

Creative Works.

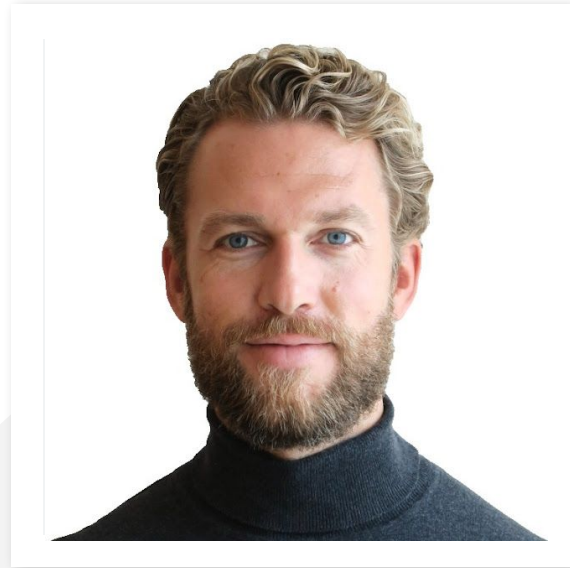
Hey Henkel. Let's discuss how to win with Display Creatives!

July 2022

Google



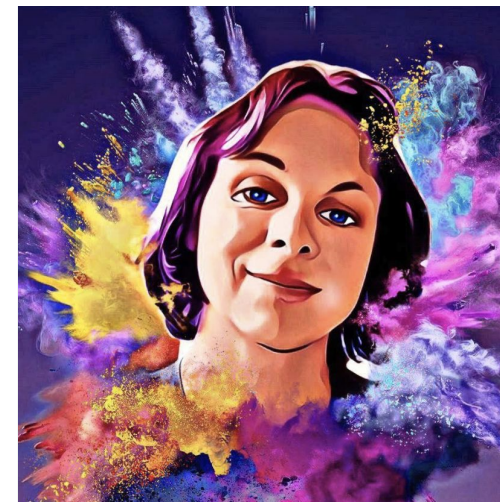
Introductions



Name: **Lennart**

Role: Senior Account Manager

The last display ad I clicked on
Must have been something
related to Ask Team Clean ;-)



Name: **Grazyna**

Role: Creative Business Partner

The last display ad I clicked on:
Marc-O-Polo / seasonal sale



Name: **Corbi**

Role: Creative Lead


The last display ad I clicked on
AMAZON - Prime Day



Best Practices for Best Experience

 1. **Enjoy greater audio quality**
Connect via a headset and please mute your microphone, unless you wish to speak.

 2. **Engage as active participants**
Use the chat for any questions and to interact with other participants.

 3. **Select your layout**
At the bottom right, click the 3 dots for More > Change Layout. Choose an option. By selecting Tiled, you can view up to 49 participants, after you select the number of the tiles you want to appear from the bar.

 4. **You can PIN a participant**
In a participant's thumbnail image, click Pin. The participant is pinned in your view only.

 5. **Share your feedback**
Please fill in the feedback form when provided in the chat.

You told us

The context of the workshop: we are **increasing our spend on dynamic remarketing and display ads for prospecting**.

The workshop needs to be relevant for various brands and learnings -transferable.

Campaign Goals/ KPI'S:

Action/ Performance (Lead Generation)

Traffic

The team needs more guidance in terms of creatives:

Integrate promo codes/CTA directly on the ad?

What works better: rather a flashy or more neutral color palette?

What are useful variations to test with an A/B testing framework. (color, CTA, more/less text, etc)?

How “big” should these variations be?

What is the best-in-class workflow from creative- / design POV towards clean, strong and sales-successfull assets?

Funneling : How to best connect GDN and AdWords campaigns > Tech & Messaging”

How often should ads be changed? When does the wear-out effect kick in?

Our ambition for **today**

Present and discuss best practices for display ads

Deconstruct the existing assets

Few words on testing

Check - questions you asked

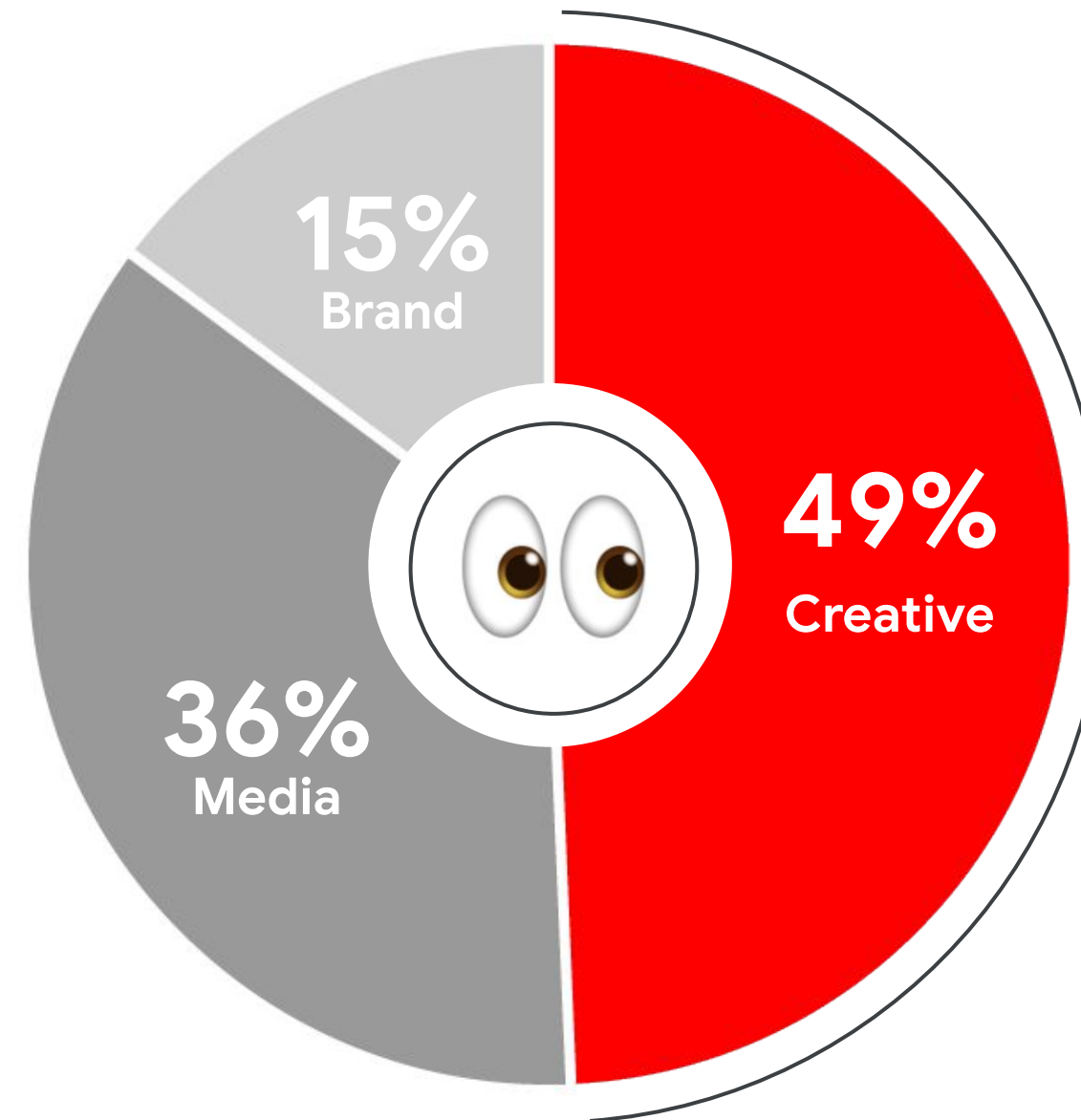
Touch on the future of display creative

Why does it matter?

“Creativity is the last unfair advantage we're legally allowed to take over our competitors”

Bill Bernbach
Advertising guru

Percent sales contribution
Creative vs. media





Success is work going LIVE!

We love projects that go live
and help us **learn.**

TEST. TEST. TEST

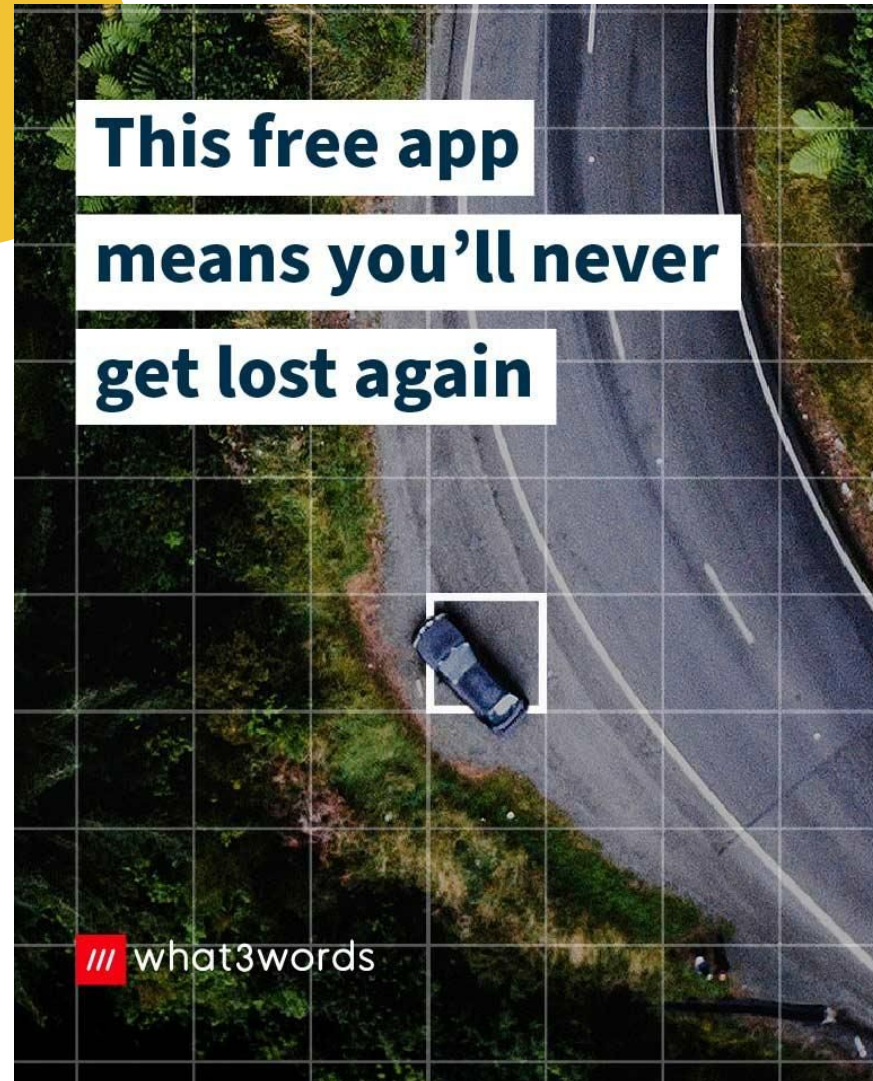


Before we start

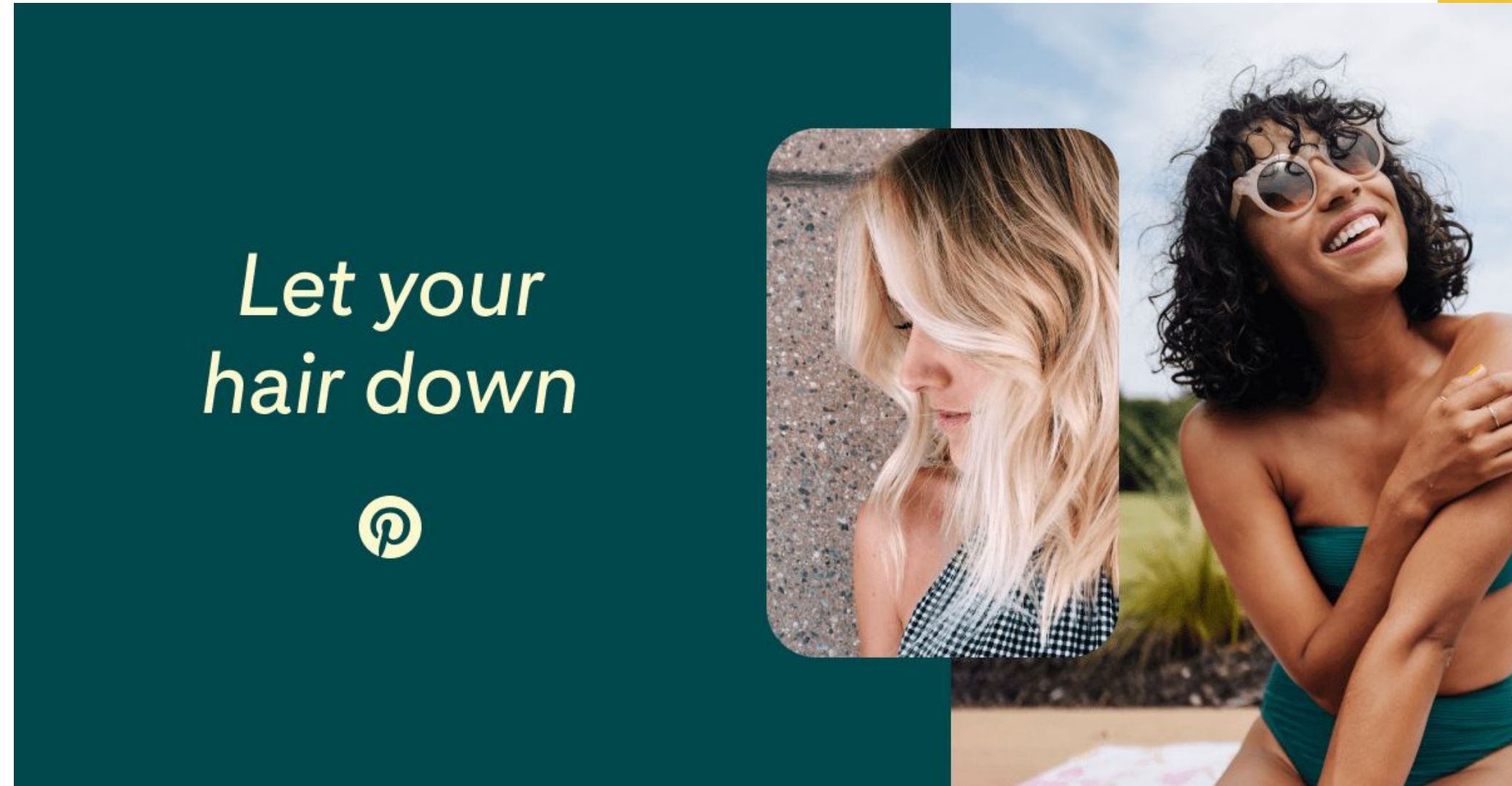


Which of those Display Ads would get more clicks?

