



Digital | **Creative** | Specialists

**Creative Guidelines**





# Introduction

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## Appendix

### Words to consider for your Call to Actions

- This will help when coming up with CTA buttons, as well as helping to provide elements/structure that can be used in copy which needs to have a clear action.

### Word Switch

- A cheat sheet that can help provide a more emotive feel to the copy. Don't forget, it can work both ways and 'emotional' words can be swapped for a more 'intellectual' word in cases. The key is to never over use either and keep the message clear.

## The 5 essentials to creating ads that convert...

1. Know who your perfect customer is.
2. Have an irresistible product, service or offer that provides a benefit to that customer.
3. Imagery, video and/or animation that draws attention.
4. Copy that links points 1 and 2 and compels the audience to take action.
5. A landing page that matches the expectations set out by the ad, and that, again, compels the viewer to take a single, clear, specific action.



# Copy writing guidelines

## Copywriting – General Considerations

- Animation
  - We may only have 2-3 seconds of **'hold time'** to read each frame of copy.
  - The **max. time limit** for animation might be as low as 15 seconds on some sites, so try to keep one complete loop of the animation / messaging within 15s.
- Context
  - **Desktop:** larger viewing area with lots of competing content (main page content, site navigation, page heroes, images, promos, other ads, etc) - viewers may not even notice our ads for the first 6-7 seconds!
  - **Mobile:** smaller viewing areas, with larger text and wider line spacing on page content - ads appear vertically, and viewers often scroll through content quickly, so we may have to grab attention within the first 1-2 seconds!
- Design and Layout
  - Choose a legible, easy-to-read **Font** (there's no point in running an ad if no one can read what it says!)
  - Be aware of awkward **ad formats** (such as 'skyscraper' or 'mobile' formats), where the copy will have to fit within restricted spaces.
- Audience
  - **Prospecting (cold) audience** - assume they have no prior knowledge of your company, product or services, and that you're starting a dialogue with them for the first time
  - **Retargeting (warm) audience** - these viewers have had some prior interaction with us and through these interactions, we may also know a little something about them.



# Copywriting – Tips

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- When we write ad copy we are essentially starting a dialogue with a potential customer, so try to imagine how you might approach that conversation if you were talking face-to-face.
- Don't start by talking about yourself - make the conversation about them, the challenges they're facing, and how the value your product/service offers could be relevant to them.
  - What are our customer's 'pain points' and how can we help with them?
- Try opening with a question to help find out if you're talking to the right people, e.g. "Losing control of or your multi-year projects?" is immediately relevant to anyone who manages multi-year projects.
- Make sure everything is **benefit-driven** - don't just list key features and USPs
  - Try using the 'so that' method as a prompt to work out what the benefit to your customer might be (e.g. "implement a secure ERP solution **so that** you can **control multi-year projects with ease**")
  - Better yet, think about how their daily life might change if they take us up on our offer (e.g. Will it free up a load of extra time to get on with other work? Will they be able to come into work each day without feeling anxious or worried? Will they be able to start taking lunch breaks again and leave work on time? Will they be able to relax in the evenings and weekends?)
- Statistically, most consumers make purchasing decisions based on emotion, not logic, so use emotive wording where possible.
  - Our "**Word switch**" cheat sheet can help provide a more emotive feel to the copy. Don't forget, it can work both ways and 'emotional' words can be swapped for a more 'intellectual' word in cases. The key is to never over use either and keep the message clear.
- Keep the language conversational and avoid potentially exclusive, technical terminology (e.g. "Download our free guide" rather than "...free eBook")



## Copywriting – Tips cont.

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- Where possible, use audience ‘call-outs’ to increase relevancy (e.g. mention a specific location or maybe name-drop a particular job title/role)
- Shorter headlines better than longer headlines.
  - Remember we may have limited ‘hold times’ on animated ads, and we may need to get our message across quickly on mobile devices.
  - Also, remember that our ads link out to landing pages where the viewer can get more detailed information.
- Use a single CTA that pushes the viewer to take a clear action.
  - Again, try to keep the copy as short and concise as possible.
- Show proof and use numbers (e.g. “Join the 3000+ other companies who have downloaded this free guide.”)





