

Content for the Web

Worksheet Content Discovery: Online Ad / Landing Page

Target			
Who is the item for? (audience)	Your Major Brand Business Type and Name: Golden Delight: chocolate dipped and gift online delivery service	What is the ad prompting the users to do? join for grand opening for first store, and free voucher for strawberries for those who participate.	Where are the locations that this ad will be placed? example: Email, facebook, Golden Delight's web page Delivery service
Why: What is the item's job?	Your Major Brand Company Profile Golden Delight Majors in chocolate dipped strawberries, with natural dipped tips. Based online like 1-800-flowers	Who are the users to be prompted? People interest in sweets, or gifts for their sweetheart.	
Why: What is the value to the audience? free item			
Plan			
Where will the item be located?	ONLINE AD What size(s) are this ad? 1200 x 628 px	LANDING PAGE Pick an ad placement location.	
What elements will the content item have?	What is the ad message? grand opening! golden delight is opening it's first brick and mortar store. What is the ad's CTA? "Click here for your free golden dipped strawberry"	Match the Landing Page Content and Styling to the Ad Placement (use the mind map)	
What are the delivery specifications? examples: aspect ratio / dimensions			
How will you create the item?			
Design			
Attach layout wireframes - simple squares design thumbnails - graphic detail	Styling: tone and personality? elegant, light, pleasant, luxury	Color scheme? • Pink, gold • Minor green (Mint)	Layout Elements: Select and Adjust Templates.
	What brand items will be used? • Logo (golden delight) • Straw berries • gold font logo	Typography? • Script • handwritten • Cursive • serif	
<ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 			

Online Ad

Ad Message

Ad Call to Action

- "Golden delight opens its doors with our first brick & mortar store. Join us to celebrate and enjoy our signature strawberries."
- "Click here for your FREE gold chocolate dipped Strawberry!"

our signature strawberries.
Landing Page

Where is this ad placed for this landing page?

- Golden Delight Webpage

Page Title: (Match with Ad Title)

- Grand opening!

Page Elements:

- Title, Images
- Sign-up Info box
- CAPCHA
- Button (finish submission)

Imagery

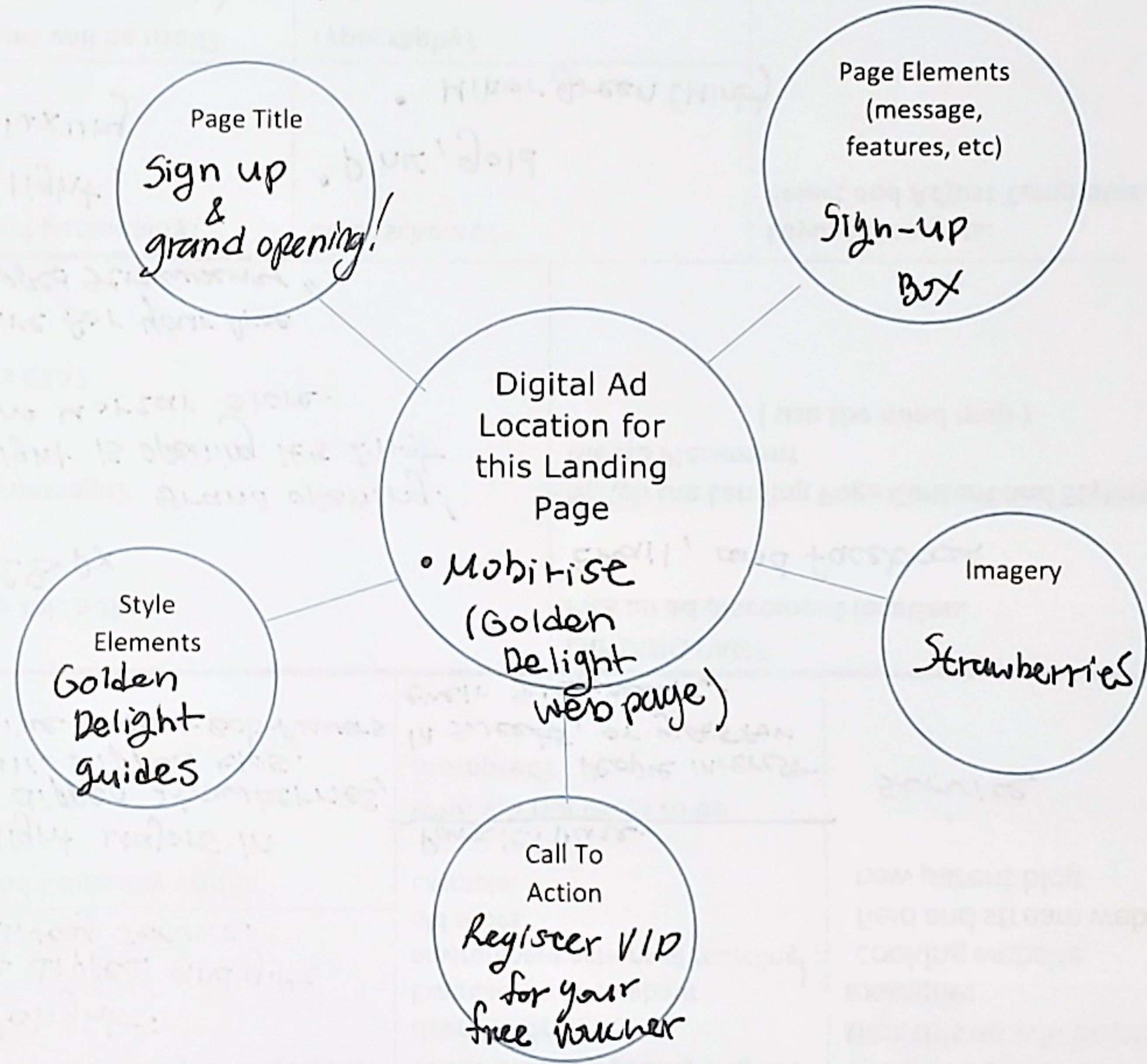
- Strawberries, entering, friendly, elegant

Call to Action

- Register for your free Strawberry voucher

Style Elements for this specific page.

- Logo; Pinks, gold, Green, Brown
- Script typography, personal



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Wireframe Area

ONLINE AD WIRE FRAME

LANDING PAGE WIREFRAME

