

13.4 Display Ads

The Ad



Why?

The static ad was designed in two sizes 320x100 and 300x250 pixels. You don't realize how small that is until you try to squeeze a certain logo shape and longer URL into the content. The larger ad was created to better accommodate the logo and increase readability. The call-to-action is placed on a white button with red letters to attract attention. The date is to create a sense of urgency. The all-capital letters, exclamation mark, and red coloring on the call-to-action also instill a sense of urgency. The imagery focuses on the hole in the jeans which could touch on the pain points of many people working at home and needing to return to the office in the new year. The ad has a clearly defined frame and emphasizes this by using a color box overlay inside the ad to frame the content over the top of the imagery.