



january spring

PROGRAMMATIC CREATIVE BEST PRACTICES



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FRESH AIR FOR
DIGITAL MARKETING



**Creative
Best Practices
Training**

january spring

PROGRAMMATIC CREATIVE BEST PRACTICES

Display campaigns are not just for clicking and converting. They should be used to influence and enhance other parts of a digital marketing campaign. When consumers are ready to engage, our goal is to have your brand come top of mind.

Awareness

Create Attention & Buzz

Promotes Offers & Solutions

Acquisition

Sells Something

Captures Emails

Acquires Audience Information

Engagement

Creates a Relationship
with the brand

Produces Positive
Experience for Customers



Target a Relevant Audience

KNOW THE WHO,
SO YOU CAN IDENTIFY THE HOW

- Identify client's goals and objectives
- Ad content should address to a specific audience
- Target those WHO are interested
- Tailor your message
- Target a customized audience with targeted display



Have a Powerful Message

CONTENT



EMPHASIZE BENEFITS IN LIEU OF FEATURES:
Consumers respond to incentives, so be sure benefits are compelling and relevant.

MESSAGE IS MORE IMPORTANT THAN DESIGN:
A good design enhanced an ad, BUT it's the message that resonates with the consumer.



CREATE A SENSE OF URGENCY:
Use dates and times or limited offers to prompt consumers to act.

ENTICE THE CUSTOMER:
Use special offers, include pricing or rates. Make claims with caution.



Create Engagement

USING KEYWORDS & CTA

USE KEYWORDS:

Keywords help tell the story and can keep from cluttering up the ad with products and promotions.

CALL TO ACTION IS A MUST:

Try to narrow action words down to three words or less

- Watch a video
- Buy Now
- Sign-up for newsletter
- Learn More
- **Place your call to action on a button**, because people recognize them as something to click.



If you were in the market for:

- a printer
- a scanner
- a projector
- if you were a student
- going back to school

it's very likely that the **KEYWORDS** in this ad would catch your attention.

