Nominal Techno
White Paper

RECOMMENDATIONS ON DESIGNING AD CREATIVES

"Every advertisement is part of the long-term investment in the personality of the brand".

David Ogilvy

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An Offer Too Tempting to Turn Down

No one wants to fail and be rejected, whether you ask out a girl you are dreaming of or go to a job interview. The same way we strive to achieve the positive response of target audience to our clients' advertising creatives.
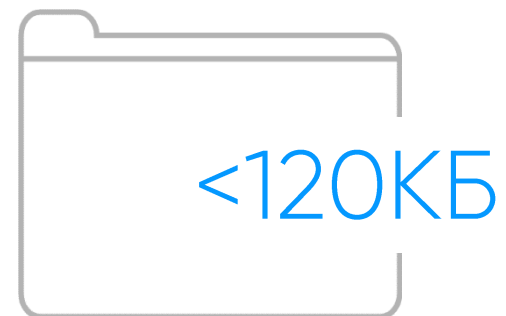
Here are some tips on the way to design advertising creatives which will attract potential clients' attention.

Bigger is Not Always Better

If the advertisements are too "heavy", they hinder publisher content loading and slow the page showing process. Creative size limitation allows to avoid this.

The recommended size of a banner is up to 120 KB.

<120КБ

Briefly On the Main

Your advertisement animation should have a logical ending unlike famous Santa Barbara. The ad shouldn't repeat more than three times and its total running time shouldn't exceed 15 seconds.

Lots of ad networks support long duration, but according to our experience, the shorter timeline is the better results will be.

HTML5 & Company

HTML5 ads are more than just an index.html file. The whole files package is required in order to create an advertisement and correctly upload it. It's better to download HTML5 ad in a .zip archive format, which includes HTML file and all the resources it refers to (do not add other files to this folder).

Make sure URL has been added a clickTag variable for the users to click on the banner.

HTML5

.zip

The Less the Better

Especially when it comes to display ads. Don't overload an ad with extra information even if it has 300x600 size, otherwise it will be hard to read. If you use an image, it should correspond to the free space amount of an ad.
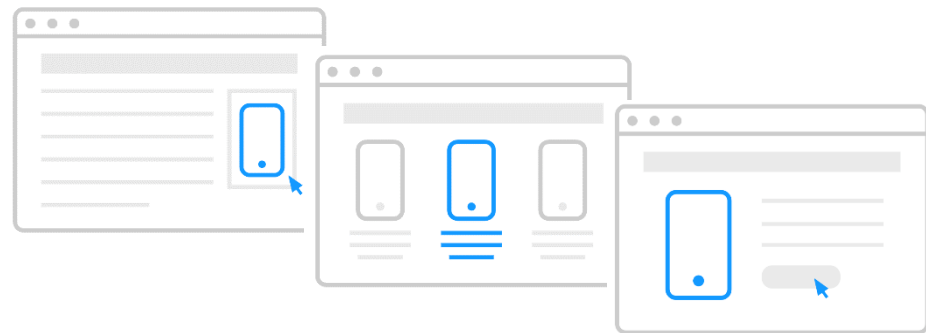
Be Consistent

Golden rule: an ad shown on a landing page should be fully relevant to it.

If users see the banner with iPhone X 64GB ad, they should reach the product data page immediately after they click on it. People need just a few seconds to decide whether to stay on the website. So, you risk to lose them if you aren't consistent and can't catch their attention.

Your Advertising Boundaries

Customers should clearly see the boundaries between the website content and ads. We recommend adding visible borders to ads that don't match the background color. 1px thick contour of any contrasting color, except for white and colorless (i.e. transparent as PNG format background) will be suitable. It is also recommended to add borders even if the ad has a black background.

Stand Out

Most websites have a white background. In order to make your creative stand out it's recommended to use a colorful background instead of white one, as white on white will not work out.

A Picture is Worth a Thousand Words

Advertising is a war while advertising site is a battlefield.

You should create a really attractive creative if you want a user to click your ad while seeing it. Imagine what looks better: a pure text or a text with an image? This shouldn't even be a question. Try to add a high-quality image with a special sense whether it's a product, a place or a person. Revive your ad using abstract design elements if it's hard to choose the right image for your product/service.

People Should Know Their Heroes

Your potential customers need to know whom they are going to call and who will sell them products and services. It's necessary to mention your brand when making ads for better consumers' understanding. Make sure your ad contains logo for the audience ability to associate the advertisement with the corresponding brand.

Just Give a Reason

Try to use details "catching" the user's attention. They will become the reason to click on the creative, i.e. play a "hook" role in order to provoke interest and wish to learn more.

Strong and unique selling proposition / competitive price / discounts / promotions, etc. can become such "hooks".

Let's Talk Business

Such template and abstract phrases as "low prices", "individual approach", "high quality" will not cause the necessary interest at all. Specifics are very important in this case: if it is a discount – specify it in dollars or percent, if you mention high quality –indicate a specific guarantee or information which confirms it.

All Ingenious is Simple

We have met thousands of creatives for years of advertising campaigns launching at NT: the best ones contained just a couple of elements and were most often understandable and simple. Never use huge unnecessary details in one advertisement. Focus on the main: two "hooks" and a call to action will be enough.

