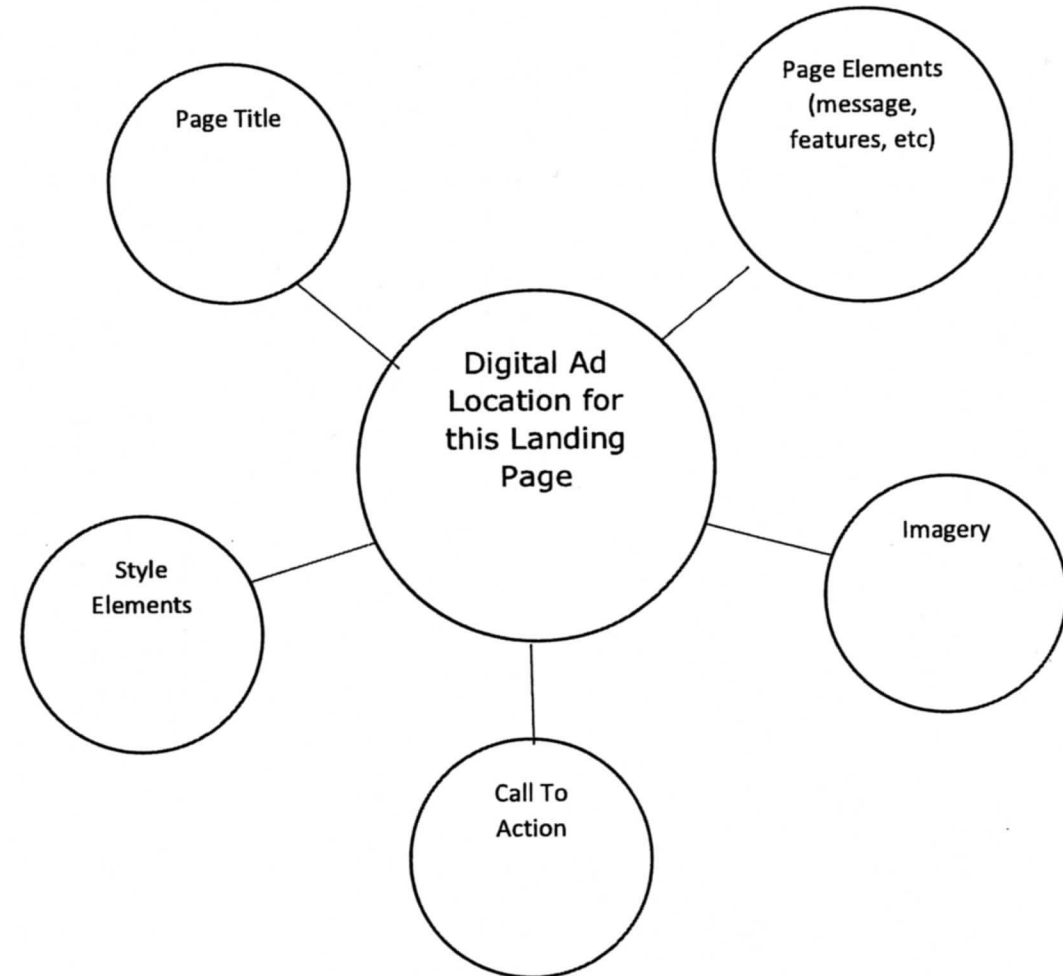
<p>Target</p> <p>Who is the item for? (audience) music listeners</p> <p>Why: What is the item's job? Get subscriptions</p> <p>Why: What is the value to the audience? music streaming</p>	<p>Your Major Brand Business Type and Name: Service: music spotify</p>	<p>What is the ad prompting the users to do? Example: To learn about environment actions of recycling old shoes. Try Premium/spotify</p> <p>Who are the users to be prompted? music listeners</p>	<p>Where are the locations that this ad will be placed? example: cooking website field and stream website new parent blog social media sites, music sites,</p>
<p>Plan</p> <p>Where will the item be located? online</p> <p>What elements will the content item have? image, text, shapes</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? 160px x 600px</p> <p>What is the ad message? discover spotify premium with a free month trial</p> <p>What is the ad's CTA? Get my free month</p>		<p>LANDING PAGE</p> <p>Pick an ad placement location.</p> <p>Match the Landing Page Content and Styling to the Ad Placement (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? Playful, energetic, Fun, exciting</p>	<p>Color scheme? Green, black, white</p>	<p>Layout Elements: Select and Adjust Templates.</p>
	<p>What brand items will be used? Logo, icon,</p>	<p>Typography? Bold</p>	

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Online Ad – Landing Page Summary Table

Online Ad	
Ad Message Sign up with spot.fy Premium get a free month on us!	Ad Call to Action Get my Free month
Landing Page	
Where is this ad placed for this landing page? google?	
Page Title: (Match with Ad Title) Free Month of Premium	
Page Elements: CTA, text, Images	
Imagery People, happy, headphones,	
Call to Action Get my Free month	
Style Elements for this specific page.	

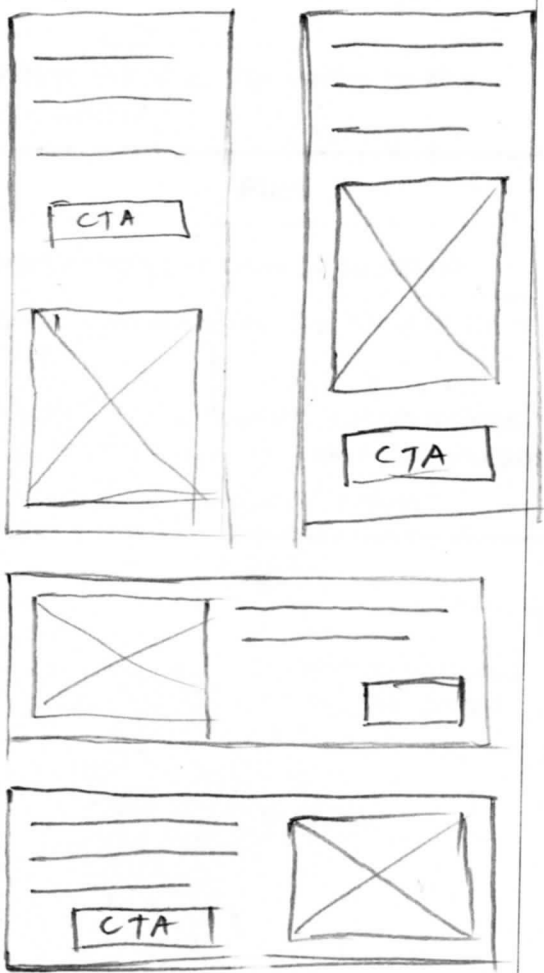


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Wireframe Area

ONLINE AD WIRE FRAME



LANDING PAGE WIREFRAME