1



2

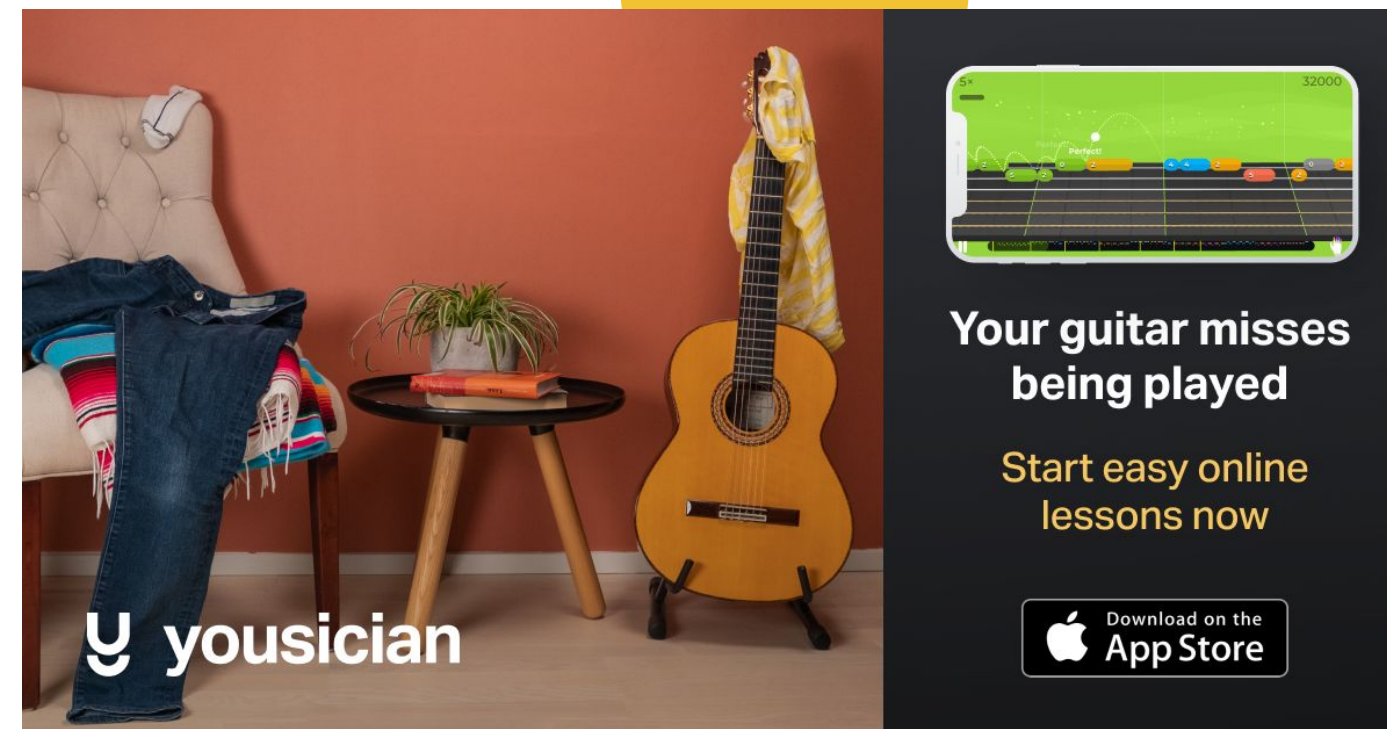


Which of those Display Ads would bring more Installs?

1



2

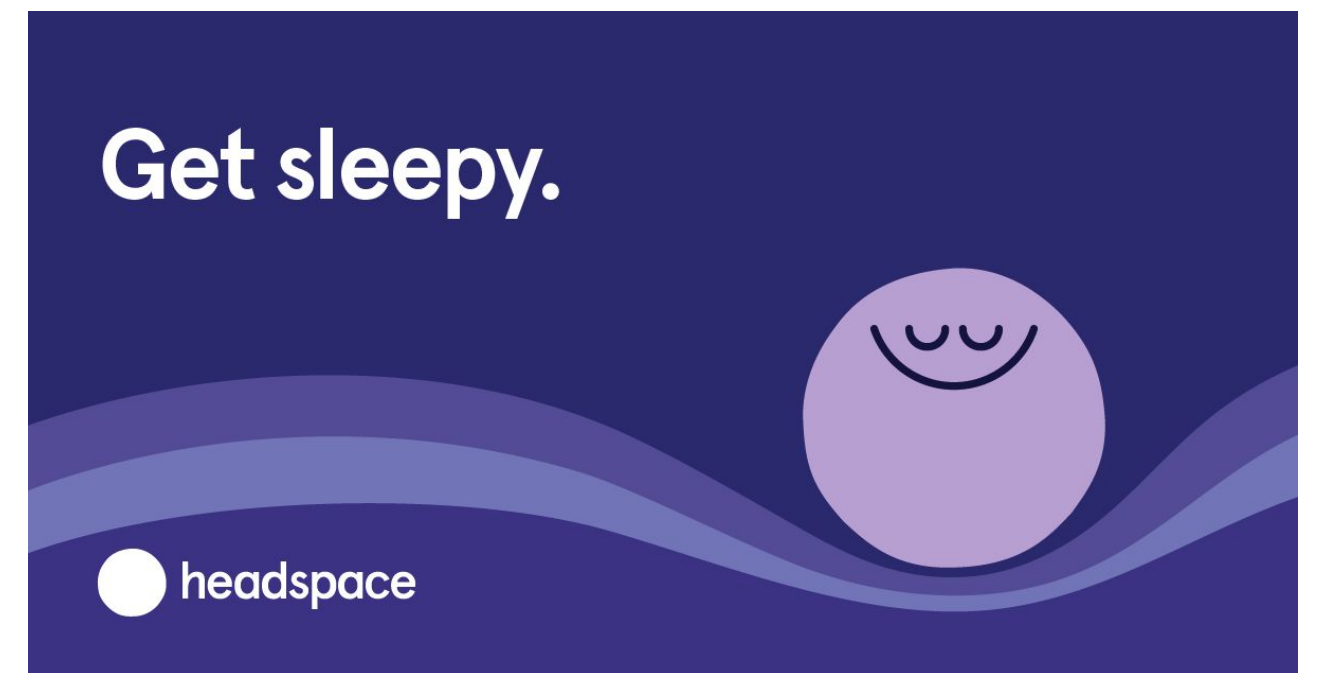
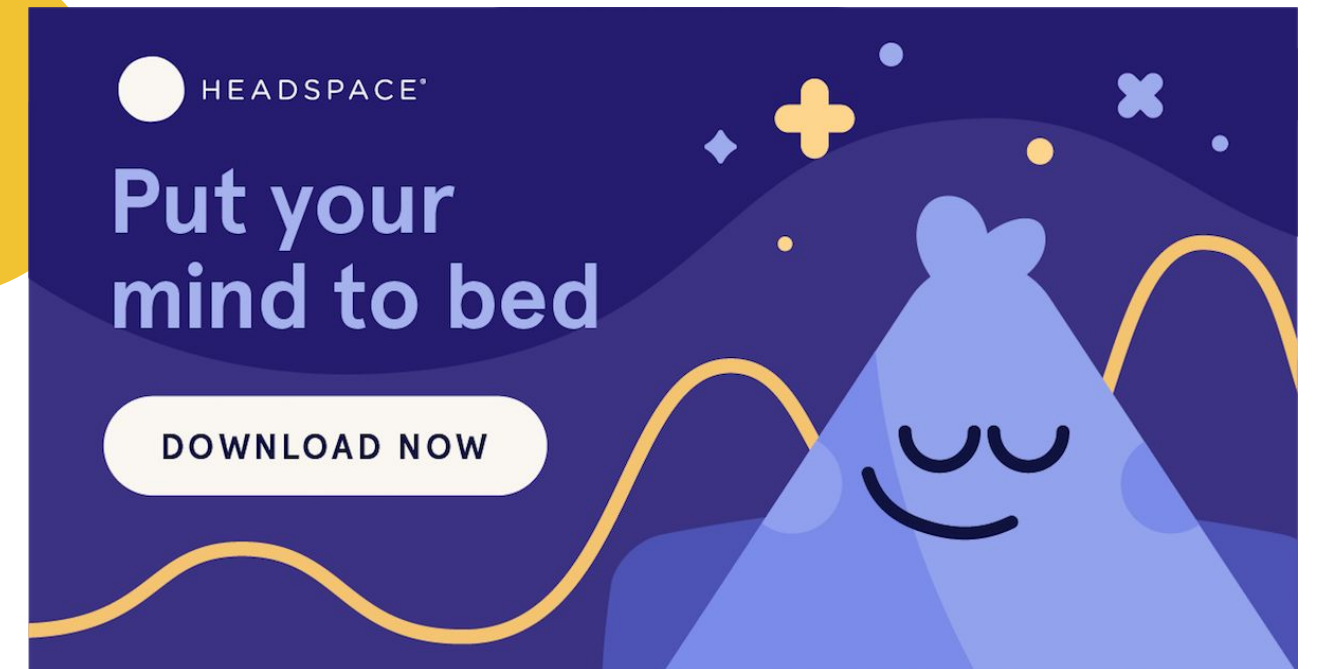


Which of those Display Ads would have a higher brand recall?

1



2



Let's dive into

a few super important details



Make it count

“Display ads have less than 3 seconds to deliver in a cluttered online environment, so it’s important to deliver a snapshot and to focus on the basics”.

2.3s

*Average ad dwell
time*

Google Display Ads appear on over 3M websites, Million+ apps across Google properties like gmail, YouTube



Image

Copy /Message/ CTA

(Brand)

2.3s

Average ad dwell time

Let's talk Image

and graphic assets

IMAGE



Keep visuals SIMPLE

Imagery helps users understand business, products or brands.

More

- quality imagery that is in focus, and easily viewable
- single images
- elements that draw attention without overshadowing the message
- fill the full frame

Less

- imagery that is blurry, skewed, washed out, with rounded corners, or excessively post-processed
- collages
- composite backgrounds



Use High Quality Images

Images help users understand your business, products, and brand. They are critical to ads that perform well.

DO:

- Use the natural lines of an image
- Use image in focus
- Use images that are easy to see and full color.
- Keep edges square and borders transparent to allow images bleed to the full aspect
- Use the raw, natural composition of photos

DON'T:

- Use visually skewed or blurry images
- Use images that appear washed out
- Use images with a mirror image
- Use round edges or borders
- Use inverted colors or excessive filters



Do more **SHOWING** than telling

Imagery helps users understand business, products or brands.

More

- simple visual demos of product and/or benefit(s) help to drive awareness & intent
- benefits, price points, product features, or offers to drive response

Less

- Too large colour palette



Avoid Overlaid Text

Avoid inserting text on top of an image.

Overlaid text can be unreadable in smaller ad sizes.

Images where the text is naturally embedded or integrated are OK.

Best Practices:

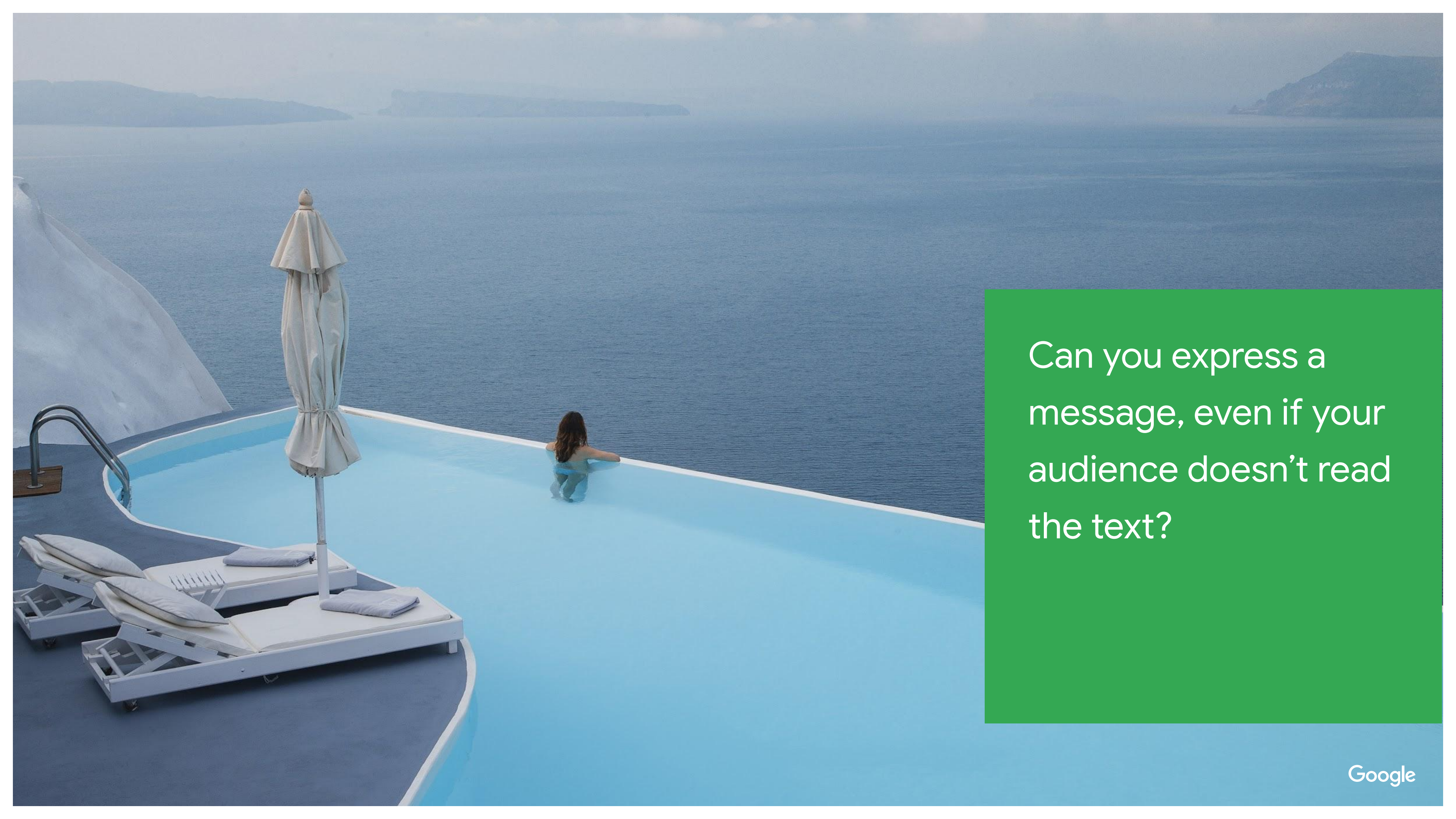
Do preserve the original image, ensuring it's the focus

Don't overlay logos / other graphics on images



... there is more to image...



A woman is seen from behind, sitting in an infinity pool that perfectly blends with the vast blue ocean. The pool is on a deck with white lounge chairs and a closed white umbrella. In the distance, there are mountains and a clear sky. A green text box is overlaid on the right side of the image.

Can you express a message, even if your audience doesn't read the text?

Do the images fit your
brand's voice, style,
and mood?





Do your images relate to your tone or cause?
/defining a persona can help/

A vibrant still life photograph of various fruits including green grapes, yellow mango, oranges, a blood orange, a pomegranate, and red apples. The fruits are arranged on a dark surface, creating a rich and colorful composition. A yellow rectangular box is overlaid on the right side of the image, containing text.

Does your image
stand out?

*Striking colors in
photographs that really
pop can create interest.*

When it comes to text

COPY MESSAGE



Polished oak and titanium
in a compact design

VIEW STYLES



VVR

Be **CONCISE** with **COPY**

Too much really is too much.
Let users focus on the right thing.
One thing.

