

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;">Michigan Boat Tours</p>	<p>What is the ad prompting the users to do? Example: To learn about environment actions of recycling old shoes.</p>	<p>Where are the locations that this ad will be placed? example: cooking website field and stream website new parent blog</p>
	<p>Your Major Brand Company Profile</p> <p>A company that offers various boat tours throughout the state of michigan</p>	<p>Example:</p> <p>Who are the users to be prompted?</p> <p style="text-align: center;">Book a boat tour</p>	<p>Social media (facebook, instagram) Travel website, etc</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?</p> <p style="text-align: center;">1080 x1080</p> <p>What is the ad message?</p> <p style="text-align: center;">Plan your next Michigan boat adventure today!</p> <p>What is the ad's CTA?</p> <p style="text-align: center;">Book a boat tour</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;">Classy, casual, relaxing</p>	<p>Color scheme?</p> <p style="text-align: center;">blue, peach, navy or navy/shade of blue and beige</p>	<p>Layout Elements: Select and Adjust Templates.</p>
	<p>What brand items will be used?</p> <p>logo colors</p>	<p>Typography?</p>	

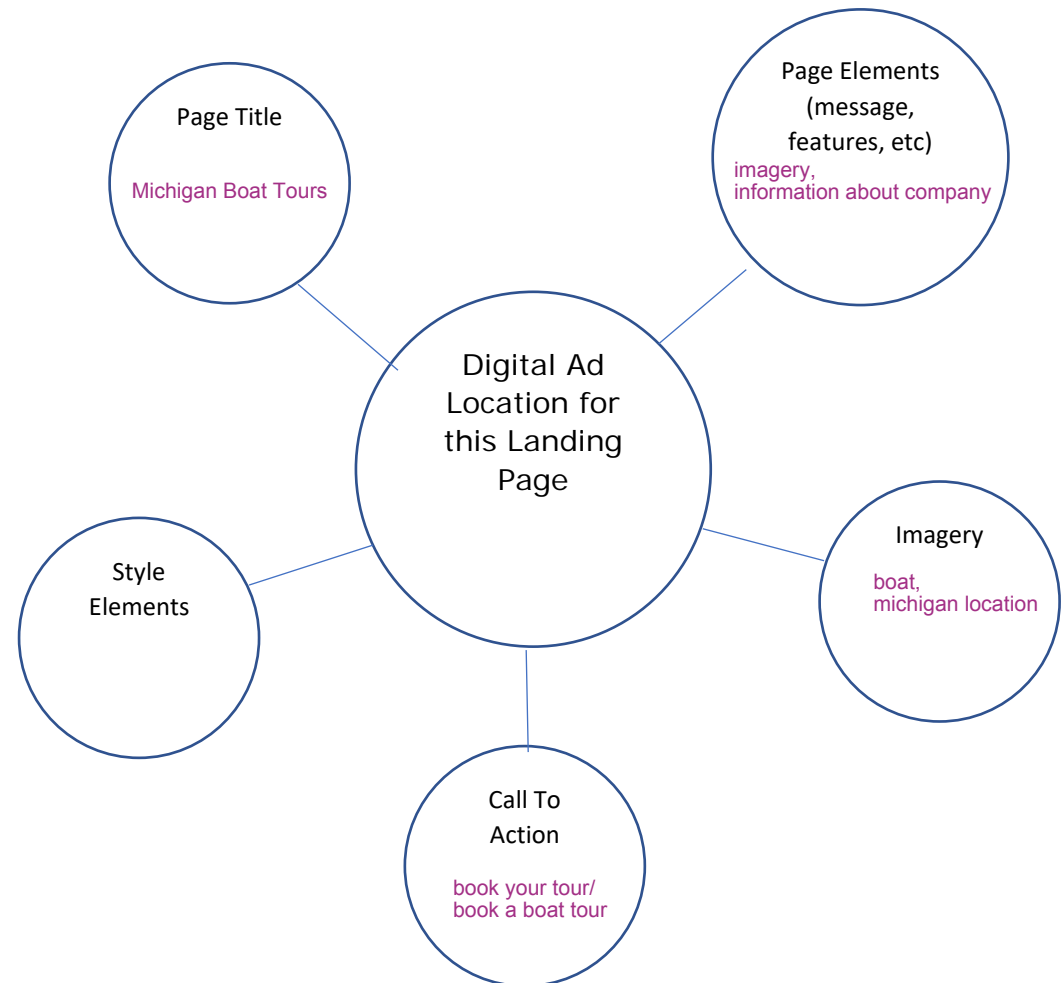
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Online Ad – Landing Page Summary Table