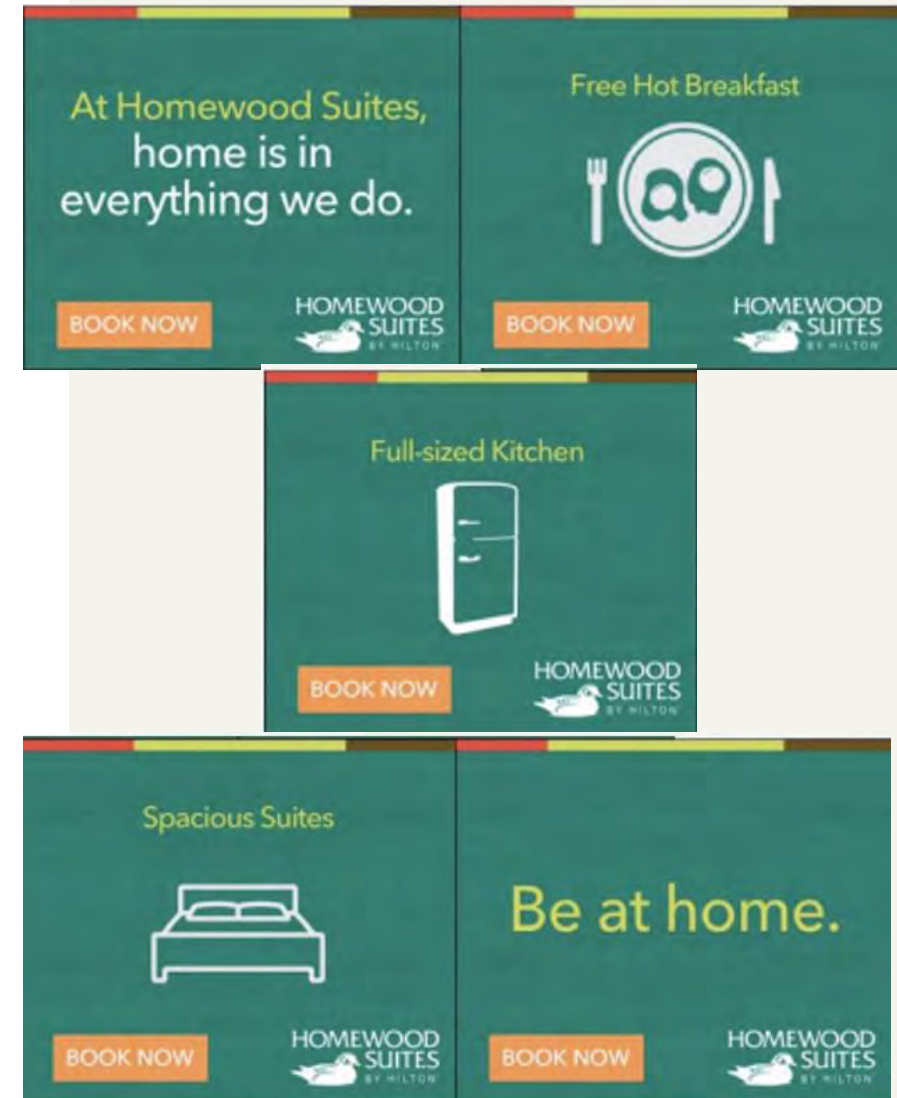
Simplify Messaging

DESIGN

KEEP IT SIMPLE:

- Keep it Short and Sweet, but descriptive
- Avoid busy ad creative
- Use a button
- Action words should be three words or less
- What is in it for me? (WIFM)
- Consumers respond to incentives, so be sure benefits are compelling and relevant.

Don't forget to place a call to action on EVERY frame



Prominently Display

BRAND NAME AND/OR LOGO

BRAND PERFORMANCE:

Consumers respond to incentives, so be sure benefits are compelling and relevant.

ENTICE THE CUSTOMER:

A good design enhanced an ad, BUT it's the message that resonates with the consumer.

BRANDING:

Use dates and times or limited offers to prompt consumers to act.

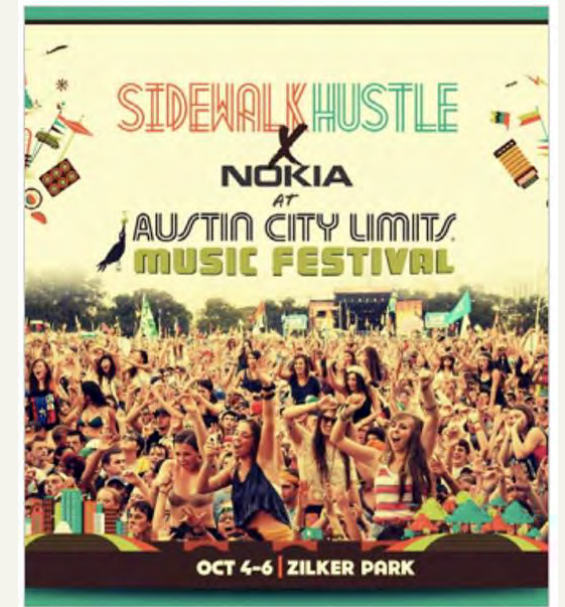


Marketing Integration

PAIR ONLINE ADS WITH OFFLINE



Use the same colors, fonts and messaging as print ads. Marry offline ads and online ads to maintain consistency and brand recognition across other marketing channels.



Keep Things Fresh

ADJUST MESSAGING



Refresh
Campaign
Periodically

TRY
NEW APPROACHES



Sound Design Principles

FOCAL POINT:

One main point that leads the eye through the composition

COLOR IS POWERFUL:

When it is used to convey meaning evoke emotion and prompt action avoid using light copy on dark backgrounds as they are sometimes a little harder to see.

USING THE RIGHT FONTS:

When it comes to fonts, use three or less. Try to avoid script fonts and small type.

Don't forget to use AMPLE WHITE SPACE

IMAGES:

- Grab the viewers' attention using engaging and interesting images and graphics – unless the brand identity calls for something different.
- Use crisp product images on an uncluttered background.
- Images with people using or enjoying the product have the most impact.



Streaming Video/Animation

DESIGN WITH PURPOSE

GOOD DESIGN

- Impactful imagery
- Purposeful animation
- Engagement creative
- Crisp & uncluttered
- People with product
- Final frame contains messaging & call to action



FOR ANIMATION:

- Be strategic, not just because someone wants their ad to “move”.
- Use animation to highlight the benefits of the product or service.
- Many viewers will only see the final frame of your animation so be sure the final frame contains the primary messaging, offer and as we said before, the call to action.
- Animated ad recommended best practice; max 18 frames/second, max animation length of 30 seconds and no more than 2 loops.



