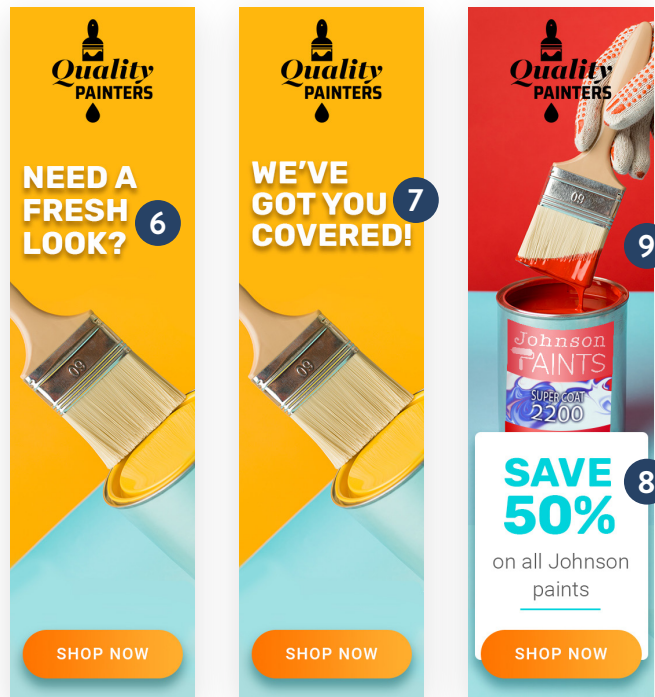# DIGITAL ADS AND BEST PRACTICES

# PROGRAMMATIC ANATOMY

*Single frame ad



*Multi-frame ad



Frame 1    Frame 2    Frame 3

## MANDATORY CREATIVE ASSETS TO BUILD DIGITAL ADS

1. **LOGO 1**

2. **IMAGE 1**

3. **VALUE PROPOSITION** – maximum 20 characters

4. **CALL TO ACTION** – maximum 20 characters

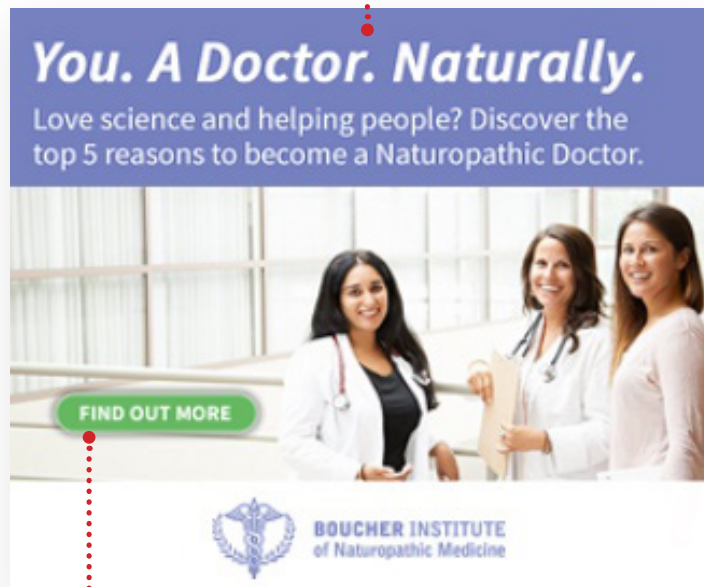5. **CLICK THROUGH URL** – Add link in Flexitive

## OPTIONAL CREATIVE ASSETS TO BUILD DIGITAL ADS

6. **AD CONTENT 1** – maximum 60 characters

7. **AD CONTENT 2** – maximum 60 characters (Ad will be animated)

8. **AD CONTENT 3** – maximum 60 characters (Ad will be animated)

9. **ADDITIONAL IMAGES**

Too many characters in the value proposition

## You. A Doctor. Naturally.
Love science and helping people? Discover the top 5 reasons to become a Naturopathic Doctor.

FIND OUT MORE

BOUCHER INSTITUTE
of Naturopathic Medicine

Button is too small/hard to read

BOUCHER INSTITUTE
of Naturopathic Medicine

## Become a Naturopath

The Boucher Institute trains
top naturopathic doctors.

