The C’s of Creative Ads

Presented by Lindsey Fair
Concentration
Small space w/ single large element will get more attention
Cohesion
Headline, picture, caption, body, offer, terms should lead to each other rather than to the outside of the ad
Convention

Shapes have meaning – don’t confuse the reader
Contrast
Must stand out but with balance
Convection
UX flow

-35-45 character columns
-drop capitals to start body
-use captions
-use subheadings
-direct to offer at every opp