Dynamic Ad Sets

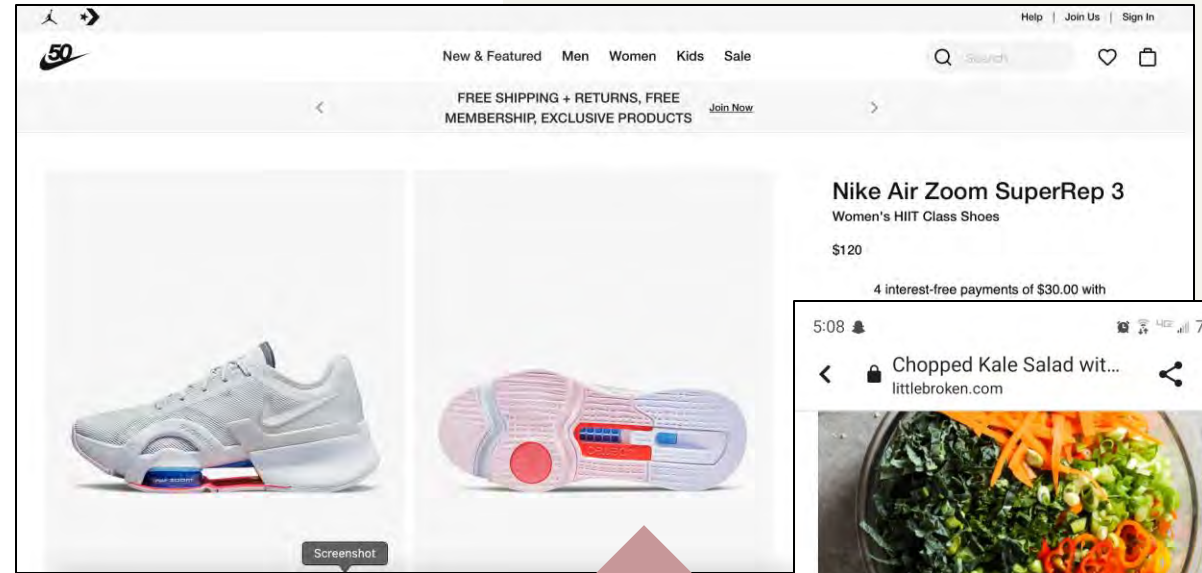
BEST PRACTICES

WHAT IS A DYNAMIC AD?

A blank ad template that pulls in the exact item/listing/etc that the potential customer visits on the advertiser's website

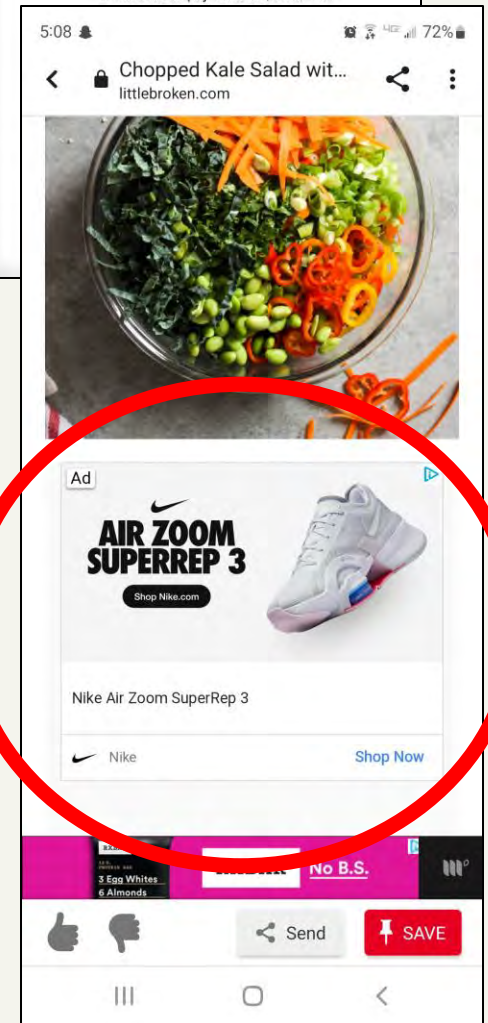
WHO ARE THEY GOOD FOR?

- E-commerce advertisers (ACE hardware is a great example)
- Constant change of inventory advertisers (Real Estate agents & car dealerships)



User 1st visits specific item page

Item pulls into pre-set template & shown to user.



Dynamic Ad Sets

NEXT STEPS

Create Template

Keep it simple. Jpeg provided by advertiser or help from JS if advertiser can't get one.

Nail down Feed

Excel/CSV file with id, title, description, image link, price, condition.

Update Process

If feed updates often (i.e. real estate/car dealer), client has shared feed and can update spreadsheet for automatic updates. For smaller inventory with less changes (15-20 products), shared feed not needed.

DCM/UTM Trackers

If applicable

Share Double Click campaign manager tracker or UTM code if tracking inventory

Place Pixel

Place site pixel in universal header of the page. It will not work if placed in the body.



