Creating an Effective Digital Ad

Since the first ad appeared on the Internet in 1994, advertisers have been searching for direction on how to create an effective digital ad. The design of the ad can have a direct impact on the effectiveness of the overall campaign – so it's crucial to get it right.

Here are some tips on how to create a successful digital ad.

CREATING AN EFFECTIVE BANNER AD:

Leaderboard

A banner ad must be eye-catching to attract attention. It should be clean, simple, and clearly convey the message.

BE COMPELLING
- Use text and images effectively – include a clear picture of the featured product.
- Target the ad message based on age, gender, content and behavior.
- Lead with a question such as:
  - Do you know the first sign of "X"?
  - What is the best "X" in the area?
- Include an image of a person, or group of people, who reflect the look and feel of your target audience.
- Create buzz by using words such as "free trial" or "limited time offer" to create a sense of urgency.
- Include prices, promotions, and exclusives.

BE IDENTIFIABLE
- Include your logo in the ad. It should be one of the first elements the viewer sees. If using animation, the logo should be present through all the separate animation panes.
- Use a color scheme associated with your business.
- Insert a local phone number.

BE CONCISE
- A reader may only pay attention to a banner ad for a moment, so be sure your message is succinct to help it stick.
- Convey key points and features in an understandable way.

BE CLEAN
- Banner ads tend to be small – don't try to say too much so the ad doesn't look cluttered.
- Communicate a single message about a single product.

BE NOTICABLE
- Use larger ad units and rich media units as available.
- There are several standard dimensions for banner ads. Choose the one that best matches your messaging. The best performing ad sizes, per Google AdSense, include:
  - Leaderboard – 728x90 pixels
  - Half-Page – 300x600 pixels
  - Medium Rectangle –300x250 pixels
  - Large Mobile Banner –300x50 or 320x50 pixels

BE ACTIONABLE
- Be explicit in your call-to-action. Include a directive such as "Click Here" or "Learn More."
- Link to a relevant landing page.

Half-Page

Medium Rectangle

Video is perfect for telling complex or emotional stories, or delivering an informational message.

BE BOLD
- Use large and clear logos.
- A larger logo may increase familiarity with a brand by 24%, and increase the chance that people will recommend a brand by 33%.

BE ENGAGING
- Mention the brand through visual imagery, or verbal mentions, to increase brand recall, brand familiarity, and purchase intent.
- Brand introductions in the beginning, middle, or end of the video are of equal importance.

BE CREATIVE WITH TONE
- Google research has found that people are more likely to watch humorous ads, and those ads also see greater lifts in ad recall and brand awareness.
- If humor isn't the right fit for your brand, consider "suspenseful" or "emotional" ads as an alternative.
- Informational ads are more effective when trying to increase purchase intent.

BE MINDFUL OF SIZE
- Keep it short – viewers have short attention spans.
- Fifteen-second ads are most effective when it comes to increasing purchase intent.
- Optimize ads depending on the screen's alignment. Vertical ads are on the rise, although horizontal landscape videos seem to be very efficient.

BE SILENT
- ClickZ found that 75% of viewers prefer silent video ads to those with a voiceover.
- Focus on telling a story using visuals such as animation and graphics.
- Using captions, instead of sound, increases the view time of a video by 12%.

BE RESPONSIVE
- Every video ad should include a call-to-action, whether it's a simple hashtag, a URL, or a button. This increases brand recommendation and purchase intent.
- When an ad displays a hashtag along with the campaign, users are instantly considering a social post using the hashtag.

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