- communicate benefits with a balance of text and visuals
- make it easy to process
- single message per frame
- avoid fast changing frames
- use space to focus users on message

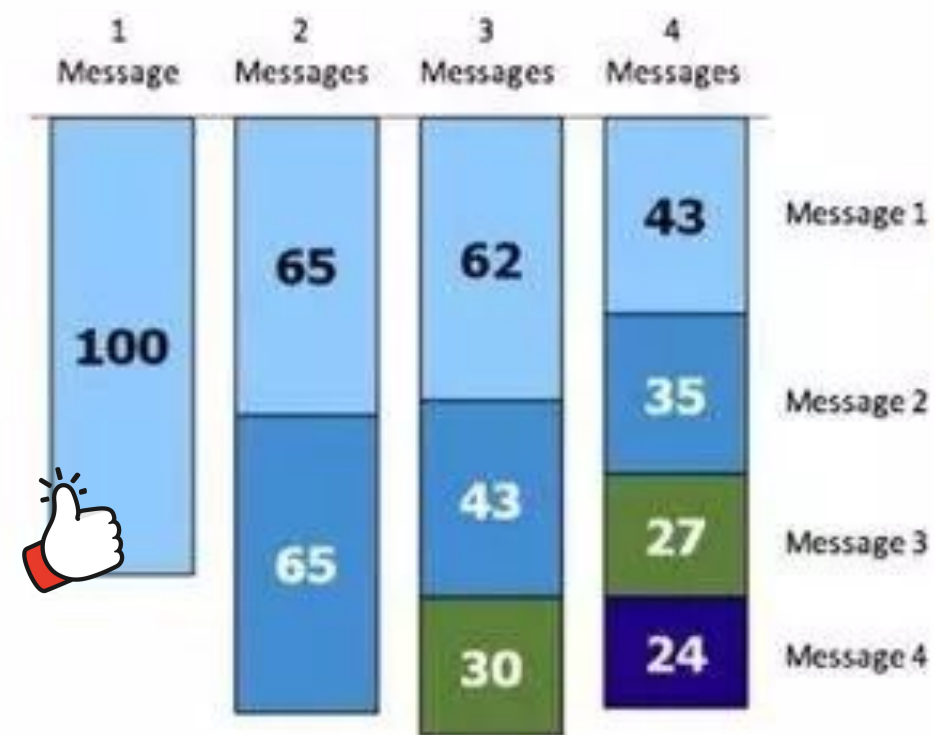




WHY ONLY ONE MESSAGE?



The more the messages, the less any of those messages are remembered



The Link™ database shows that the more messages an ad attempts to communicate the lower the likelihood of any single message actually being communicated.



Start your
bitcoin empire
with only

\$5

INSIGHT led COPY

Make your message relevant for the audience.

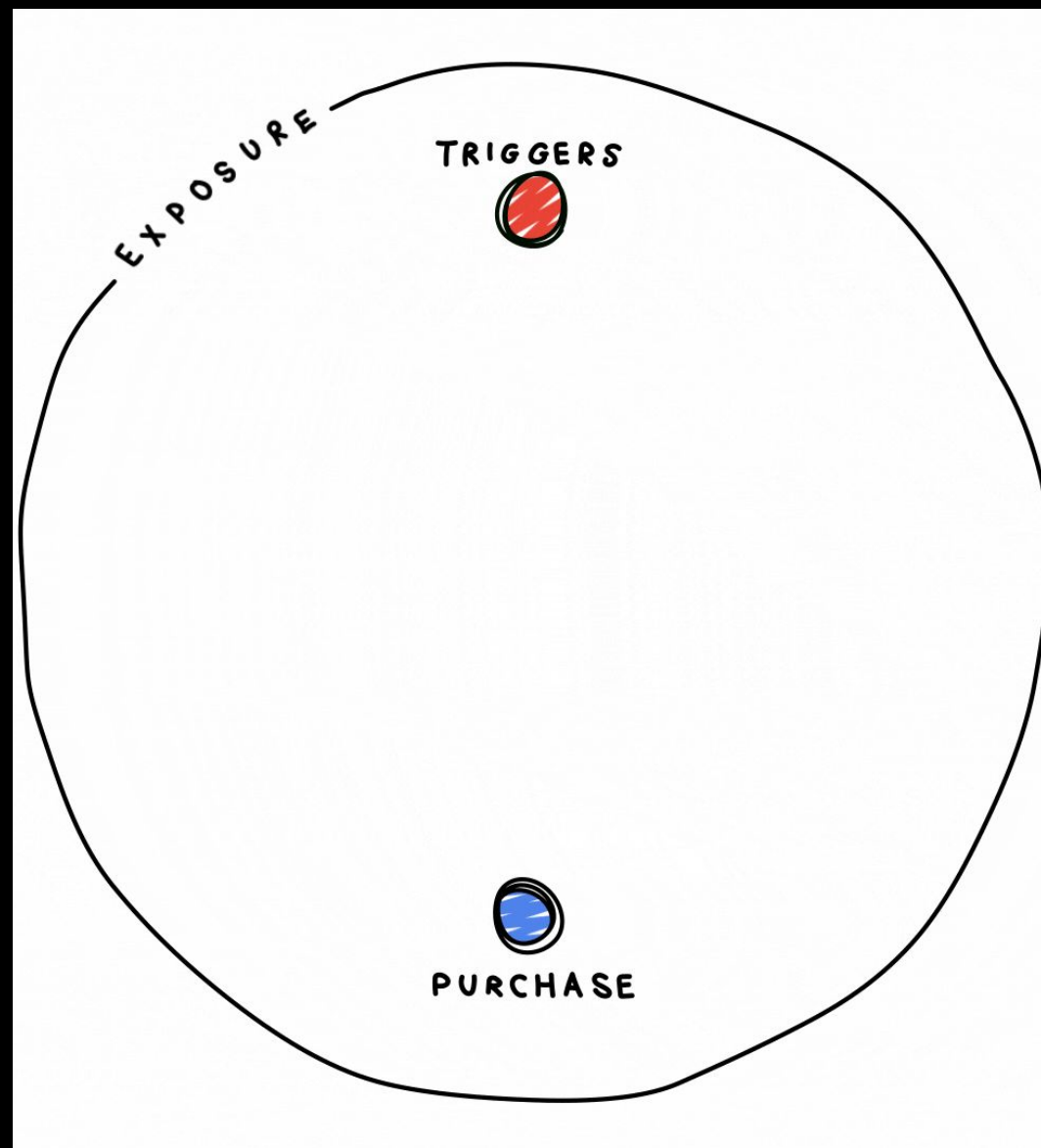
Do you capture any of the following?

- The consumer issue you are solving for
- Benefit for the consumer - provide value
- Unique proposition of the brand versus competition



What motivations are you tapping into?

Key cognitive biases influencing consumers in the messy middle.
Which ones work for your brand?



Scarcity Bias

Scarce resources are more desirable

Authority Bias

We follow the lead of credible, knowledgeable experts

Social Norms

We adopt the opinions and follow the behaviours of the majority

Power of Free

Free things are immensely attractive

Category Heuristics

We rely on shortcuts or rules of thumb to help us to make quick & easy decisions

Power of Now

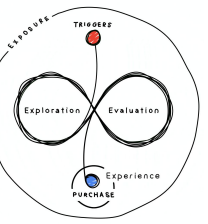
There's no time like the present...

Mere Exposure

Repeated exposure to something leads to a more positive feeling about it. Simply being present during exploration can drive behaviour



Cognitive biases can effectively influence consumers in the messy middle. Which ones work for your brand?



DECODING DECISIONS

Authority

DECODING DECISIONS **COGNITIVE BIAS Authority Bias**
We follow the lead of credible, knowledgeable experts

Meet a Genius at the Apple Store. Geniuses have extensive knowledge of our products, and they work with you face to face to provide technical support and troubleshoot hardware problems. Some repairs can even be completed right on the spot.

What to expect at the Genius Bar. Before you come in for your reservation, be sure to back up the data on the device that needs help. When you get to the Apple Store, ask a team member to check you in to the Genius Bar, or check in using the Apple Store app on your iPhone. During your session, your Genius will gather information about your system and answer your questions. If your product requires repair, the Genius will discuss repair options, explain any applicable charges, and prepare your equipment for repair. Most sessions last about 30 minutes, but some may take longer, depending on the issue.

Apple Geniuses are specifically trained and certified Apple store employees, who assist consumers with any technical issues related to Apple products.

The medical field is one of the most know sectors that capitalize on Authority Bias. For example, most toothbrushes and toothpastes out there are "recommended by dentists".

Social norms

DECODING DECISIONS **COGNITIVE BIAS Social Norms**
We adopt the opinions and follow the behaviours of the majority

barismo
364 Broadway, Cambridge, MA

4.2 ★★★★★ 59 reviews

Sort by: Most helpful

★★★★★ Lots of light and character and with some good music. It's a nice place to sit and relax, read, or do a little work. I usually come for coffee and pastries but I seriously love their lunch and brunch offerings. Recently introducing "Waffle Saturdays," I think I'll be back more often on the weekends.

Mike Oltmans
3 years ago
★★★★★ I can't say enough about this place. The Barista's love making coffee and it shows. The ever changing baked goods are great and I love the Italian style coffee bar where you can stand and drink your coffee and chat with the Baristas and ... More

Alessandro Bahgat
a year ago
★★★★★ Their pain au chocolat is one of the best I've had in Cambridge.

Matt Suppela
9 months ago
★★★★★ Good coffee, nice space, but no WiFi

High demand Rare find

Hotel Room \$450
Booked 2950 times! \$300
36 also looking! \$250
OMG, such pressure! ONLY NOW! 45% OFF!
Just booked by a dude! 1 left

BOOK NOW! 30 seconds left!

Power of Now

COGNITIVE BIAS Power of Now
There's no time like the now

Wireless Bluetooth Headphones - Godla Wireless in-Ear Headphones - Running Headphones for Women Men - Sport Bluetooth Earphones - Best Sport Wireless Earbuds - Outdoor Portable Bluetooth Earphones8

Price: \$32.99 ✓prime

Thank you for being a Prime member. Get \$70 off instantly: Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

Color: white6688888

STABLE, FAST, EASY PAIRINGN - ever worry

FREE Delivery by Friday
Get it Friday if you order within 21 hrs 2 mins and choose paid shipping at checkout. Details

In Stock.

Qty: 1

Add to Cart Buy Now

Sold by Gino 1 Audio and Fulfilled by Amazon. Gift-wrap available.

Deliver to San Francisco 94109

Add to List

Scarcity

DECODING DECISIONS **COGNITIVE BIAS Scarcity Bias**
Scarce resources are more desirable

Recommended for 2 adults
This is a best seller - only 1 room left on our site!
Price for 2 adults for 2 nights: € 72

Recommended for 2 adults
This is a best seller - only 1 room left on our site!
Price for 2 adults for 2 nights: € 106

Outbound journey London Gatwick to Madrid
Return journey Madrid to London Gatwick

Mon 23 Nov	Tue 24 Nov	Wed 25 Nov
Not available	£7249 Dep 12:25 Arr 15:50	£6349 Dep 07:35 Arr 11:00
£9949 Dep 18:30 Arr 18:55	£7249 Dep 12:25 Arr 15:50	£6349 Dep 12:25 Arr 15:50
£10349 Dep 17:00 Arr 20:25	£7249 Dep 17:00 Arr 20:25	£6349 Dep 17:00 Arr 20:25

Thu 26 Nov	Fri 27 Nov	Sat 28 Nov
£5949 Dep 07:30 Arr 08:55	Hurry! Only 2 seats left at this price	
£5349 Dep 11:35 Arr 13:00	£8249 Dep 11:35 Arr 13:00	£4549 Dep 11:35 Arr 13:00
£6849 Dep 16:35 Arr 18:00	£8649 Dep 16:35 Arr 18:00	£3949 Dep 16:35 Arr 18:00

The hotel industry showcases the number of rooms left at a specific time to entice people to book now.

The airline industry used a similar tactic as an answer to people constantly comparing prices on various ticketing websites.

Heuristics

DECODING DECISIONS **COGNITIVE BIAS Category Heuristics**
We rely on shortcuts or rules of thumb to help us to make quick & easy decisions

Research shows that consumers largely assume a generic store brand has a higher quality if its packaging is designed to resemble that of a cool brand.

The organic is stamp on products is one of the most famous and successful shortcut used on products. We immediately assume "good quality" and "healthy" as soon as we see it.

Power of Free

DECODING DECISIONS **COGNITIVE BIAS The Power of Free**
Free things are immensely attractive

100GB of free storage

Your ASUS device comes with 100GB of Google Drive storage free for 2 years.

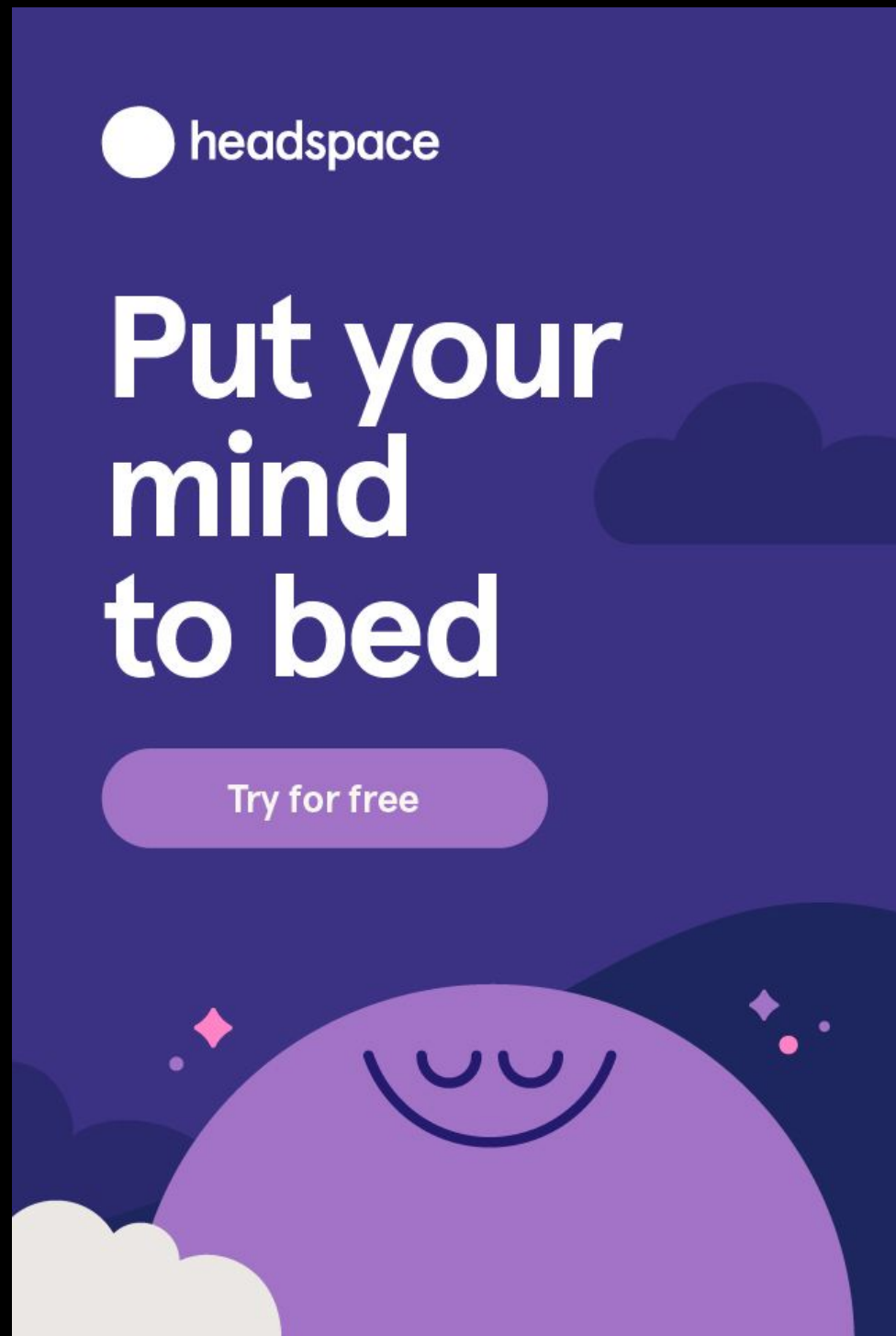
Redeem

GO TO DRIVE

\$10.00 + \$2.39 shipping

\$12.39 & FREE Shipping

This doesn't have to relate directly to the product, as long as there is something perceived to be free.



Be CLEAR with CTA

Be intentional in guiding them to the next step of the journey.