Programmatic Video

BEST PRACTICES

KEEP THEM SHORT

- 15 second videos perform best
- 30+ seconds need to be skippable

USE 'CLICK TO PLAY'

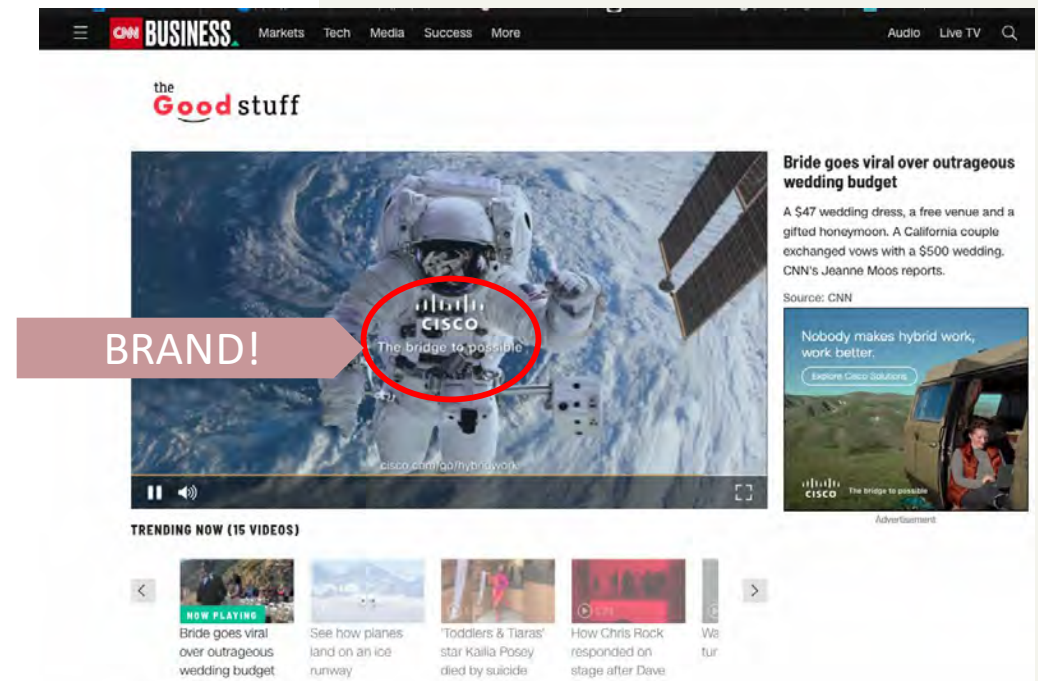
- If using auto-play, be sure sound is off
- Having audio start automatically is annoying!

BE CREATIVE!

- Where's the brand?
- Show your brand on every frame of the ad.
- Consider sub-titles



* Increased Video Length =
Decreased Performance



Deliver on Your Landing Page

MAKE GOOD

INFORMATIVE LANDING PAGE:

- Pay off promises made in display ad
- Create consistent brand experience
- Use same or similar call to action

Landing Page:

Should use the same visual styles so you get a consistent branded experience. It even makes sense to use the same or similar call to action on the landing page.



IF THE VIEWER CLICKED

“Make an appointment now”

The landing page should be a place where it is easy to make and appointment.



Programmatic

STANDARDS

Occupy 98% of the inventory and receives the most engagement.

Ad Sizes:

160x600 – Desktop

728x90 – Desktop

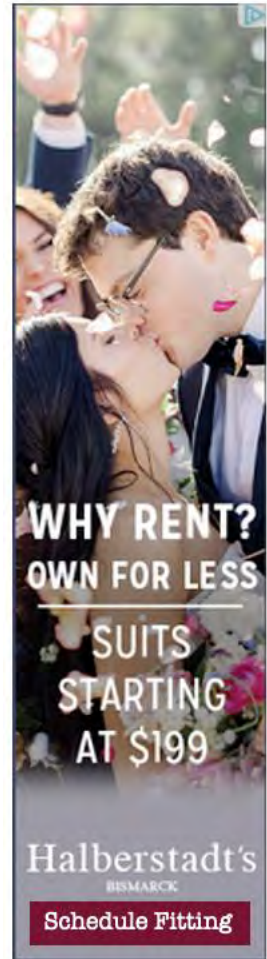
320x50 – Mobile

300x250 – Mobile & Desktop

300x50 – Mobile

70% of all internet traffic is tied to Mobile!

inventory and receives the



Ad Requirements:
(Any File Types)

