

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 style="text-align: center;">spotify</p>	<p>What is the ad prompting the users to do? Example: To learn about environment actions of recycling old shoes.</p> <p>Example: free trial</p> <p>Who are the users to be prompted? web users</p>	<p>Where are the locations that this ad will be placed? example: cooking website field and stream website new parent blog</p> <p style="text-align: center;">social media music blogs</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> <p>How will you create the item?</p>	<p>ONLINE AD</p> <p>What size(s) are this ad? 300 x 250 px</p> <p>What is the ad message? All your music in one place</p> <p>What is the ad's CTA? Try Premium Free</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 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 style="text-align: center;">friendly and creative</p>	<p>Color scheme?</p> <p style="text-align: center;">black green white</p>	<p>Layout Elements: Select and Adjust Templates.</p>
	<p>What brand items will be used?</p> <p>spotify logo and brand colors</p>	<p>Typography?</p>	

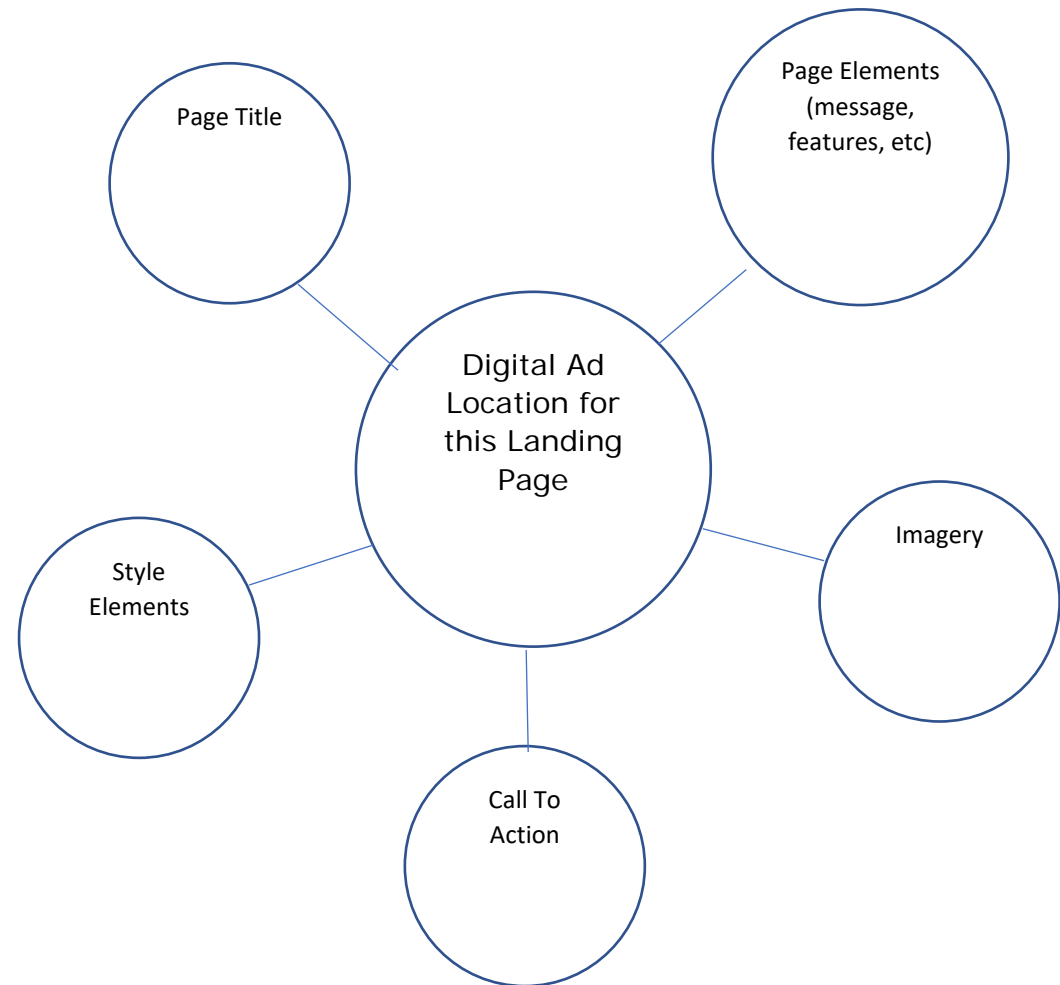
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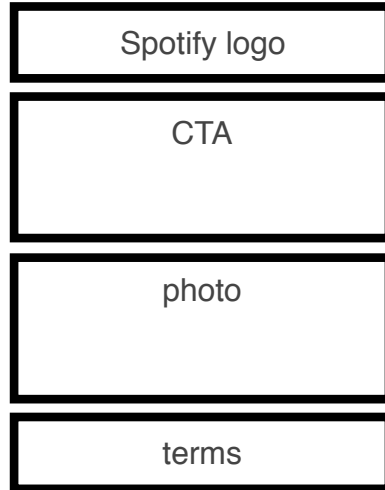
Online Ad – Landing Page Summary Table

Online Ad	
Ad Message All your music in one place	Ad Call to Action Try Premium Free for 30 Days.
Landing Page	
Where is this ad placed for this landing page?	
Page Title: (Match with Ad Title)	
Page Elements:	
Imagery	
Call to Action	
Style Elements for this specific page.	



Wireframe Area

ONLINE AD WIRE FRAME



LANDING PAGE WIREFRAME