More

- a clear call-to-action in a prominent location on all frames to drive response

Top 5 CTAs for CTR

In descending order:

- Buy Now
- Add to Cart
- Check Out
- Purchase Now
- Shop Now

Get Creative

*Consider utilising **Action Verbs** and appealing to an target audience in language they use:*

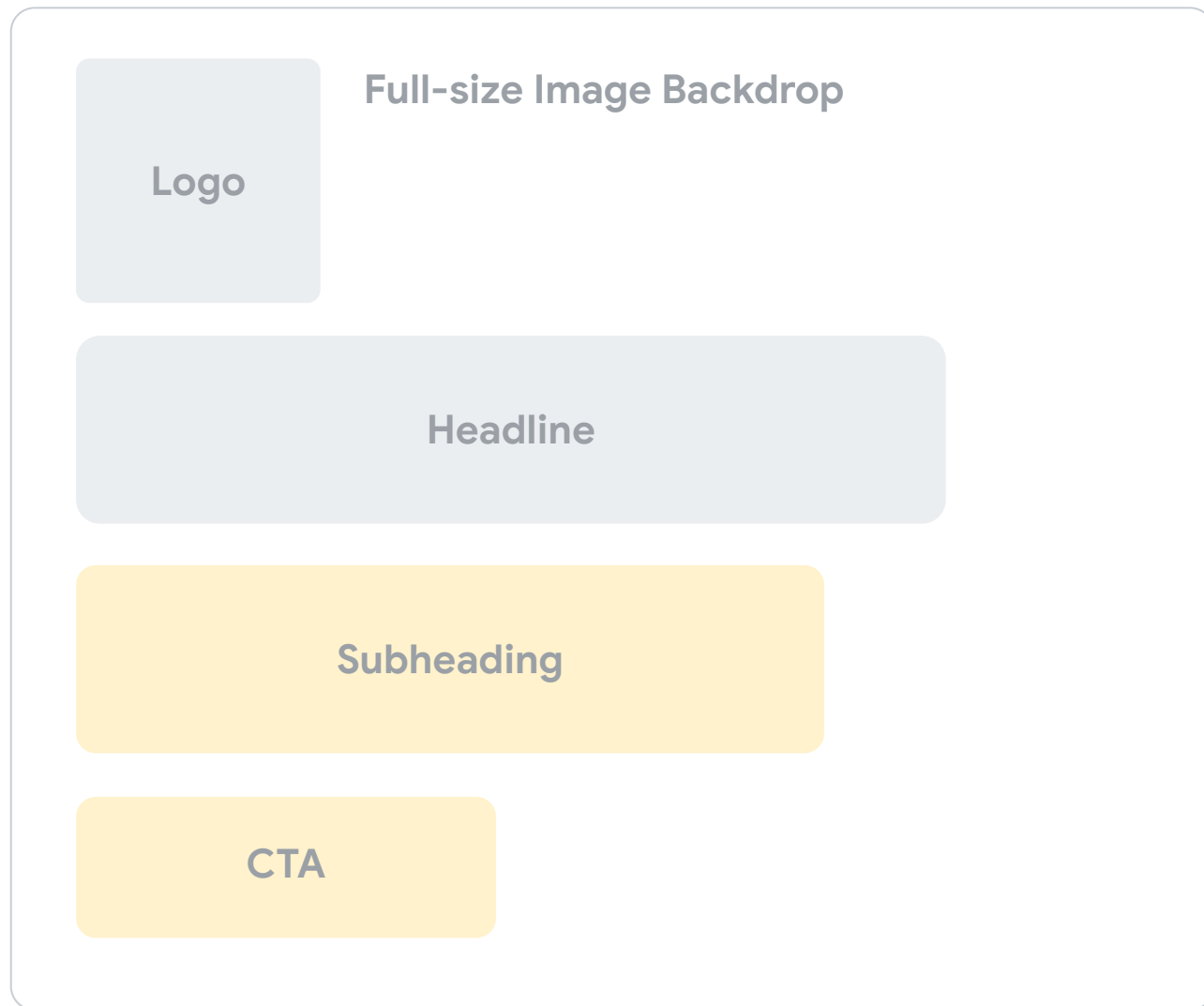
- Try our free trial
- Reserve your seat
- Download whitepaper
- Treat yourself



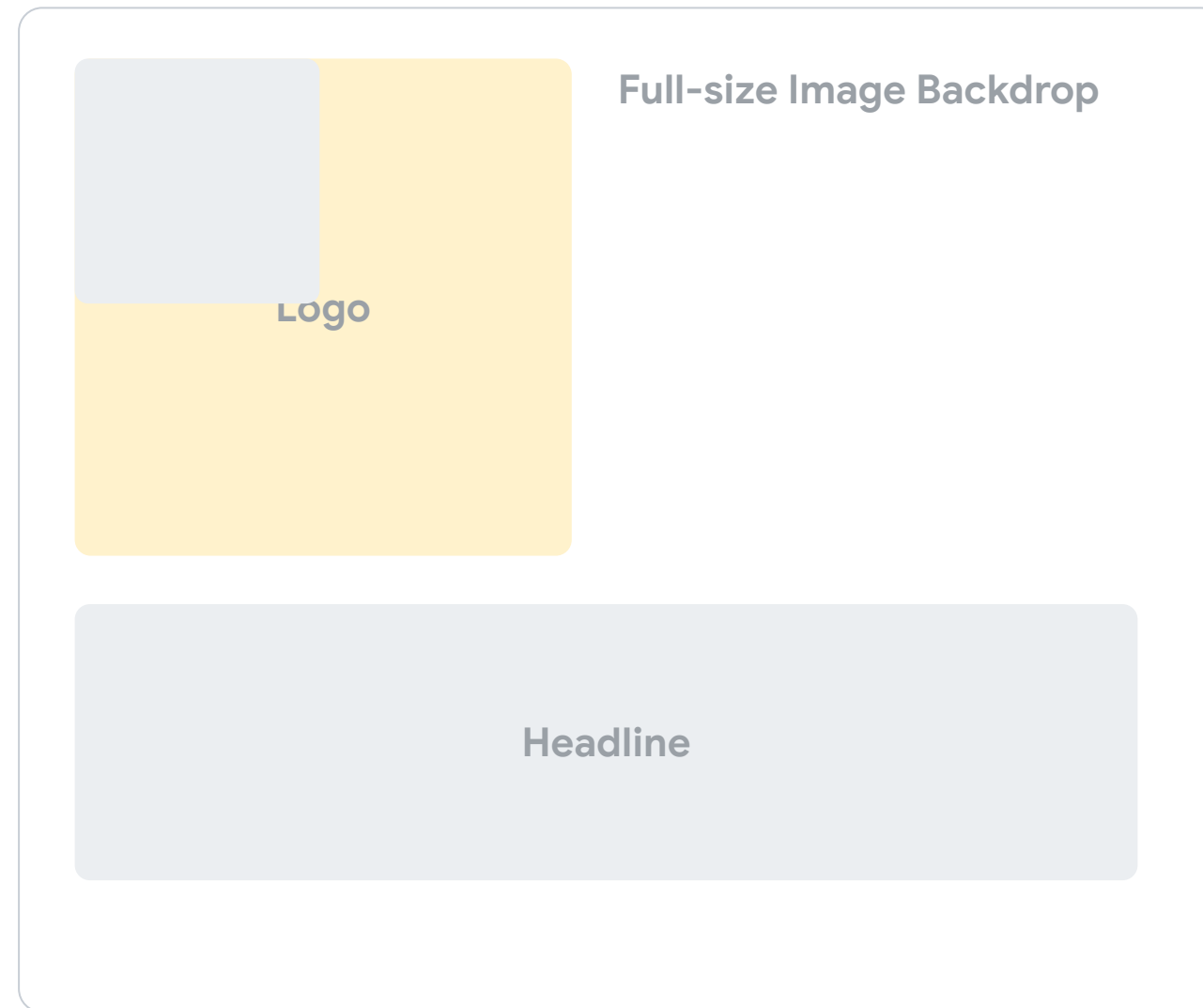
Creative consideration: Less is More with Display

Brand-tuned ads were designed to be visually lighter, and performed stronger on mobile.

PERFORMANCE-TUNED



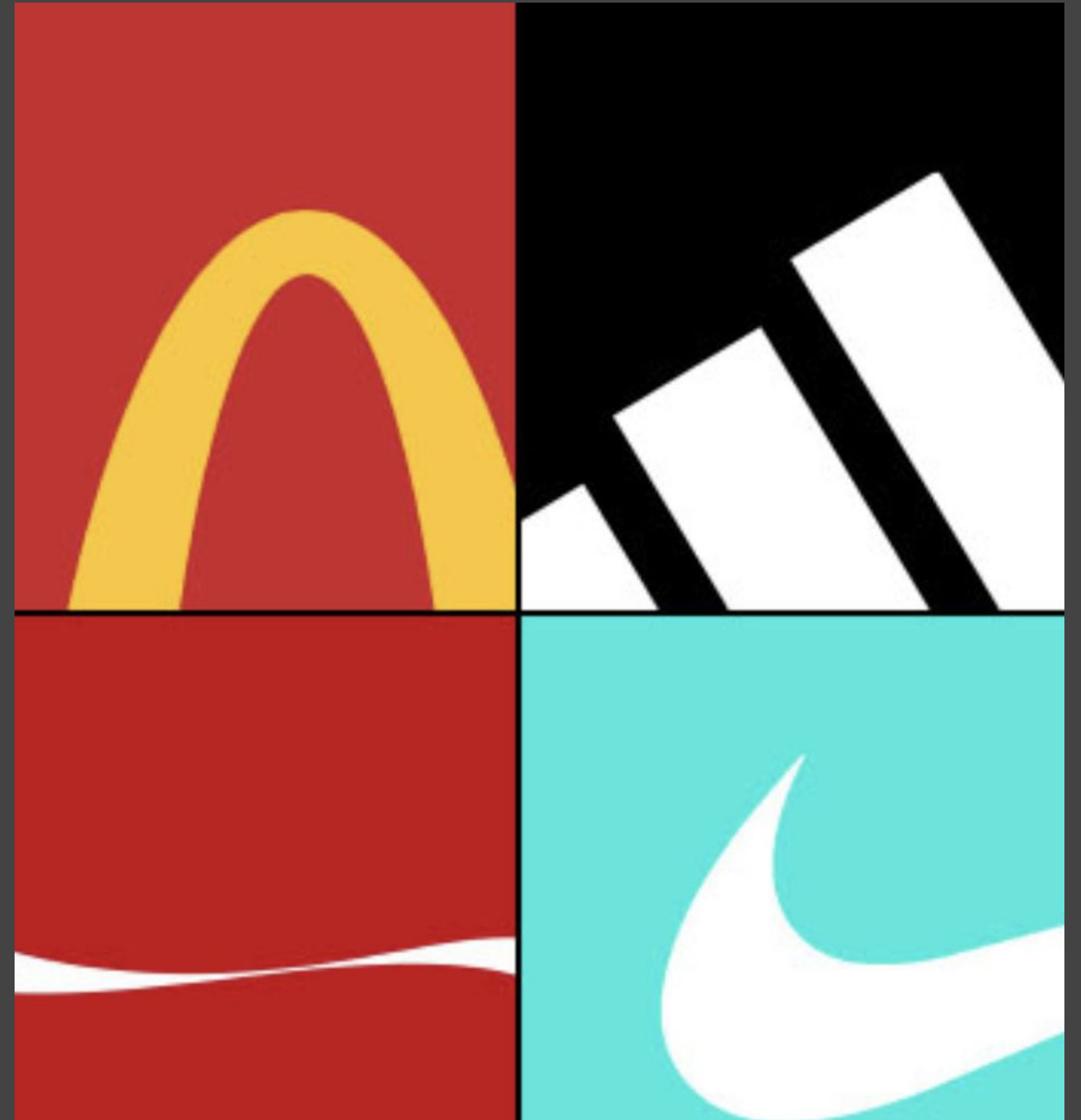
BRAND-TUNED



Brand



BRAND



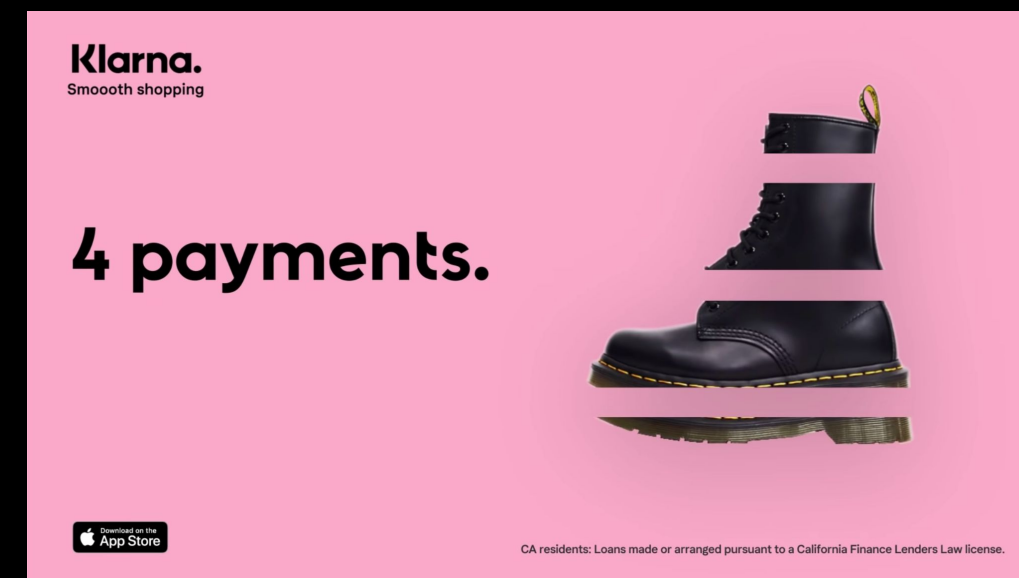
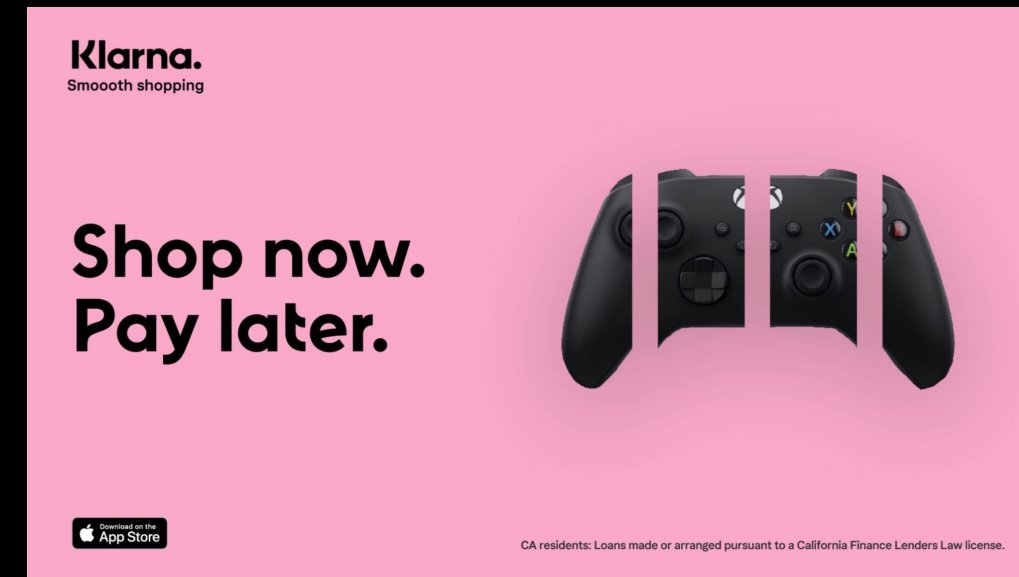
Example 1

Be consistent with your brand identity

Align brand colors across all creatives

Align fonts across all creatives

Define and use brand iconic assets to drive recall, versus relying only on logo



Example 2

Consistent brand colors is a key differentiator

Let your product, character and image design speak the same color. Higher brand recalls are guaranteed.