.HTML
.GIF

.PNG
.JPG

.JPEG
.JS

.CSS

Max file size is 200KB

In Banner Video

STANDARDS

DIMENSIONS

300x250

AUDIO BITRATE

128 kbps or higher

VIDEO BITRATE

2.0 mbps or higher

PREFERRED FORMAT

MP4 or HTML5 coded as 300 x 250

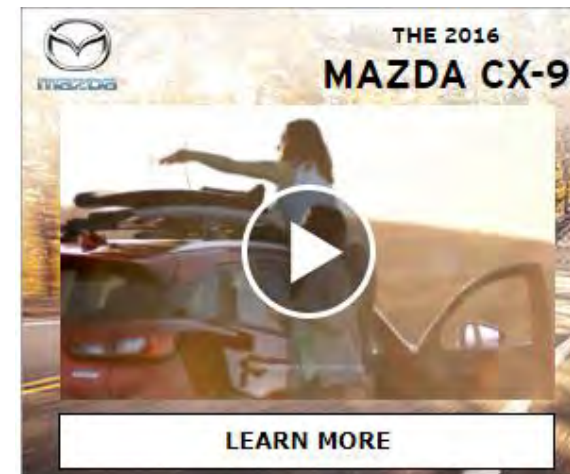


MAX INITIAL PAYLOAD FILE SIZE

200 KB

MAX TOTAL VIDEO SIZE

5 MB



RESTRICTIONS:

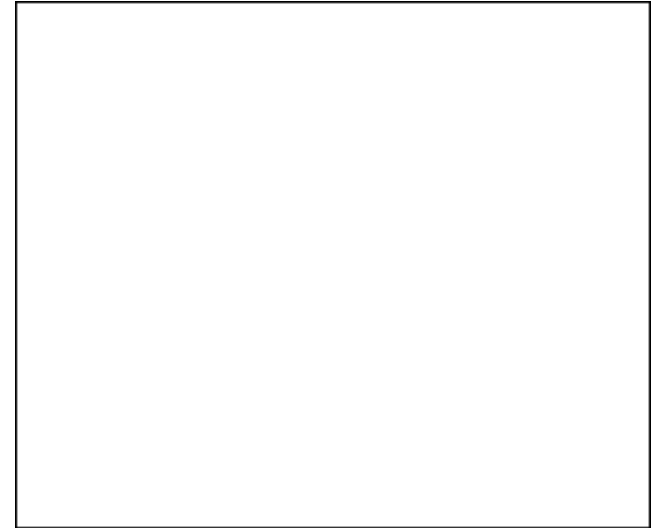
Bound by display creative limitations. Video cannot exceed 30 seconds of run time and must start with audio off.

HTML5

STANDARDS

ZIP File Type

- Should contain the HTML for the ad as well as any of the other following file types:
 - ❖ .CSS .JS .HTML .GIF .PNG .JPG .JPEG
- 250kb or smaller per individual ad and 2MB or smaller for entire rendered ad
- Primary file must be named `index.html`
- Expandable ads are not supported
- Mobile Ad Networks (MoPub) must use `target="blank"` on links due to their limited support for Iframes. Zip files can contain up to 50 files
- Subfolders are not supported
- All images used in HTML5 ads must be local images, not referenced images and should be apart of the assets that comprise the ZIP file
- HTML5 ads must include:
 - ❖ `<DOCTYPE html>` declaration
 - ❖ `<html>` tag
 - ❖ `<body>` tag
 - ❖ Ad format size meta tag within the `<head>` tag.
 - For example: `<meta name="ad.size" content="width=300,height=250">`
 - ❖ All code and assets must be referenced using a relative path to resources included in the .ZIP file. No external references are allowed
- All code and assets must be referenced using a relative path to resources included in the .ZIP file. No external references are allowed
- Clicktags should be set up in the following format: `clickTag`. Please only implement one clicktag in each HTML5 file, as our platform does not support multiple click tags within one HTML5 file.
- Click macros must be included to verify clicks



Video & OTT/CTV

STANDARDS

DIMENSIONS: **1920px X 1200px AND 1920px X 1080px**

AUDIO BITRATE: **160kbps or higher**

VIDEO BITRATE: **5.4 mbps or higher**

PREFERRED FORMAT: **mp4 (h.264)**

MAX VIDEO FILE SIZE: **200MB Limit**

* The spots that are 15 seconds or less are non-skippable, ads that are longer than 15 seconds can be skipped after 5 seconds-though the majority of inventory we buy on is non-skippable.



Ad slots are 15, 30, and 60 seconds. Videos must be at or under those lengths or they will not run in that slot.

For example: a 30.03 second ad will run in the 60 second slot but not in the 30 second spot.



**Ready to Build Some
Successful Ads for Your
Clients?**

**Please Contact your
Sales Director**



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