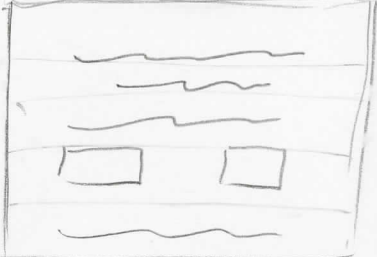


Content for the Web

Kolmiver 161
Cohort

Worksheet Content Discovery: Online Ad / Landing Page

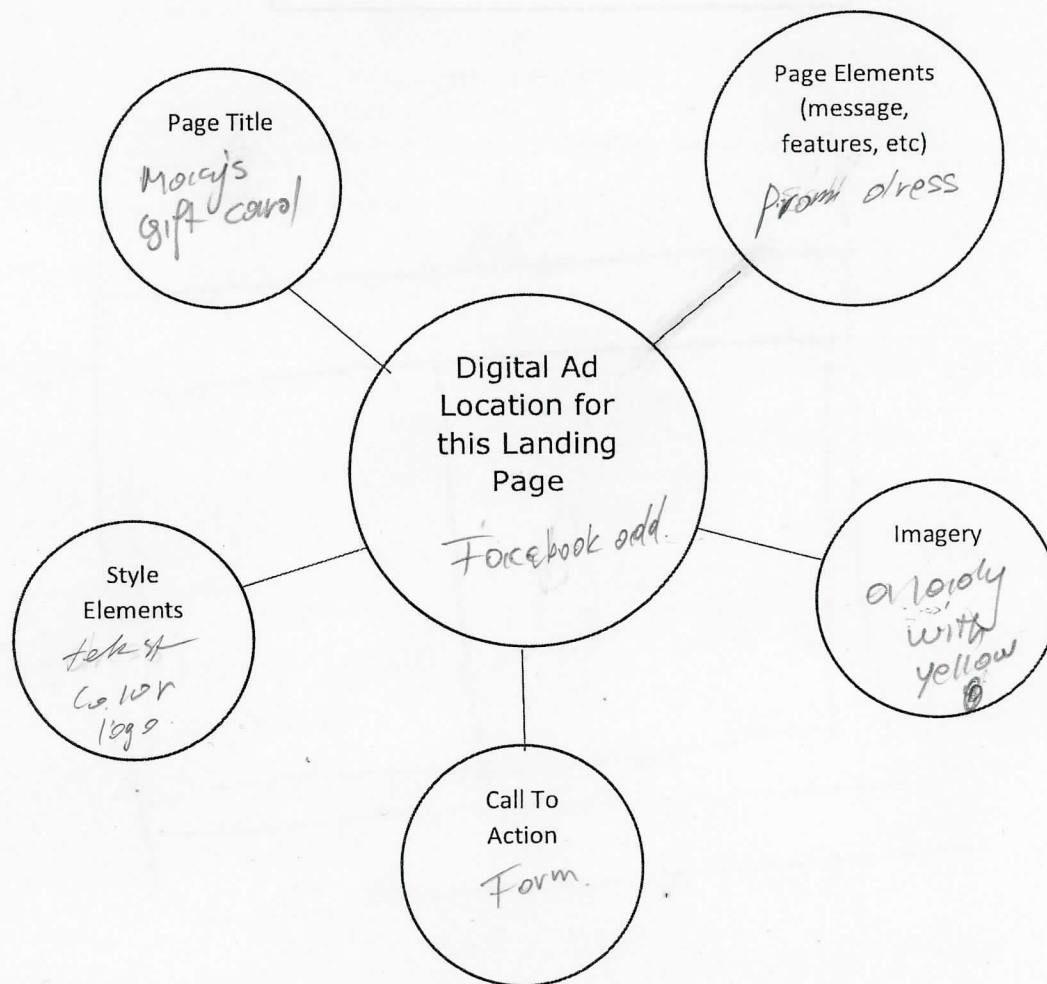
| | | | |
|---|---|--|--|
| <p>Target</p> <p>Who is the item for? (audience) <i>dresses</i></p> <p>Why: What is the item's job? <i>To sell more dresses</i></p> <p>Why: What is the value to the audience? <i>under \$99</i></p> | <p>Your Major Brand Business Type and Name: <i>Macy's store</i></p> | <p>What is the ad prompting the users to do? Example: To learn about environment actions of recycling old shoes. Example: <i>prom dresses</i></p> <p>Who are the users to be prompted? <i>Macy's</i></p> | <p>Where are the locations that this ad will be placed? example: cooking website field and stream website new parent blog <i>Facebook odd</i> <i>instaprom</i> <i>Facebook cover</i> <i>Twitter post</i></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? <i>Facebook post</i></p> <p>What is the ad message? <i>shine bright in September 7, 2018.</i> <i>10am to 4pm</i> <i>Macy's prom dresses</i> What is the ad's CTA? <i>under \$99.</i></p> | | <p>LANDING PAGE</p> <p>Pick an ad placement location. <i>Facebook post</i></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? <i>Army and short</i></p> | <p>Color scheme? <i>black</i></p> | <p>Layout Elements: Select and Adjust Templates.</p>  |
| | <p>What brand items will be used? <i>Macy's / Brand</i></p> | <p>Typography? <i>Brusher Cyrillic</i> <i>Abhayhor Libre Extrabold</i> <i>Glacial Indifference</i></p> | |

Content for the Web

Worksheet Content Discovery: Online Ad / Landing Page

Online Ad – Landing Page Summary Table

| Online Ad | |
|---|-------------------|
| Ad Message | Ad Call to Action |
| Shine bright in Macy's prom dress under \$99 | Forms |
| Landing Page | |
| Where is this ad placed for this landing page? | |
| Facebook | |
| Page Title: (Match with Ad Title) | |
| Macy's credit card | |
| Page Elements: | |
| Email submit | |
| Imagery | |
| none | |
| Call to Action | |
| Form | |
| Style Elements for this specific page. | |
| text, color, logo | |

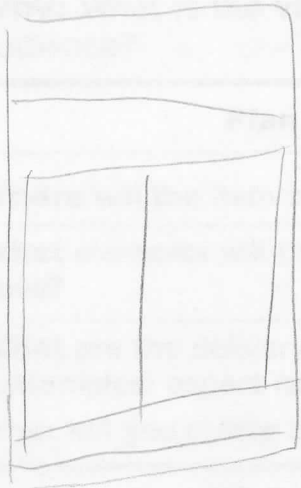


Content for the Web

Worksheet Content Discovery: Online Ad / Landing Page

Wireframe Area

ONLINE AD WIRE FRAME



LANDING PAGE WIREFRAME