Act

Professionals are familiar with the fact that "calls to action" (CTA) are extremely important and must be used in every ad. They increase CTR despite they don't contain any information. The most effective ads usually contain a clear call to action, for example "Learn more" / "Order" / "Buy" buttons. This is the way you clearly let the user know what he needs to do.
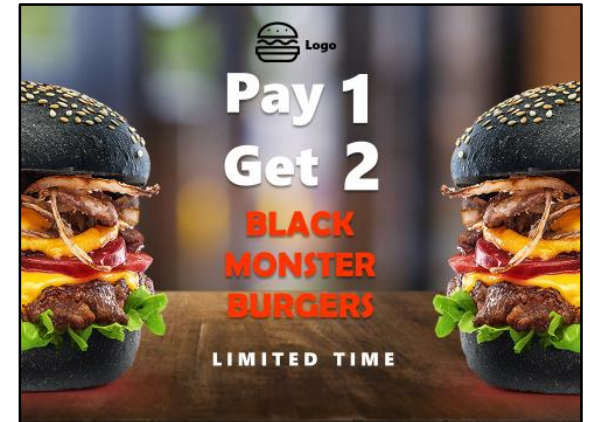
No time like the present

If you give an employee a deadline-free task, it will last for a long time. With sales we have the same situation. Consumers will not come and buy your services/products if you tell them: "Come and buy when you want". People are used to postpone everything for tomorrow: "I'll look tomorrow", "I'll buy tomorrow", "There's still time". The inner consumer's voice involuntarily starts to prompt "I need to buy" if they see today is the last super-discount day and the goods quantity is limited.
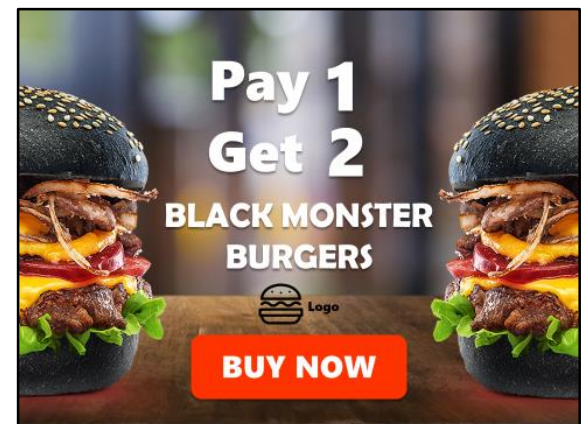
The Best Way to Destroy Trust

Check grammar, spelling and punctuation at least three times in order to avoid mistakes. This requirement applies to any ad format – everything should be carefully checked. Illiterate advertising text will undoubtedly destroy brand credibility. Therefore, follow this tip carefully paying close attention to details.

Advertising Creative's Shelf Life

Some brands may use the same creatives within half a year and achieve excellent results while others are forced to update them every few days since creatives become old and annoy the audience. Our general rule is monthly advertisements update. As your current results are the most important for making conclusions, let them guide you.

Is It Worth to Try A/B Testing?

Yes! Don't guess which creative option is more effective. Just test. Sometimes to get conversions it's needed to test dozens of parameters: images, ad texts, colors, element locations, headings, design, shapes, etc.

Here are a few things to consider:

1 You don't need to design absolutely different creative options for testing. They may have just some different details, for example, a title/call-to-action/logo location.

2 Be sure to test the items one by one, otherwise you will not be able to determine which of them causes the audience's behavior changes.

3 The result obtained for a very short period of time is unreliable. Focus on data collected over a period of at least four weeks before defining which changes improve the target.

A

B

Welcome to the Mobile World

Mobile format is an integral digital strategy's component since nowadays a mobile phone is used much more often than a desktop.

Our recommendations for mobile ads (300x50 and 320x50) are slightly different despite the fact that mobile ad can be considered a display ad:

1 Don't include images. Your logo and the call to action is all you need.

2 Use bright colors to catch attention. But try not to overdo and choose something too "flashy": the ad design shouldn't irritate.

Picture, Sound, Movement

Advertisers like video ads since they combine all three of these elements. But here are some features:

1 Shorter videos tend to get better completion rates, so try to create 15 seconds video instead of 30 seconds.

2 Do not forget to add a logo upon the video termination in order to give an opportunity for the audience to associate video advertising with your brand.

3 One of your main tasks is to attract viewers' attention within the first five seconds of the video to avoid "skipping". Imagine yourself a customer and create videos which are interesting for you.

Find out in advance whether your video starts playing with sound or without it. Pre-roll video usually starts with sound on. Facebook and Instagram videos start to play without sound for the users' convenience – and this is one more reason to attract the audience' attention for the first couple of seconds.
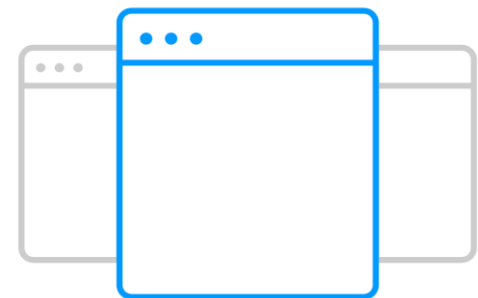
To What Purpose?

There are no effective and ineffective advertising formats - all depends on your goals.

For example, a simple native advertisement with a clear advertising message (price/discount) will be appropriate for performance advertising campaign while static/dynamic banners (for example HTML5) and videos will be effective for branded advertising.

Programmatic is Easy With a Good Partner

Meet Nominal Techno.

NT was created in 2007. It has successfully completed a long way and has changed "thinking strategically" concept understanding: maximum new programmatic trends coverage, helping customers to understand and use digital tools, new quality traffic attraction and purchase of target audience, but not the websites list.

More than 137 employees which include Account Managers, Business Analytics and Media planners will help you achieve your advertising goals.

It's time to open all programmatic' opportunities.

Looking for an effective solution for your business??

Programmatic buying is an individual solution for your business with full opportunities coverage. Pay per ads shown to your potential customers only. Submit a request and we will create a media plan for your advertising campaign for free.

Contact us to learn more info@nominaltechno.com