Online Ad	
Ad Message Plan your next Michigan boat adventure today!	Ad Call to Action Book a boat tour
Landing Page	
Where is this ad placed for this landing page? on the first page under the description	
Page Title: (Match with Ad Title) Michigan Boat Tours	
Page Elements: info about the company CTA Boat imagery	
Imagery boat, michigan location	
Call to Action Book a boat tour	
Style Elements for this specific page.	



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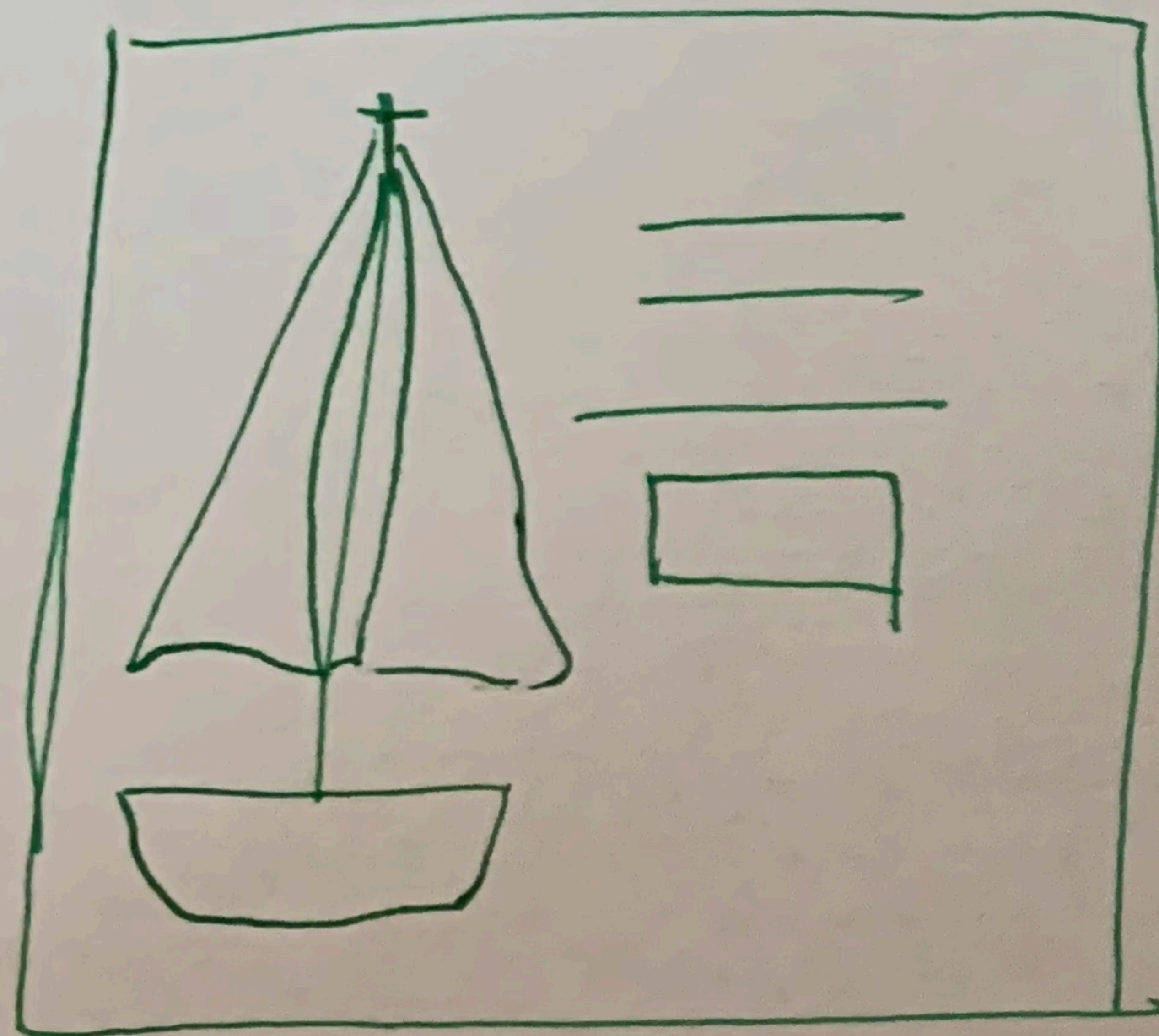
