

The C's of Creative Ads

Presented by Lindsey Fair



Concentration



Concentration

Small space w/ single large element will get more attention

Cohesion



Cohesion

Headline, picture, caption, body, offer, terms should lead to each other rather than to the outside of the ad

Convention



Convention
Shapes have meaning – don't confuse the reader

Contrast



Contrast
Must stand out but with balance

Convection



Convection
UX flow

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