Cartão sem anuidade e com limite pré-aprovado **para simplificar suas compras**

Abra Sua Conta Gratuita

sujeito à análise

The advertisement features a white background with a large orange circle on the left. It shows a smartphone displaying the Inter app interface and two orange Inter credit cards. The text is in a clean, sans-serif font, with the main headline in black and the key benefit in orange. A black button with white text is positioned at the bottom left, and a small vertical text 'sujeito à análise' is on the right.



Simplifique com o Inter e acumule **cashback!**

Abra sua conta

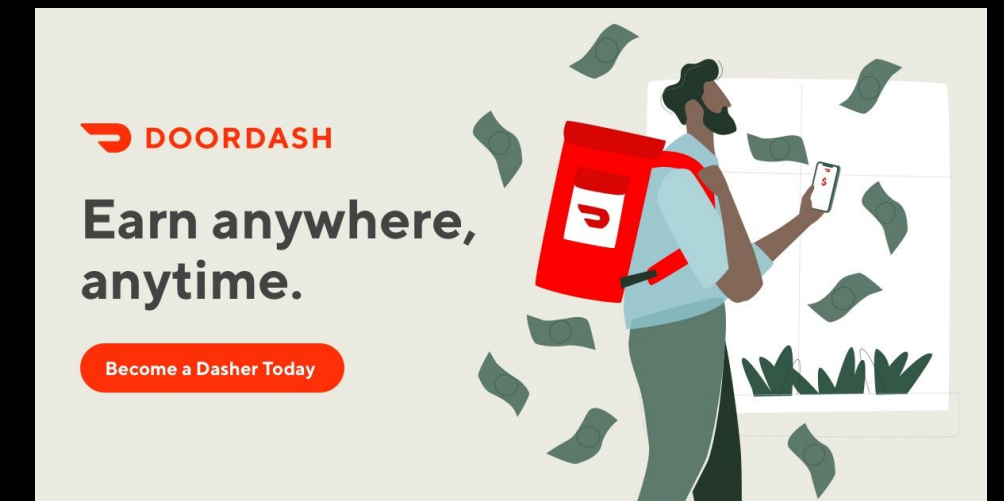
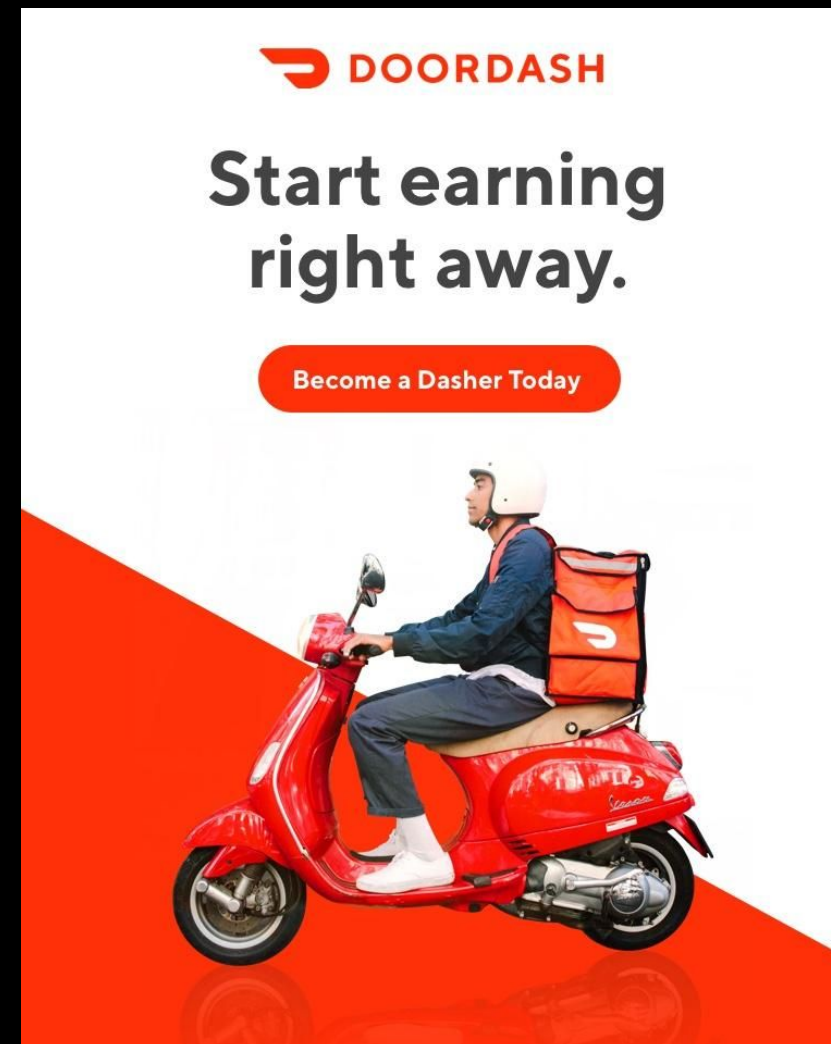
inter

The advertisement has a solid orange background. On the left, white text promotes a cashback benefit. A black button with white text is at the bottom left. On the right, the Inter logo is at the top, and a cartoon pig character is holding a green banknote. The pig is rendered in a soft, 3D style with a pink snout and rosy cheeks.

Example 3

Make sure you add your logo to every single asset

Experiment with more creative and native placements, just like Doordash did in this case.



Example 4

Be consistent with your branding across markets

It makes you recognizable across regions, raises brand recall.

Same fonts

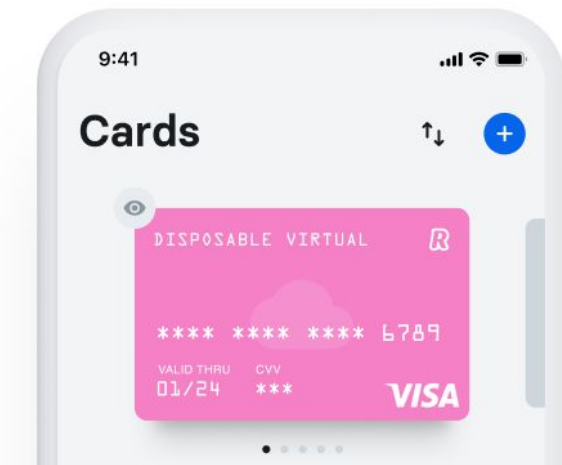
Same colors

Same graphics

Same assets structure

Revolut

Ξόδεψε με
ασφάλεια στο
διαδίκτυο. Πάρε
εικονική κάρτα



Revolut

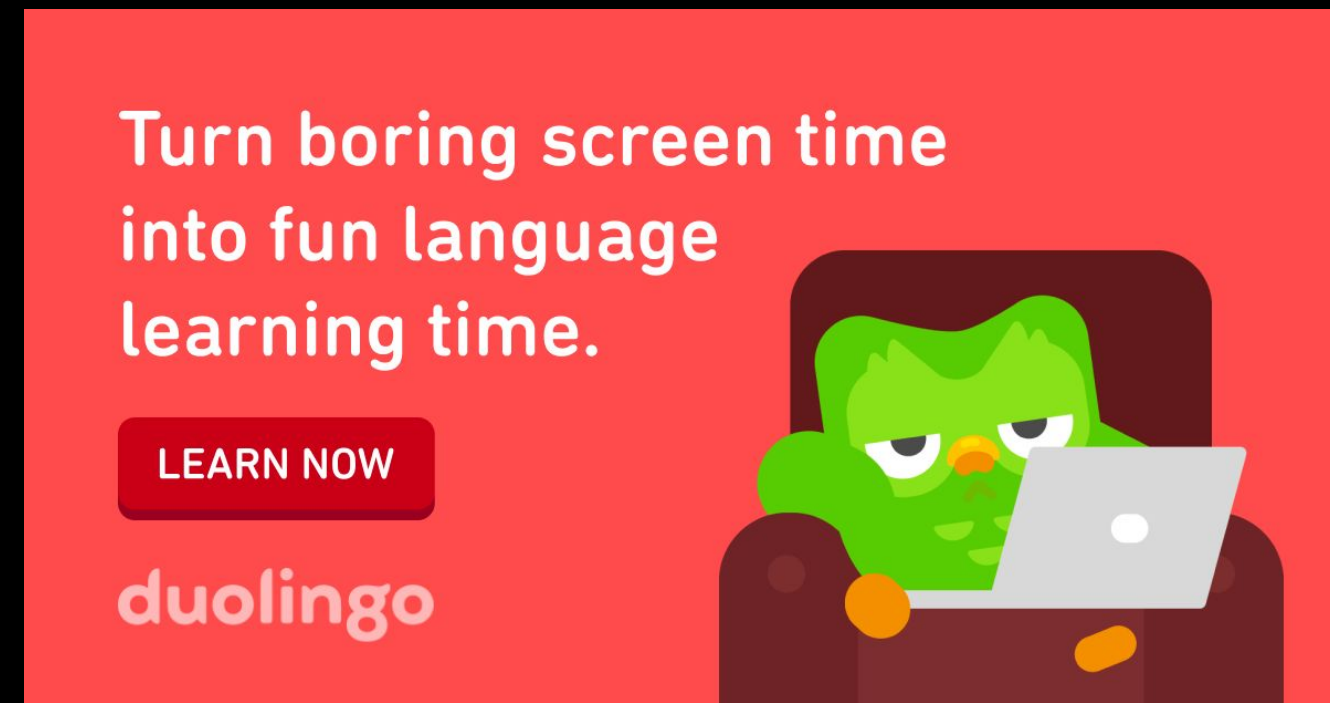
Kupuj w sieci
bezpiecznie.
Zdobądź kartę
wirtualną



Example 5

Introducing a character can help

Take an entertaining approach and use a character, which will follow through the whole spectrum of creatives. This approach will definitely improve engagement, connection and raise brand recall.



Connect

Deliver an emotional
connection with your
consumer

Example 1

Insight-led messaging

Do you capture any of the following?

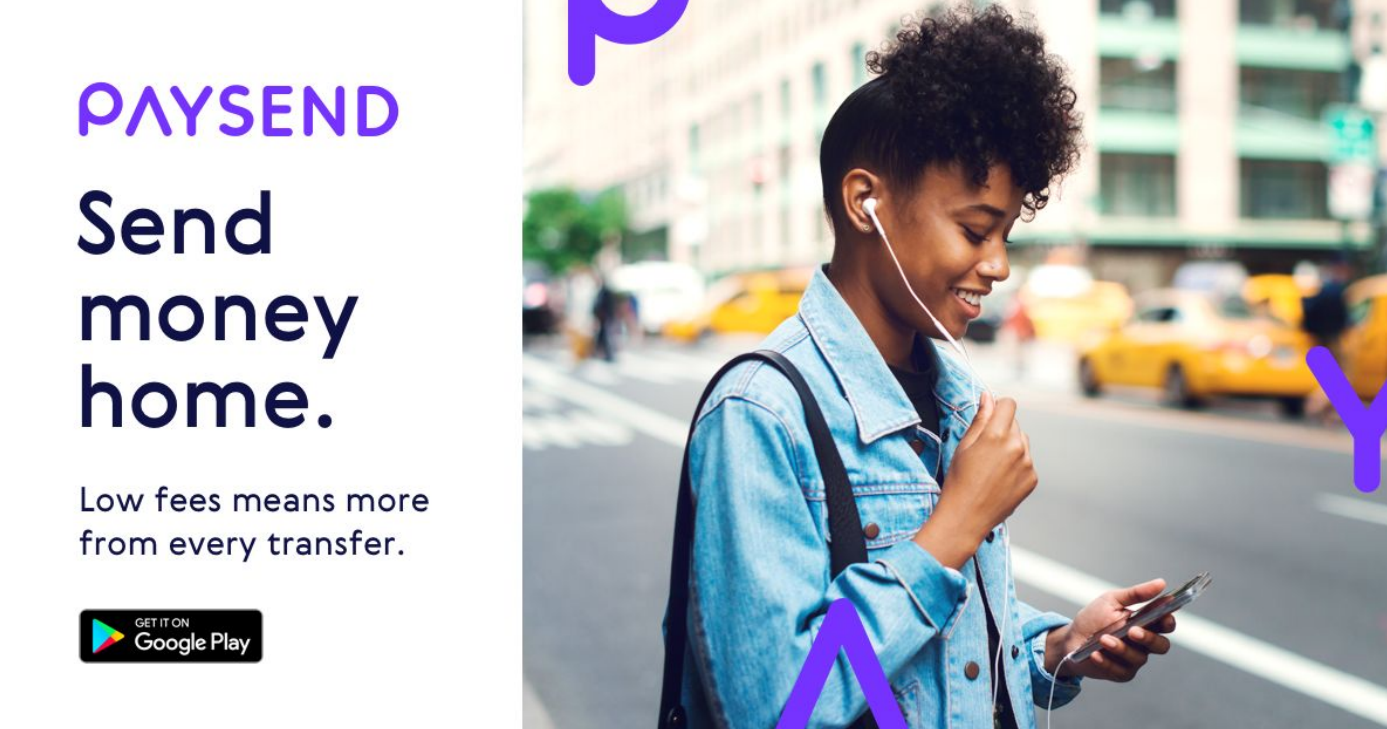
The consumer issue you are solving for

Benefit for the consumer

Unique proposition of the brand versus competition.

Security has always been paramount — for financial institutions and for consumers.

52% of respondents chose security as their top priority when thinking about online banking / online money management.



PAYSEND

Send money home.

Low fees means more from every transfer.

GET IT ON Google Play

Revolut

Control your card security in a tap

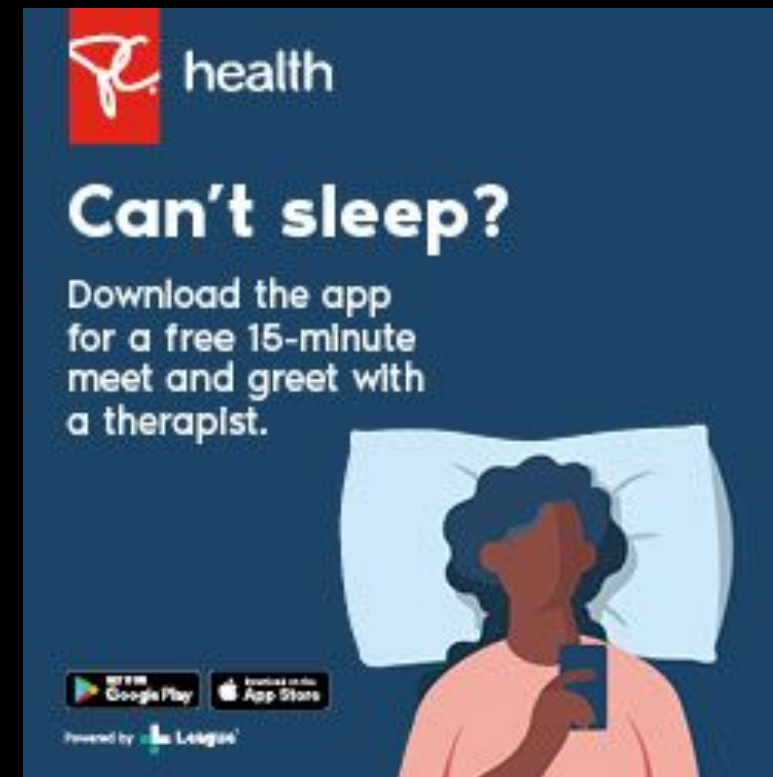


Download on the App Store GET IT ON Google Play

Example 2

Touch upon pain points

Ask people simple questions – which touch upon their main pain points. It's a great way to catch attention and show that you truly understand what is your customer facing.