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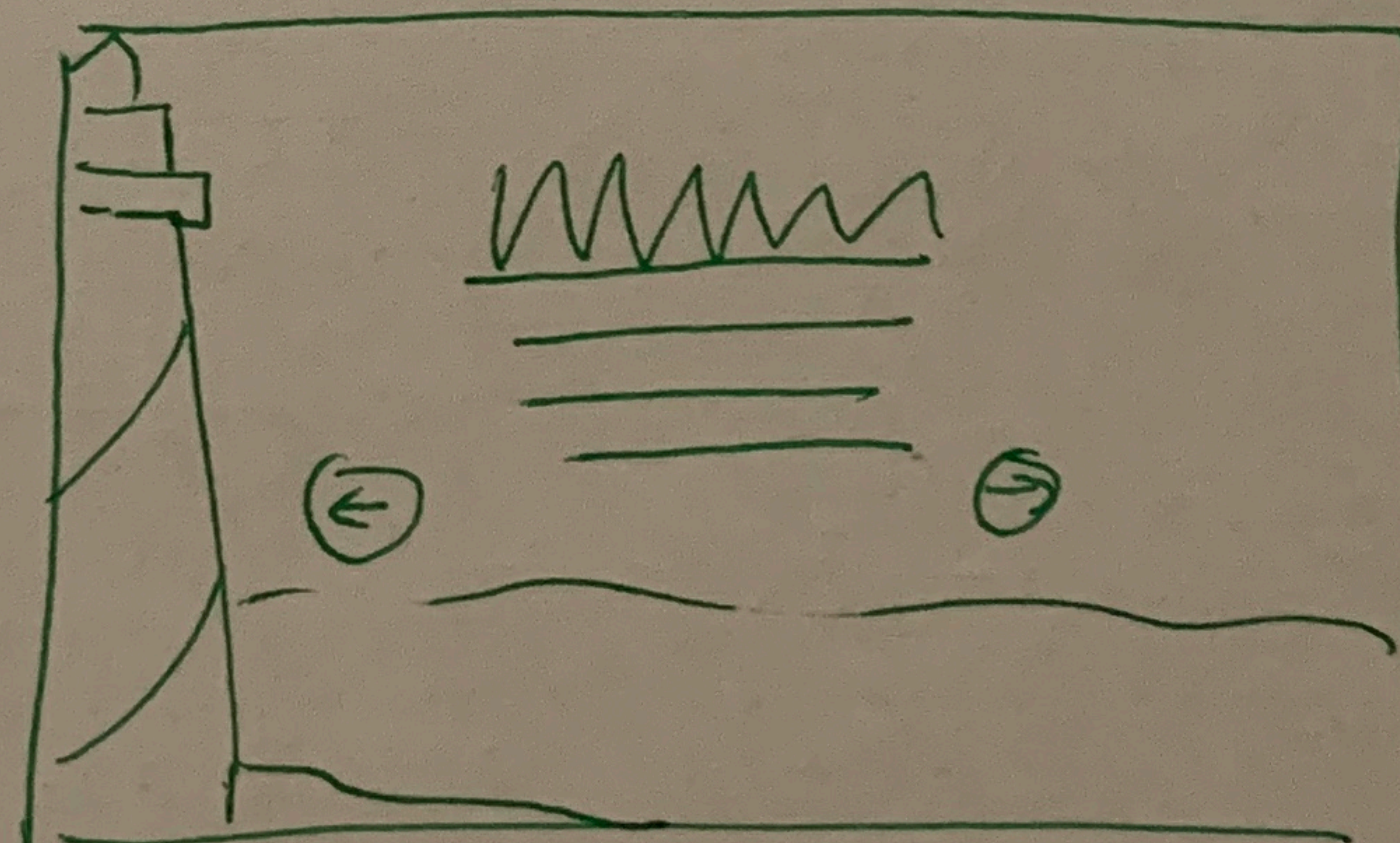
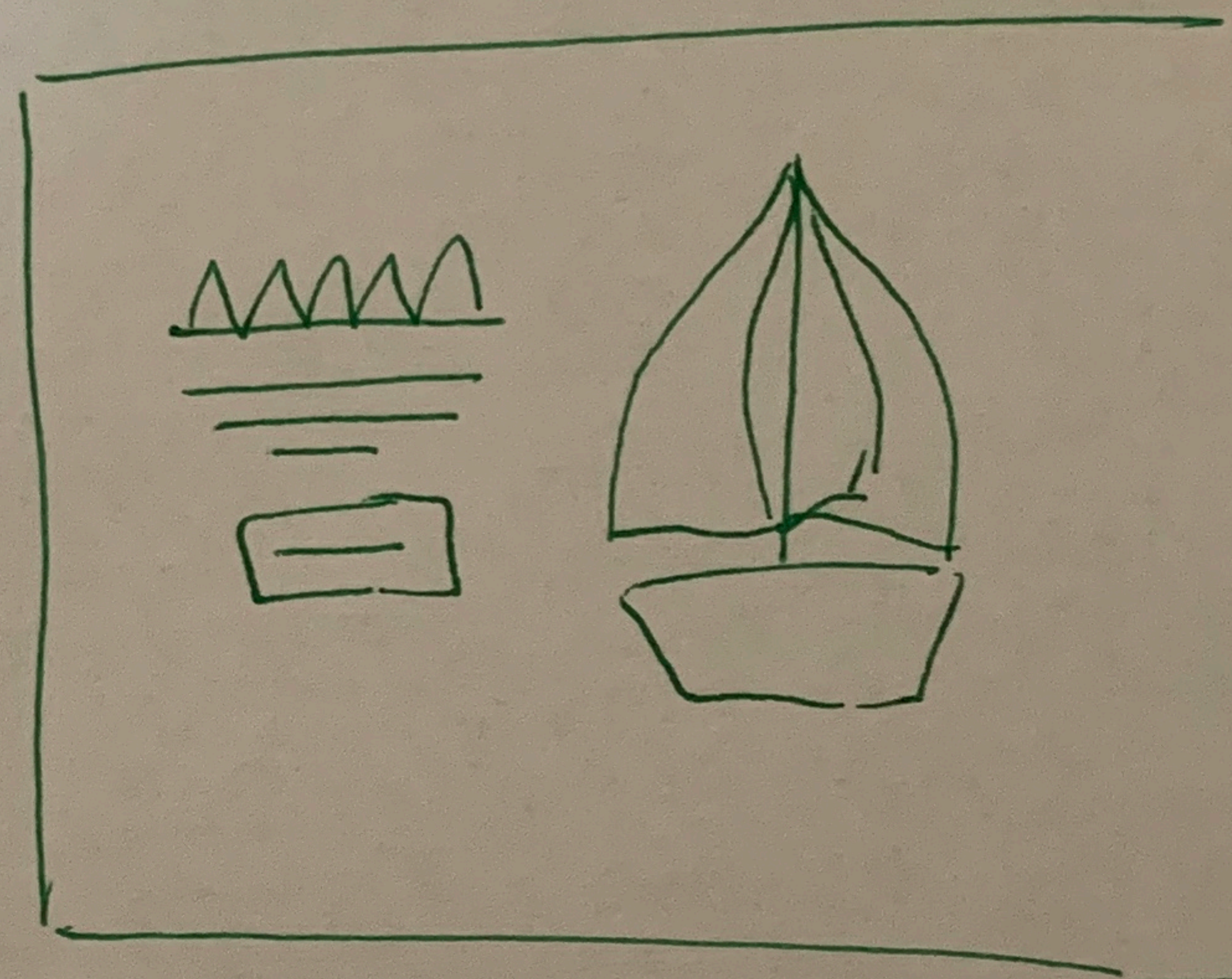
Wireframe Area

ONLINE AD WIRE FRAME

Final Idea



LANDING PAGE WIREFRAME



FOOTER w/ CONTACTS