

Content

for the Web

Worksheet Content Discovery: Online Ad / Landing Page

<p style="text-align: center;">Target</p> <hr/> <p>Who is the item for? (audience)</p> <hr/> <p>Why: What is the item's job?</p> <hr/> <p>Why: What is the value to the audience?</p>	<p>Your Major Brand Business Type and Name:</p> <p>Sephora</p>	<p>What is the ad prompting the users to do? Example: To learn about environment actions of recycling old shoes. Example:</p> <p>Who are the users to be prompted? Enter email, to get coupon</p>	<p>Where are the locations that this ad will be placed? example: cooking website field and stream website new parent blog</p> <p>Facebook</p>
<p>Your Major Brand Company Profile</p> <p>Personal Care and beauty store</p>			
<p style="text-align: center;">Plan</p> <hr/> <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have?</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p>How will you create the item?</p>	<p>ONLINE AD</p> <p>What size(s) are this ad? 1920x1080</p> <p>What is the ad message? 25% off coupon</p> <p>What is the ad's CTA? Get Coupon</p>		<p>LANDING PAGE</p> <p>Pick an ad placement location. facebook</p> <p>Match the Landing Page Content and Styling to the Ad Placement (use the mind map)</p>
<p style="text-align: center;">Design</p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Styling: tone and personality?</p> <p>Feminine, fresh</p>	<p>Color scheme?</p> <p>Pink and black and white brand colors</p>	<p>Layout Elements: Select and Adjust Templates.</p>
<p>What brand items will be used?</p> <p>Company Logo</p>	<p>Typography?</p> <p>Courgette and League Gothic</p>		

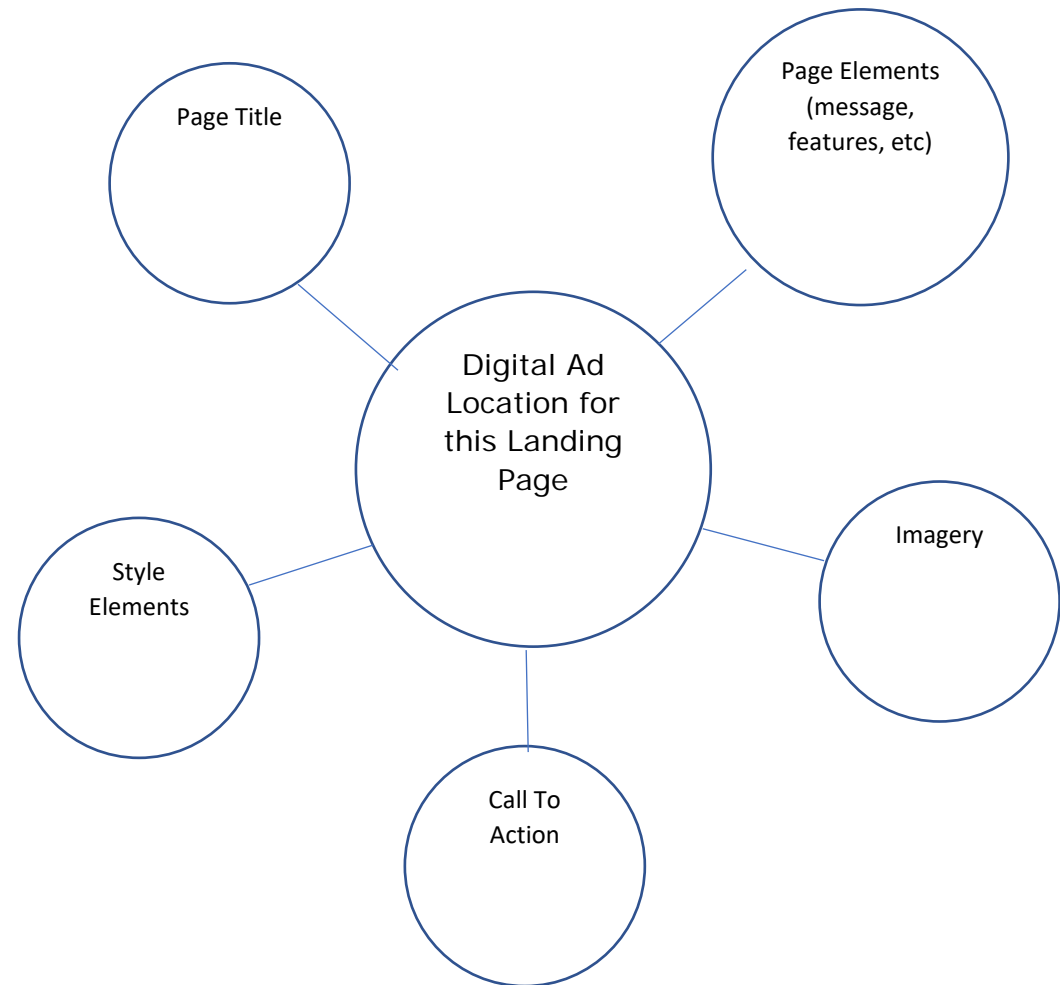
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Online Ad – Landing Page Summary Table

Online Ad	
Ad Message 25%OFF COUPON	Ad Call to Action Get coupon
Landing Page	
Where is this ad placed for this landing page? facebook	
Page Title: (Match with Ad Title) Get 25% off coupon	
Page Elements: Heading, email field, CTA	
Imagery Sephora's	
Call to Action Show my coupon	
Style Elements for this specific page. same colors as the ad with different imagery	



Content

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Worksheet Content Discovery:
Online Ad / Landing Page

Wireframe Area

ONLINE AD WIRE FRAME

Logo

Ad title

Image

Button

CTA

Footer Text

LANDING PAGE WIREFRAME

Ad Tittle

Ad Subtitle

Form Field

CTA

Image