Learn More

Do:   • Limit total copy to 60 characters

• Use 2-word CTA text

• Group relevant copy together

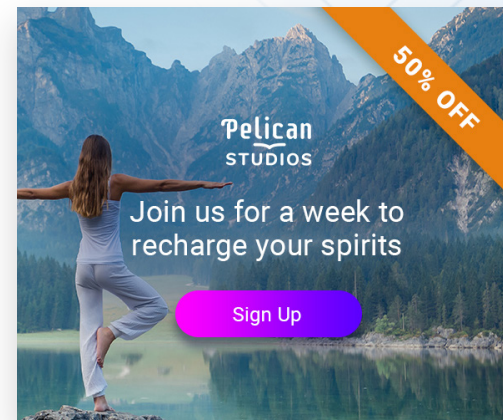Here is an example of a busy print ad that has been interpreted as a programmatic ad.



**Too many characters.
Copy is too small.**

**Unnecessary copy.**

**Copy is not legible.
Copy is too long.**

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## DEFINITIONS

**VALUE PROPOSITION –** grabs the user's attention and instills a sense of desire and/or urgency. If no value proposition, then Ad Content 1 is mandatory.

**AD CONTENT –** Compliments the value proposition and provides just enough information to get the user interested. Animation is done for the ad content and stops at the last ad content.

**IMAGES –** Eye-catching graphic element(s) to enhance the visual appeal of the ad and grab the user's attention.

**CALL TO ACTION –** The action that we want the users to take on the ad, like "Shop Now", "Book Now", "Register Today", "Know More" etc.

## MANDATORY CONTENT

**VALUE PREPOSITION –** The advertiser name and logo is mandatory on all ads as this represents the business identity. If there are logos for different brands, then those are included only if the message of the advertisement is incomplete without them. The size of the brand logo is always kept smaller than the advertiser logo. Inclusion of brand logos is up to the discretion of the designer and availability of real estate in the design.

**PURPOSE OF THE AD –** The purpose of the ad is identified and picked up as the main content for the digital ad. This is the most important aspect of the ad and is picked up based on designer judgment.

**PROMINENT OFFER –** If the ad is about an offer, then that is used in the content. If the offer is for multiple products/items/services, the sales rep should have the customer provide the most prominent offer they would like featured. This ensures the highest impact and return to the customer. In the absence of a prominent offer, the designer will use his/her best judgment to pick the most prominent offer.

**TAG LINE –** It is a good practice to include the tag line (slogan); however, if there is a challenge in real estate, the designer can exclude that to give more importance to the purpose of the ad.

**CHARACTER LIMITS –** are not rigid, if there is a need to have more characters to explain the purpose of the ad, then we could have additional characters.

**CALL TO ACTION** – A CTA is always included unless there is an instruction to not include. If there are multiple offers, the CTA should be generic like "See All Offers", "Explore", "Know More".

**EVENT** – If the ad is about an event (festival, limited period offer, occasion etc.), then it is always followed by the date and time of the event.

**ADVERTISER IMAGES** – Images to be used are up to the discretion of the designer.

## EXCLUDED CONTENT

**CONTACT INFORMATION** – Contact info like Physical address, Website URL, Email, Map is excluded unless that is part of the purpose of the ad. For example, if the ad is about promoting a website, then the designer will include the website URL.

**LONG TEXT** – Long paragraphs or long descriptive text is excluded.

**SOCIAL MEDIA ICONS** – Social Media icons are excluded.

**QR CODES** – QR code is NOT included.

**PAYMENT OPTIONS** – Payment options like Cash/ Check/Visa/Master Card icons are NOT included, unless that is the main purpose of the ad.

## DESIGN – The designer follows the below guidelines for design.

**OVERALL DESIGN** – Designer will take creative freedom while designing the ad. The color scheme of the ad will follow the brand colors and not necessarily the colors scheme of the print ad or reference material.

**ADVERTISER WEBSITE REFERENCE** – The designer can use the Advertiser's website at times as reference for look and feel or color scheme.

### IMPORTANT NOTES

• The least copy possible makes the most effective ad

• Logos and Image files should be high resolution

• Please include animation notes if there is a specific request

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