

Content

for the Web

Worksheet Content Discovery: Online Ad / Landing Page

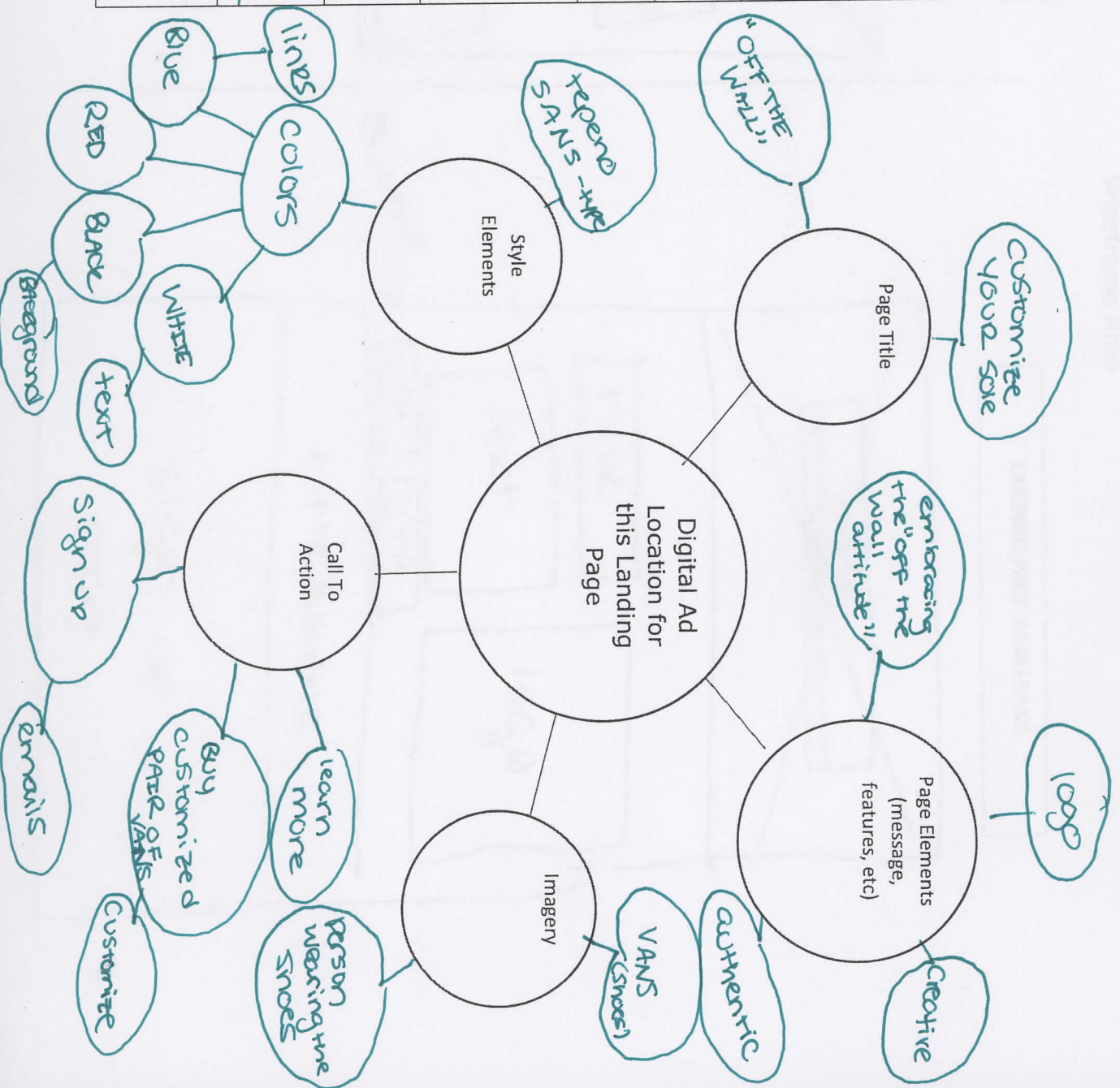
<p>Target</p>	<p>Your Major Brand Business Type and Name: SHOE/CLOTHING COMPANY</p>	<p>What is the ad prompting the users to do? Example: To learn about environment actions of recycling old shoes. Example: creative expression through producers Who are the users to be prompted? YOUTH</p>	<p>Where are the locations that this ad will be placed? example: cooking website field and stream website new parent blog SPORT SITES athletic wear Social media</p>
<p>Who is the item for? (audience)</p> <p>STARTERS, EVERYDAY TRAVELERS STAYING IN THE CITY PROMOTE PRODUCTS/INFLU.</p>	<p>Your Major Brand Company Profile expressing/encouraging your true self through "OFF THE WALL ARTISTRY," creative expression/inspire</p>		
<p>Why: What is the item's job?</p> <p>Why: What is the value to the audience? TO KNOW MORE ABOUT IT</p>	<p>ONLINE AD What size(s) are this ad? INSTAGRAM / FACEBOOK AD SIZE</p>		
<p>Where will the item be located?</p>	<p>CANVA</p>	<p>LANDING PAGE Pick an ad placement location. MOBIRISE</p>	<p>Match the Landing Page Content and Styling to the Ad Placement (use the mind map) CANVA - FACEBOOK POST</p>
<p>What elements will the content item have?</p>	<p>PICTURES / TEXT / STAY</p>	<p>What is the ad message? Authentic, DURABLE, creative, lifestyle - fashion forward products</p>	
<p>What are the delivery specifications? examples: aspect ratio / dimensions</p>	<p>What is the ad's CTA? SHOP NOW / OR LEARN MORE</p>		
<p>How will you create the item? CANVA</p>	<p>Styling: tone and personality? creative, FUN, authentic, ARTISTIC, YOUTHFUL, expressive</p>	<p>Color scheme? BLACK, WHITE, RED, BLUE?</p>	<p>Layout Elements: Select and Adjust Templates. FACEBOOK POST MOBIRISE LANDING PAGE</p>
<p>Design</p>	<p>Attach layout wireframes - simple squares design thumbnails - graphic detail</p>	<p>What brand items will be used? SHOES IMAGES LOGO TAGLINES</p>	
<ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Typography? BOLD, STRONG BLACK, EASY TO READ RED WHITE</p>		