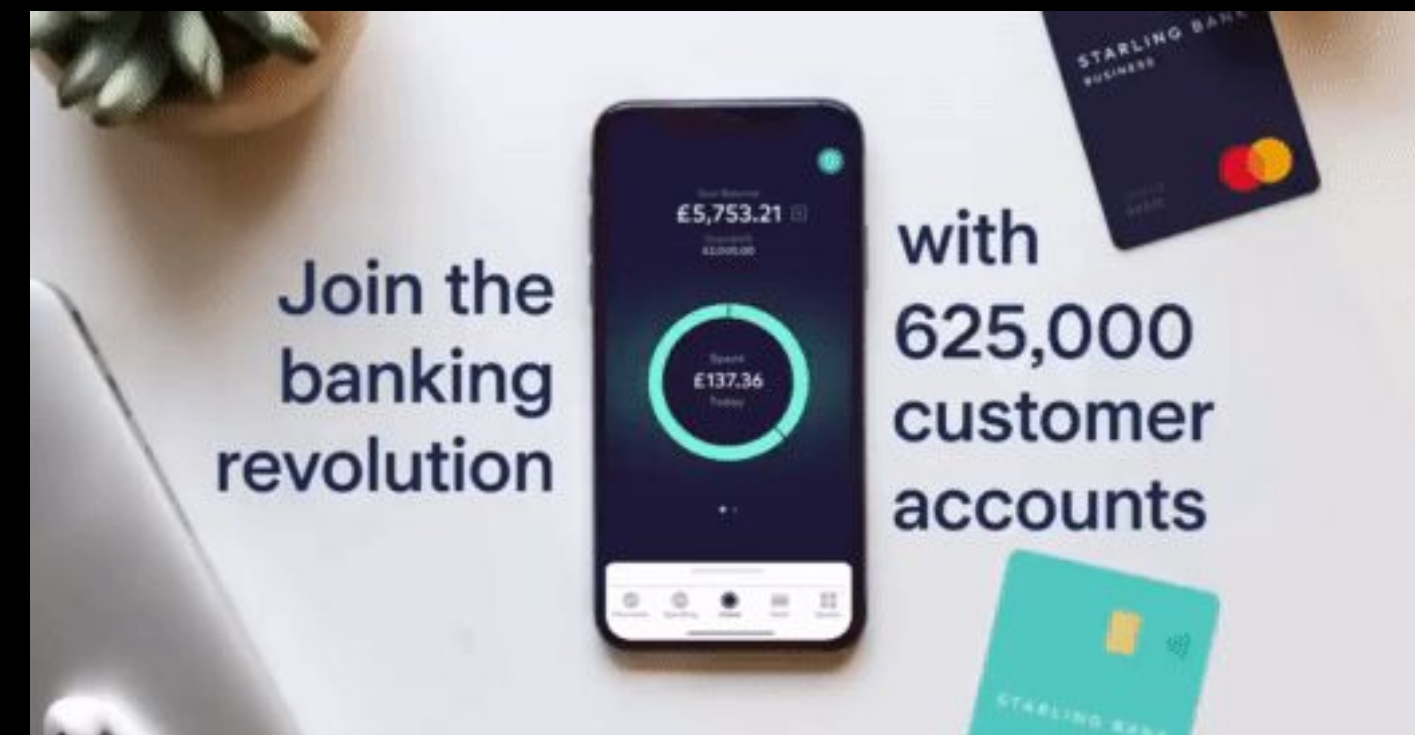
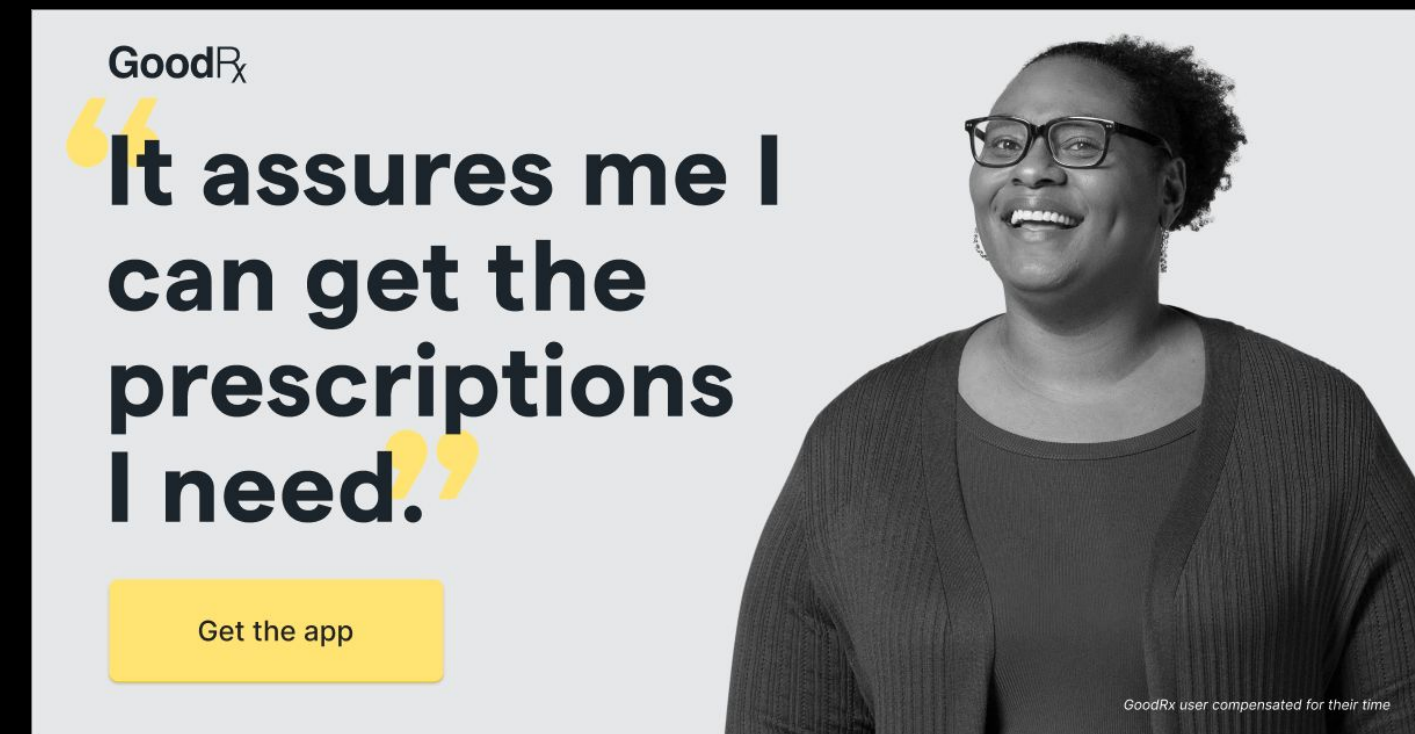
Example 3

Social Proof

Social Proof is a psychological effect that leads us to copy other people's behaviour. It has a greater impact on our behaviour in situations where we are unsure about a decision or what to do.

People connect to people. Testimonials, real-life feedback, short catchy thoughts from the ones we feel close to – resonate with us the best.

Highlighting **high demand** for a product by **showcasing the number of customers** that use your product.



Show, don't tell!

Often neglected, but very
first rule of visual storytelling

Example 1

Immerse clients into the experience through juicy visuals

Add catchy and visually appealing components to engage your customers. Make sure your visuals *amplify your message*.

Visual depictions of food play an important role in evoking appetite for advertising design. What makes food advertisements unique is their ability to turn the mundane into **excitement**.



Example 2

Immerse clients into the experience through juicy visuals

Visualize the nostalgia. Involve people into your creatives, show real emotions and feelings. No stock footage, rather real photography – will help you build strong eye-connection and let people resonate with you. This approach helps drive strong engagement



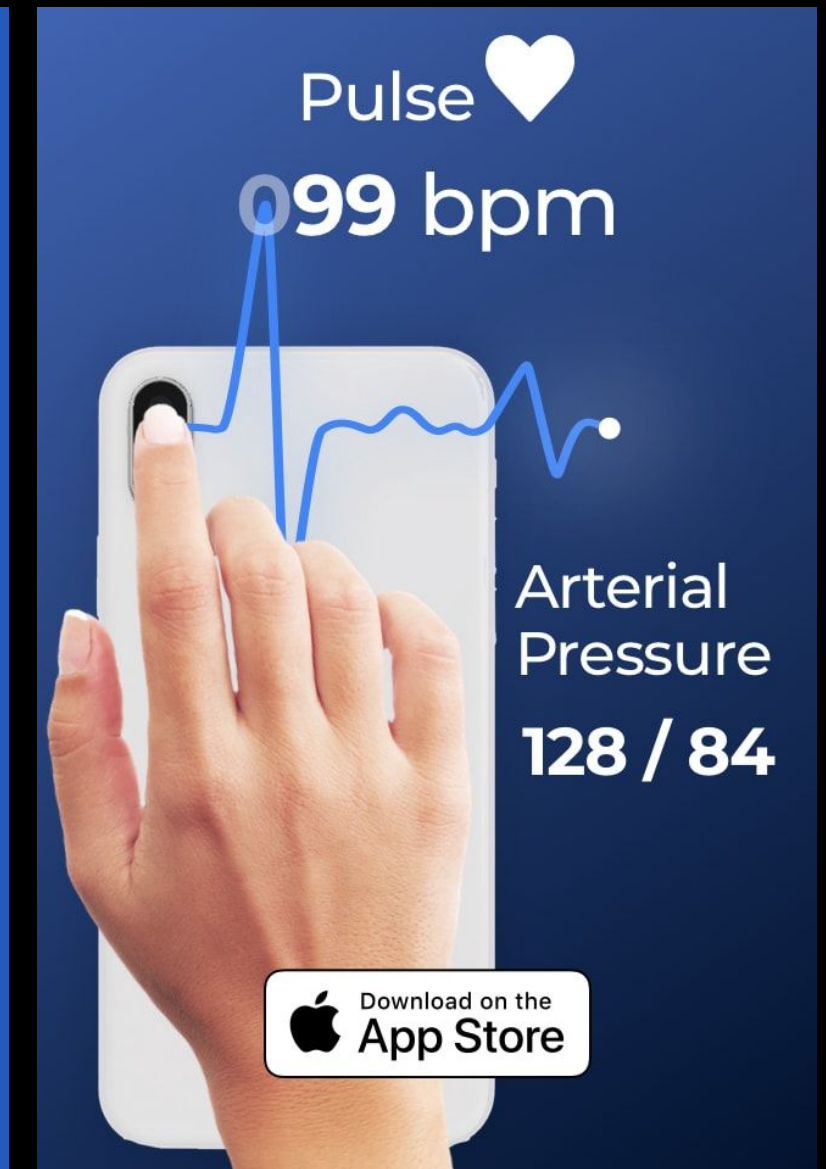
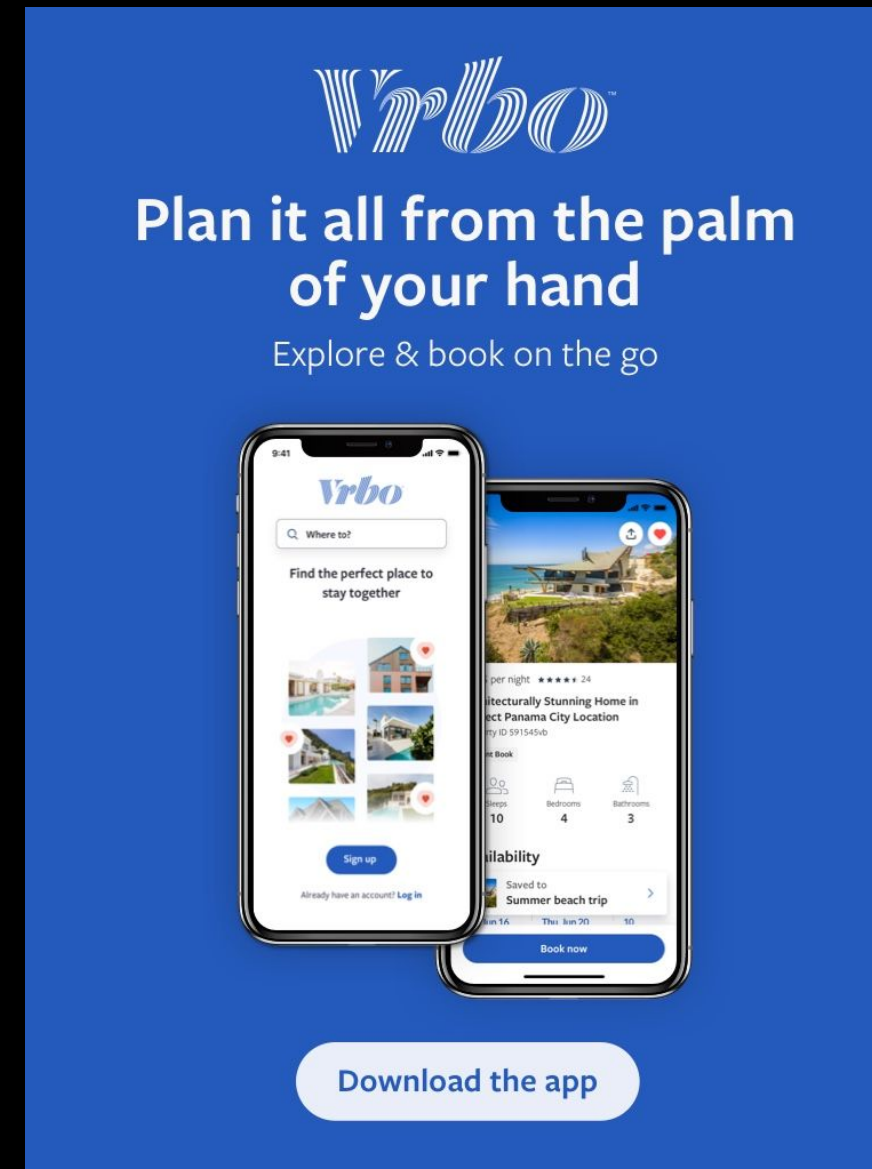
Example 3

Make the app the ad

Try to make things as easy and fast as possible for your customers. Let people see at a glance how can they use your app.

