

THE ULTIMATE 101 GUIDE TO CREATIVES WEB BANNER EDITION

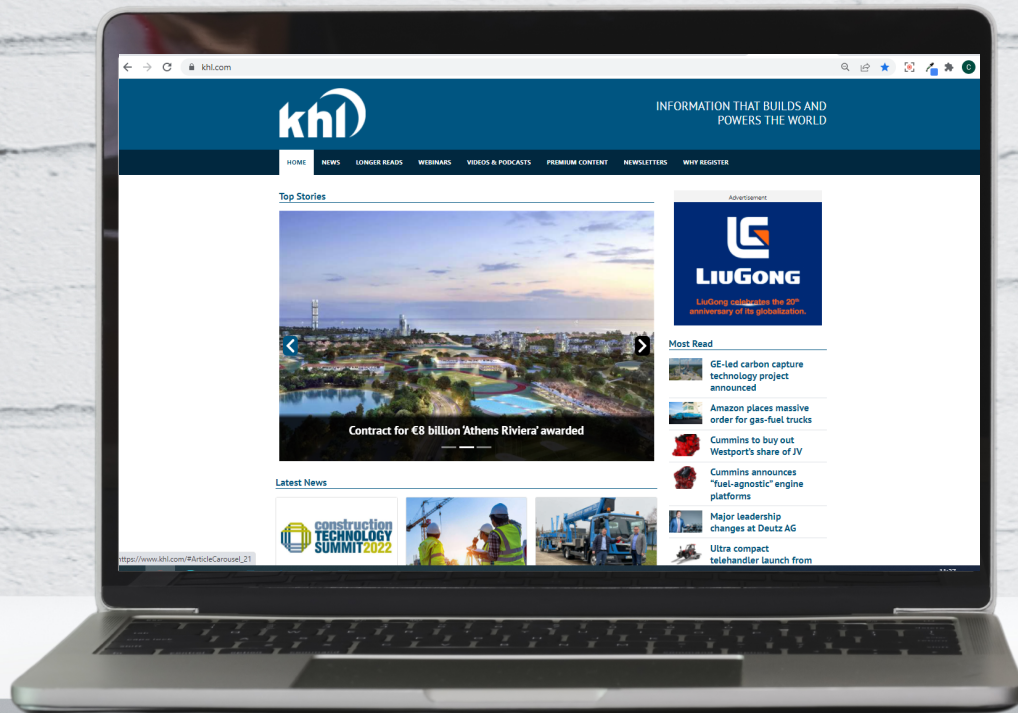


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WHY ARE CREATIVES IMPORTANT?



70%

of a digital campaigns performance is down to creative

High quality creative increases ad viewing time by

5.8 times



High quality creative nearly doubles purchasing intent vs low quality creative

HOW TO MAXIMISE DIGITAL ADVERTISING?



A compelling call to action is important to drive visitors to your website by prominent banner adverts.



Your digital design and call to action must accommodate to mobile device formats.



Create impact - Catch the users' attention immediately and draw them in with your CTA



Rotate copy - Test different combinations to enable you to collect more data and find the best performing one.



Create a dedicated landing page - Make sure the visitor goes through to the right information. Create a single page that has summary information about the product or service with clicks to locate their nearest dealers, pricing and specifications.



YOUR GUIDE TO EFFECTIVE DESIGN

Effective banner ads are designed to increase brand awareness and drive traffic to your website and based on three basic components:

1

Company Identity - Normally your logo and other brand identity components. This is important for brand awareness.



2

Value proposition - Showcasing the product or service calls attention to itself with attractive offers and prices.

3

Call to action - this is the text or button that invites visitors to click. Phrases like "Learn more" or "Watch now" are good examples. This should be the clear focal point of the ad.

YOUR GUIDE TO EFFECTIVE COPY



Avoid the first person: Don't use "We do this" and "We make this"



Do focus the customer: "All you need"



Use specific numbers: "Used by 1562 crane professionals" "93% of users rate this as excellent"



Focus on the user's end goal and sell the benefits instead of the product: "Keep your teams safe" "Reduce your cost" and "Improve efficiency"



Add in a deadline where appropriate: "Register before this date and receive 50% off"



Use up-to-date copy: "152 professionals chose us last month"



YOUR GUIDE TO SIMPLICITY



Keep content and visuals simple. Viewers are probably only going to glance at your web banner ad for a second.



Use buttons appropriately - Depending on the type of banner, buttons will often increase the click-through rate (CTR) of your ad. If you're going to use them, place them after your copy on the lower right side in (tastefully) contrasting colors. Always keep them consistent throughout the set of ads.



Have a clearly defined frame - People's eyes are naturally drawn to a subject inside a frame. Effective banner ads have a clearly defined frame with graphics extended to the edges of the box. If your ad is white, it's a common practice to put a 1 pixel gray border around the ad.



Make your text instantly readable - Make your headline and body copy different sizes. All copy should be four lines or less. Avoid using cursive/script fonts, extremely thin font weight and font sizes smaller than 10 pt.



YOUR GUIDE TO COLOUR & SIZE



Every colour has a different association, and it's important to consider what types of emotions you want to evoke in your audience. Colour will be the first thing a user notices in your banner ad. Colours are also subjective and have different associations in different cultures. Make sure to study your target audience when making your colour selections.



Keep file sizes small - the ad needs to load fast before viewers scroll down and miss it.



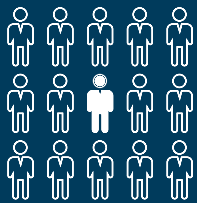
Don't use Flash file format - use JPG, PNG, GIF or HTML 5.



YOUR GUIDE TO ANIMATION & LAYOUT



Use animation - Animated web banner ads usually out-perform static banner ads, but you have to make sure that they don't distract from the message of your ad. Use simple animations that last no more than 15 seconds, and make sure that they don't loop more than 3 times. Consider making the last frame of your animation a clear call to action.



Complement, but stand out - If your ad visually blends into the sites where it's featured, you're more likely to earn your viewers trust. However, don't make it blend in too much. Banner ads always needs to be visible and clickable.



Instill a sense of urgency - Bring a sense of visual urgency to the text by using contrasting, bold colours.



Use imagery well - Choose relevant graphics and photos that enhance your message and are directly related to your product. It's not always necessary to use images in your banner ads. Killer copy and nice typography can create equally effective results.



DIGITAL MARKETING: HOW CAN KHL HELP YOU? 💡

OUR DEDICATED TEAM:

1. Conducts continuous digital research and development
2. Produces new digital channels
3. Offers advice on a holistic scale
- "The whole picture"
4. Proactively monitors and conducts optimisation on all digital campaigns to maximise ROI for clients



**CONTACT THE KHL DIGITAL TEAM FOR
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