# Visual guidelines

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## Visuals – General considerations

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- L.E.A.N standards
  - **L**ightweight, **E**ncrypted, **A**dChoices compliant, **N**on-invasive
- Mobile Devices
  - Connection speed/type – if the viewer is on a slower connection than an ad full of multiple, heavy image assets will take longer to load, and may not even render before the viewer has scrolled away.
  - Data allowance – heavier ads will also eat up more of a viewer’s remaining data allowance.
  - Battery life – ads that feature heavy assets, complex animations or are particularly code-heavy may rapidly drain battery life, especially on older devices.
  - CPU usage – likewise, script-heavy ads that feature complex animation may also be a burden on the device’s CPU/graphics card and may cause the hosting webpage, browser or app to start performing slowly.



## Visual – Tips

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- Having a person as the focal point of an image is generally better than an object.
  - Match their expression to the tone of the copy/message.
  - A person looking towards the CTA is better than looking away.
- Including a headline in an image is better than a plain image (this is more relevant to social media placements, as display ads will always include copy).
  - Again, keep the headline short and legible, and think about including numbers/stats.
- Bright colours work better than plain white.
  - Most web pages will be white, so strong colours are an easy way of helping your content jump out.
- Use movement to grab attention.
  - Desktop webpages, in particular, can hit viewers with a riot of competing content, so don't be shy or subtle about standing out!
- Video is more effective than anything!



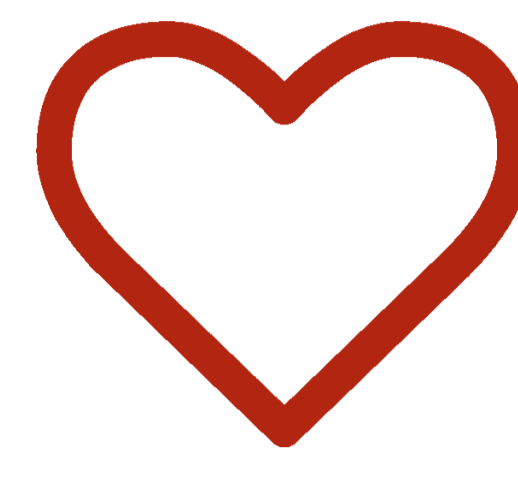
# Appendix

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# Word switch



Intellectual	Emotional	Intellectual	Emotional	Intellectual	Emotional
accelerate	speed up	difficult	tough	is provided with	has
accolade	applause	diminutive	small	jesting	kidding
additionally	there's more	dine	eat	large	big
aid	help	discern, perceive	see	learn	find out
allow	let	disclose	explain	manufacture	make
anecdote	joke	donate	give	must	has to
anticipate	expect	elderly	old	needn't be	doesn't have to be
assault	beat up	exceptional	marvellous	notion	idea
astute	smart	experiment	test	nude	naked
at an end	over	facilitate	ease	observed	seen
attractive	good looking	famished	hungry	obstinate	stubborn
avid	eager	fatigue	tired	omit	leave out
beneficial	good for	fearful	afraid	perhaps	maybe
challenge	dare	fidelity	faithfulness	peril	danger
circular	round	for	because	perspiration	sweat
combat	fight	fortunate	lucky	pharmaceuticals	medicine
completed	finished	futile	hopeless	pleased	happy
concerned	worried	garment	dress, suit	sufficient	enough
concerning	about	gratification	enjoyment	superior to	better than
construct	build	haste, hasten	hurry	tardy	late
contact you	write you	huge	giant	terminate	end
container	bag, bottle, jar	humorous, amusing	funny	tidings	news
courageous	brave	ill	sick	utilise	use
damage, harm	hurt	immediately	right now	wealthy	rich
demise	death	inform	tell	we would like to	we want to
desire	hope	intelligent	bright	worldwide	in the world
determine	pin down	I regret	I'm sorry	youthful	young



# Words to consider for your CTA

Verbs to Kick it Off	Hope and The Answer for "What's In it For me?"	Exclusivity to make your Audience feel special
Get	Me	Limited supply
Download	My	While supplies last
Start	You	Only a few left
Build	Your	Featured
Grow	Results	Exclusive
Join	Returns results	Advanced
Learn	Guarantee	Secrets
Discover	Free	Access
Add to cart	New	Special offer
Try	Safe	Request an invitation
Find	Proven	Members only
Save	Risk-free	Subscribers only
	Because	Now closed
		Pre-register / Pre-order
		Limited spots

## Urgency to entice action

## Words to Avoid

Ends tomorrow	Offer ends on ...	Submit
Limited time only	Closing soon	Order
One-time offer	Today	Our / ours
Expires soon	Today only	
Urgent	Last chance	
Deadline	Hurry	
Now	Immediately	
Only available to ...	Before	
Only X days left	Ends	