In general, the ads which **featured the app early on in the ad had the best install performance.**

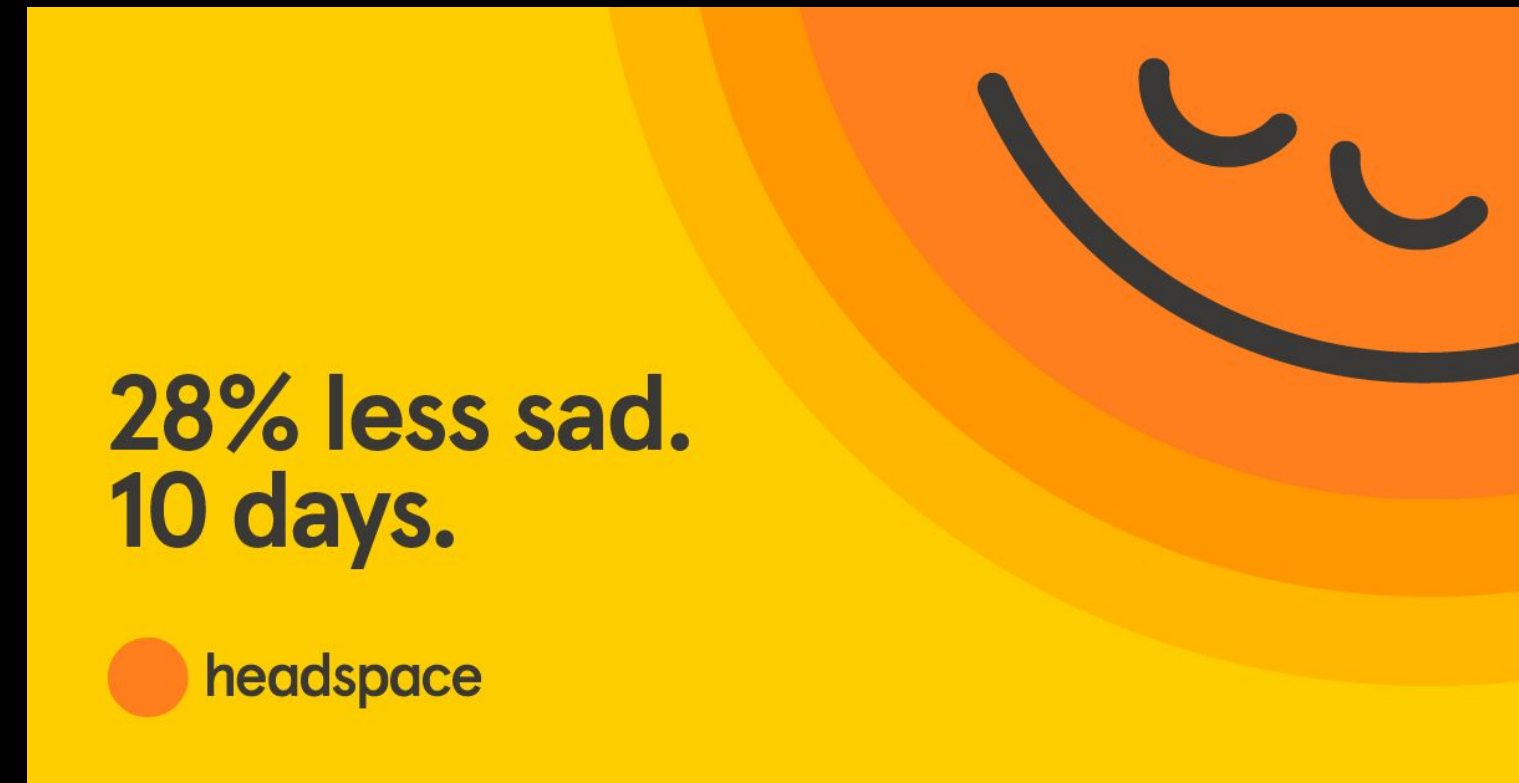
It doesn't need to be an exhaustive walkthrough; a brief glimpse could do the trick!



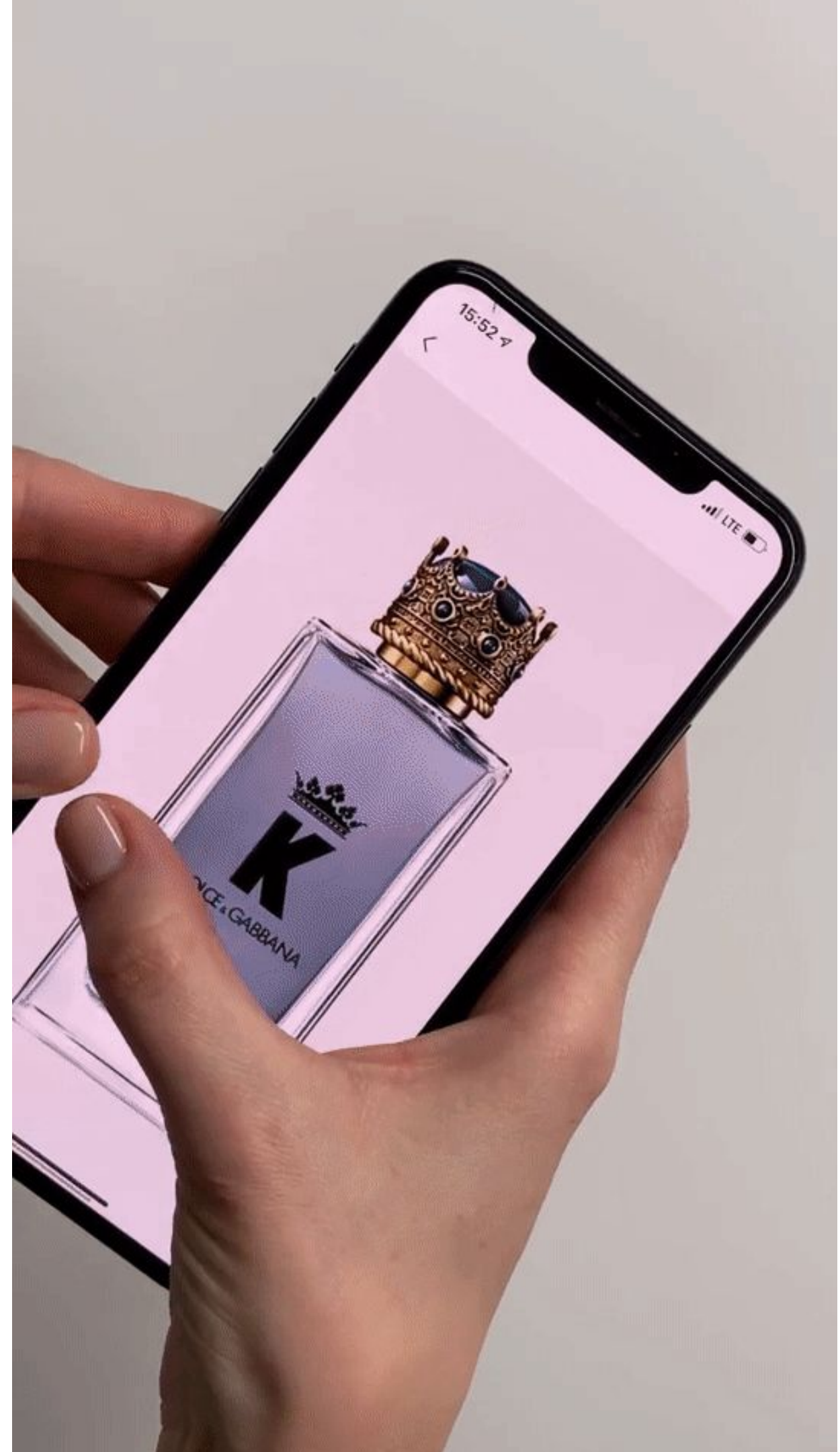
Example 4

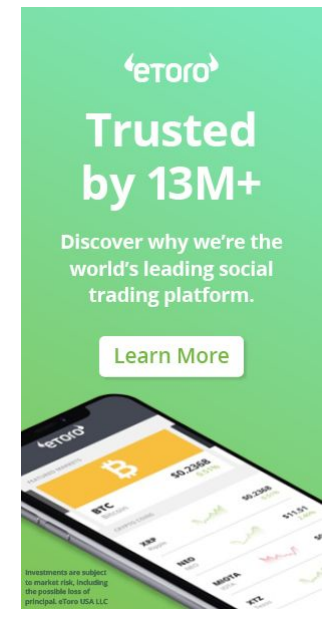
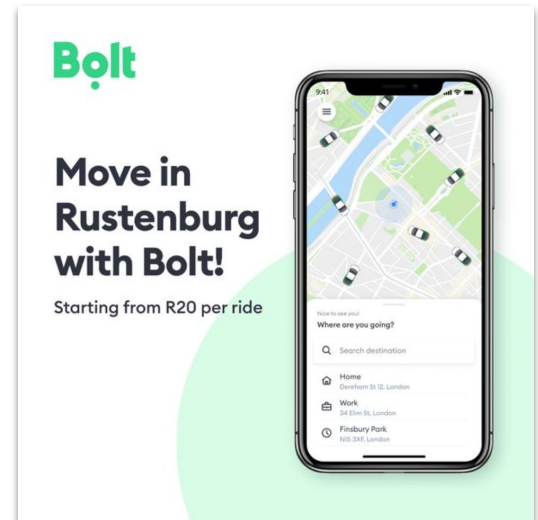
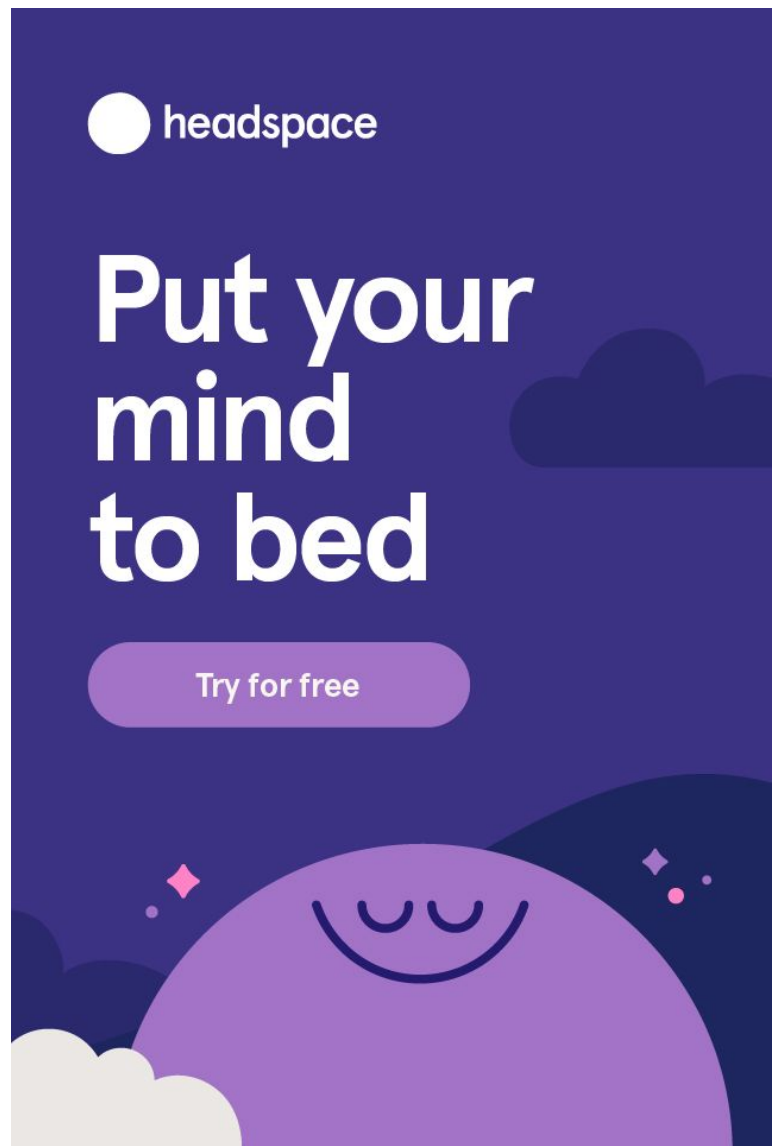
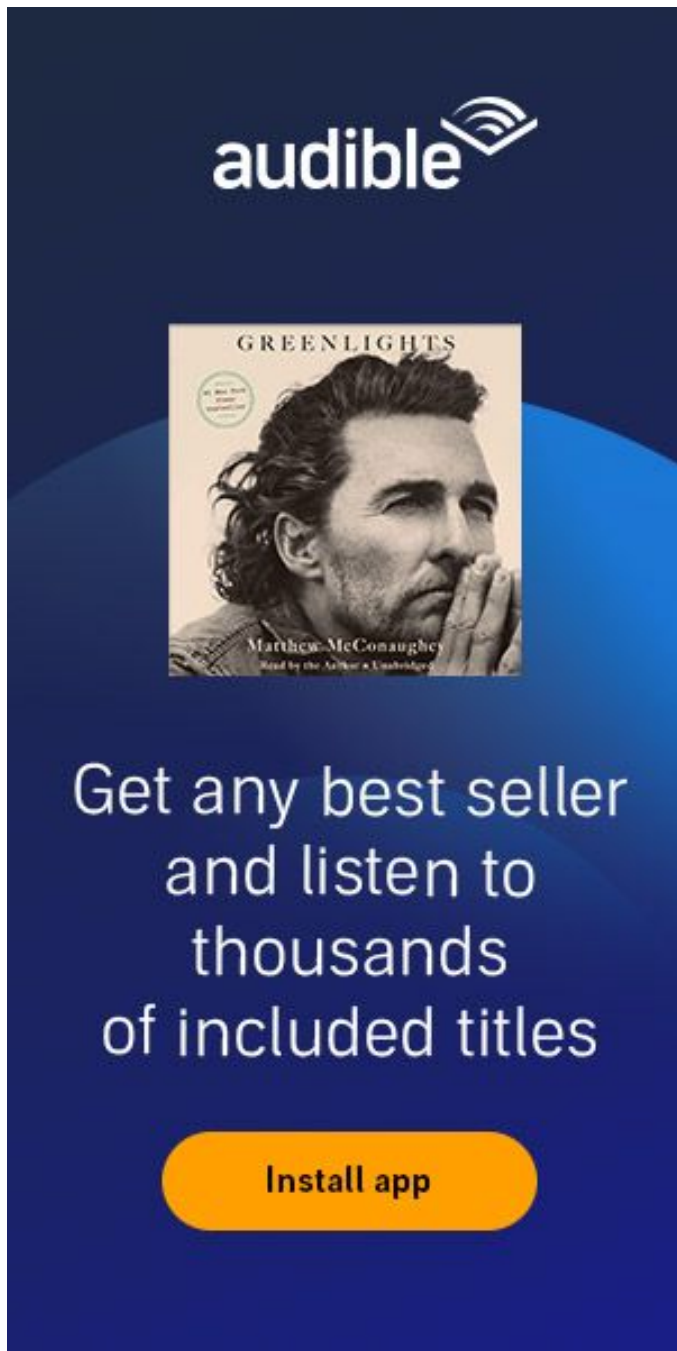
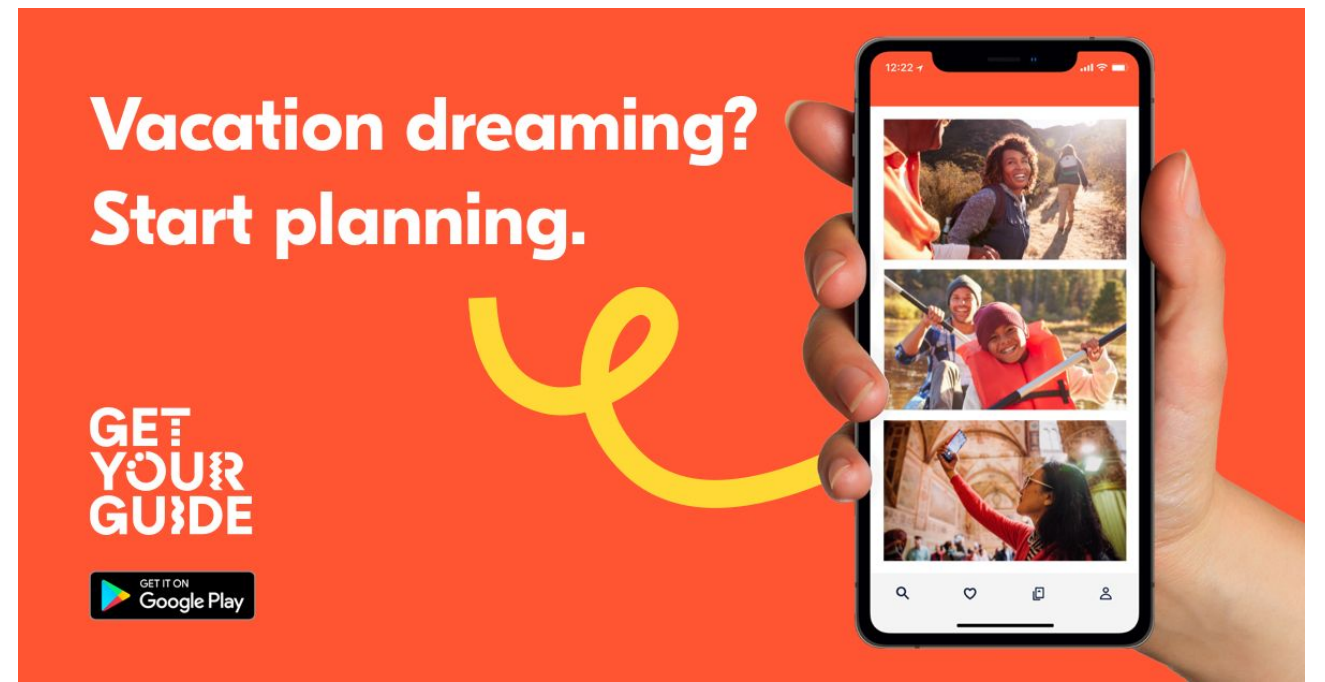
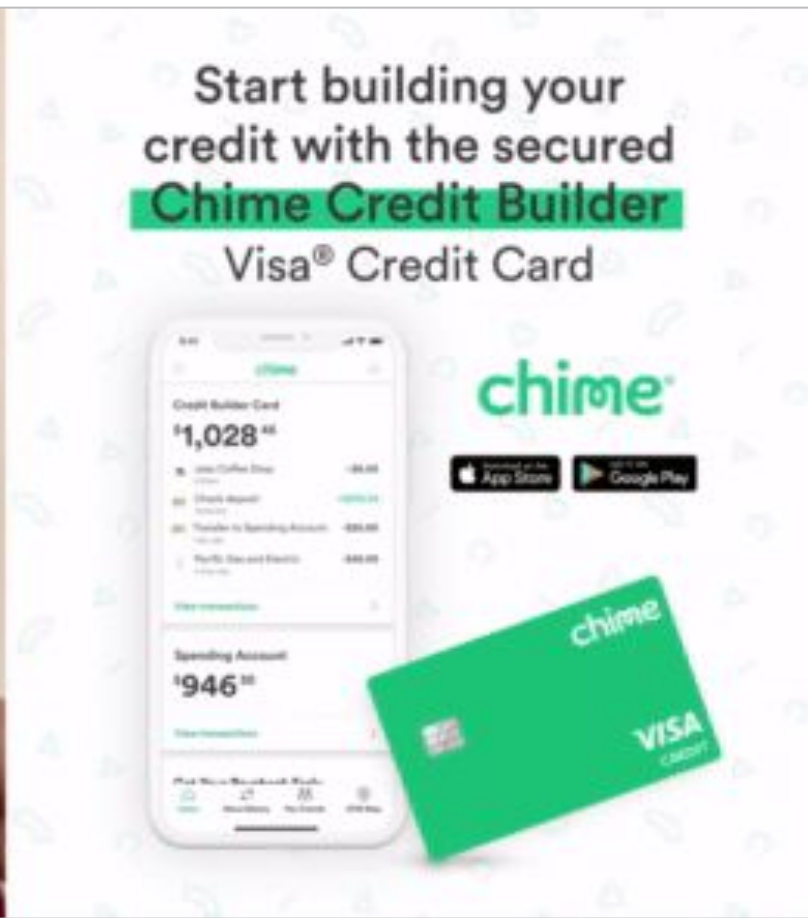
Visualize the outcome of your service/product