Content for the Web

Online Ad – Landing Page Summary Table

Online Ad	
Ad Message	Ad Call to Action
Customized VANS	SHOP NOW EXPLORE MORE
Landing Page	
Where is this ad placed for this landing page? Social media - INSTAGRAM/FACEBOOK	
Page Title: (Match with Ad Title) # CUSTOMIZEYOURSOLE	
Page Elements: Sign up - email learn more CUSTOMIZE	
Imagery PHOTO OF COLORED VANS	
Call to Action EXPLORE MORE learn / CUSTOMIZE	
Style Elements for this specific page. Specific colors - & text PHOTOS and logo	

Worksheet Content Discovery: Online Ad / Landing Page

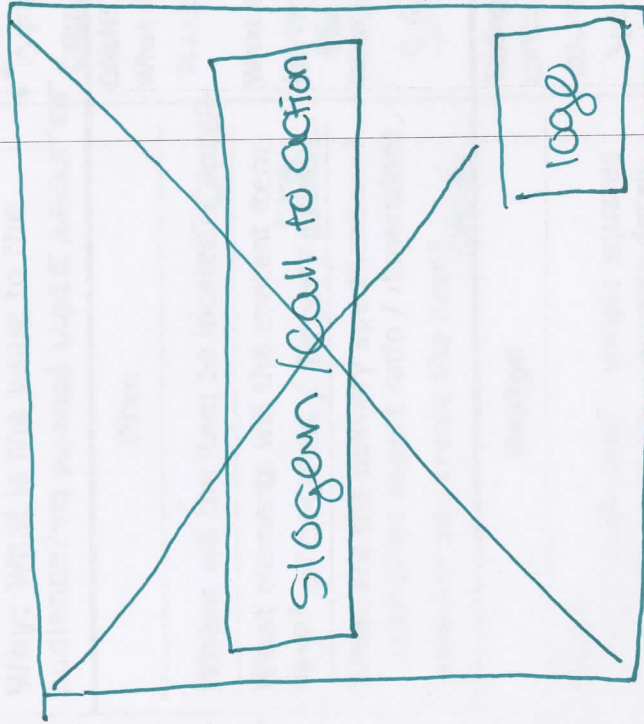


Content for the Web

Worksheet Content Discovery: Online Ad / Landing Page

Wireframe Area

ONLINE AD WIRE FRAME



LANDING PAGE WIREFRAME