Let people understand how your product will make them feel



Stand
out!

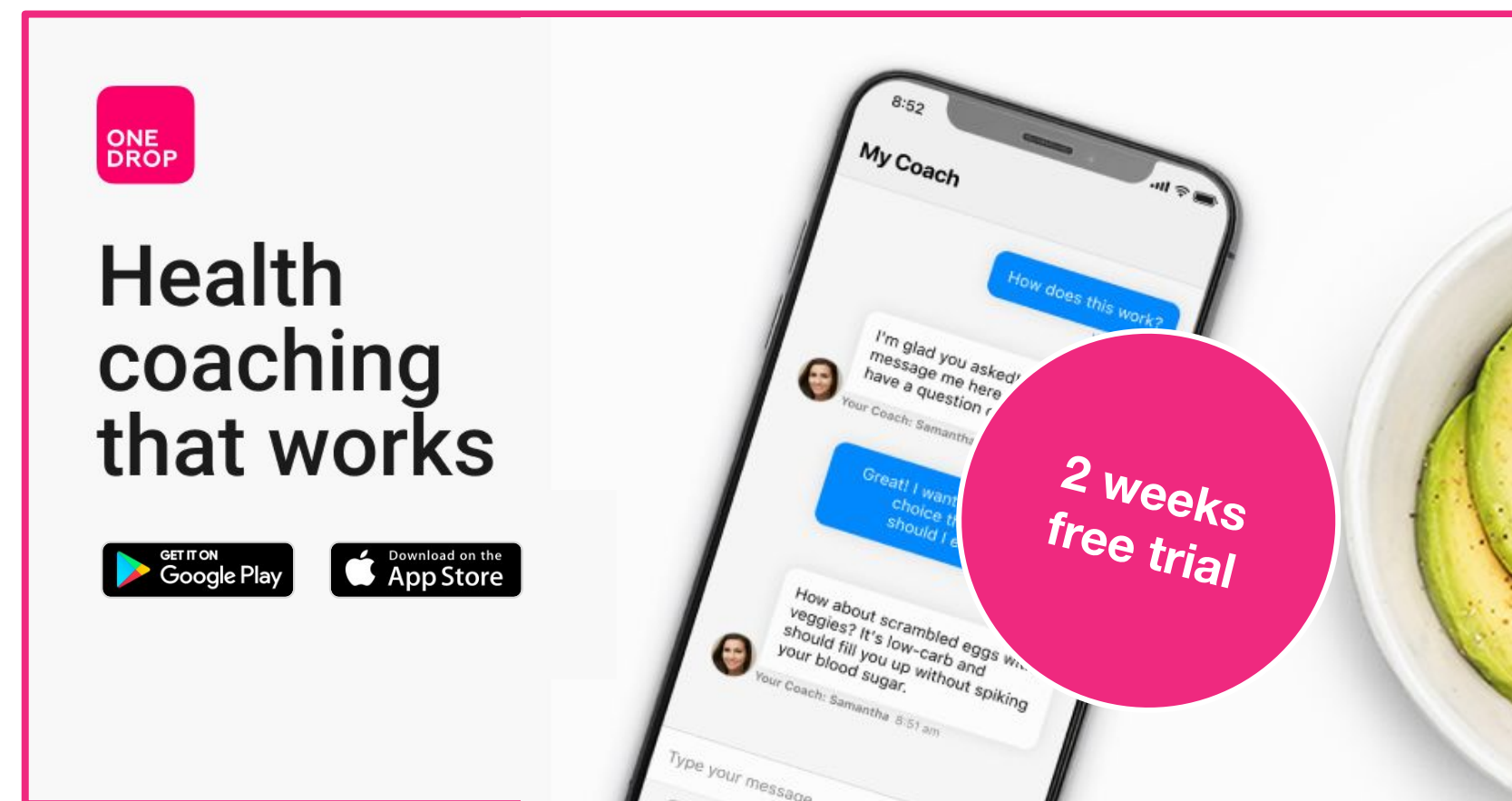
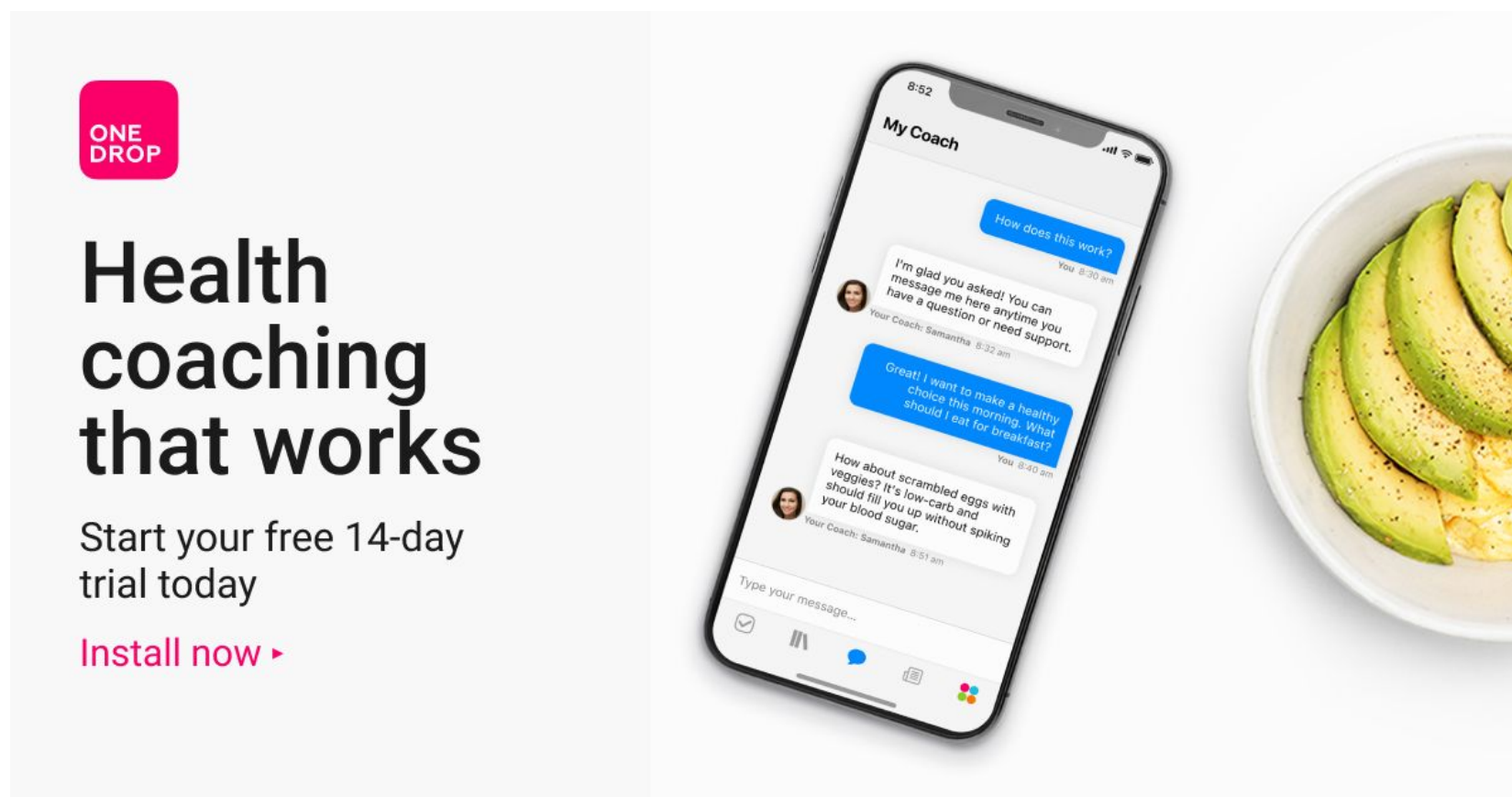




Discussion



Let's deconstruct together



Let's deconstruct together





What did you see?

Brand

USP

CTA

Let's deconstruct together



Kaloon Mindful Care - Ihre tägliche Pflege für schöne Haut...

Kaloon Mindful Care

Jetzt einkaufen >



What did you see?

Brand

USP

CTA

Let's deconstruct together



Werde Teil unserer Nachfüll-Bewegung

Werde Teil der Refüllution! In unserem Newsletter erfährst du alles zum Nachfüllen.

Anmelden



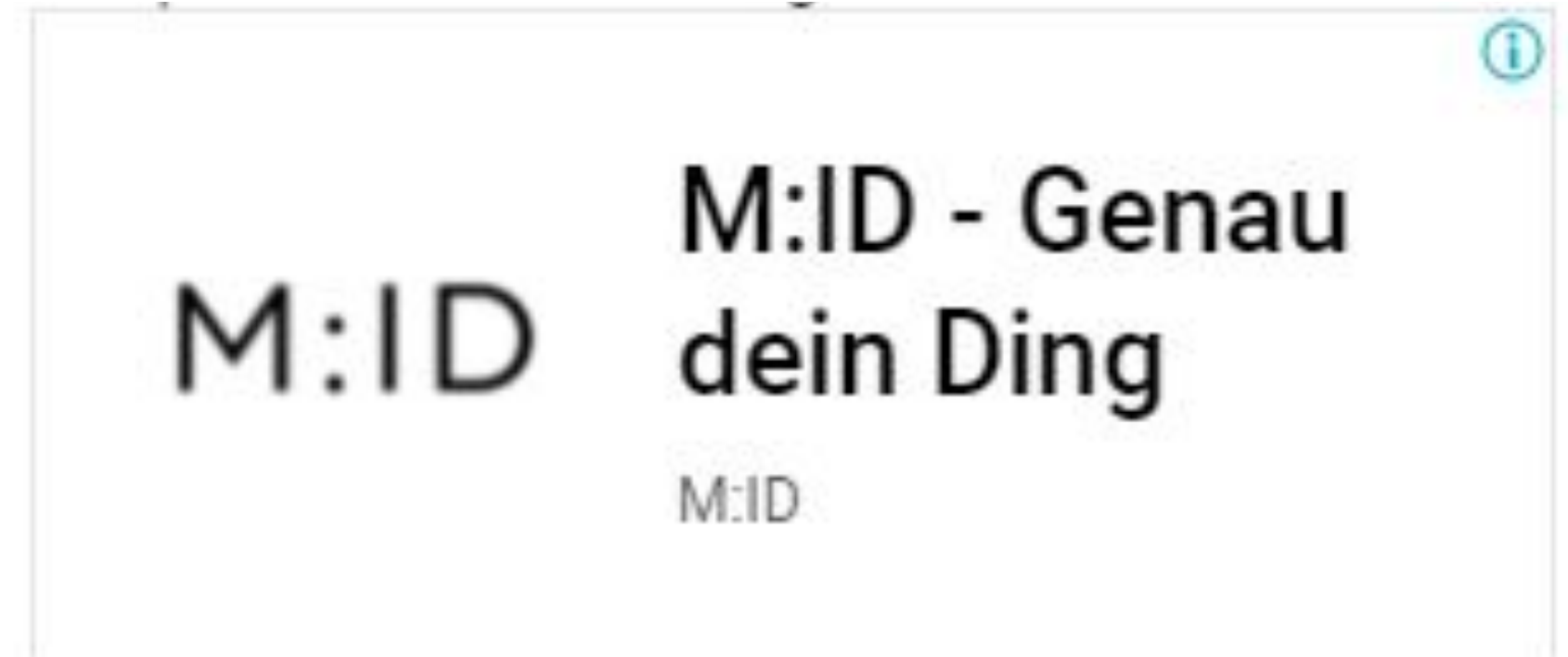
What did you see?

Brand

USP

CTA

Let's deconstruct together





What did you see?

Brand

USP

CTA

Questions?



You told us

The workshop would still need to be relevant for other brands and learnings be transferable.

The context of the workshop is that we are **increasing our spend on dynamic remarketing and display ads for prospecting.**

Campaign Goals/ KPI'S:

Action/ Performance (Lead Generation)

Traffic

The team needs more guidance in terms of creatives:

Integrate promo codes/CTA directly on the ad?

What works better: rather a flashy or more neutral color palette?

What are useful variations to test with an A/B testing framework. (color, CTA, more/less text, etc)?

How “big” should these variations be?

What is the best-in-class workflow from creative- / design POV towards clean, strong and sales-successfull assets?

Funneling : How to best connect GDN and AdWords campaigns > Tech & Messaging”

How often should ads be changed? When does the wear-out effect kick in?



When is the time for the refresh?

Click-thru rate

If you're delivering a disproportionate amount of impressions that aren't getting clicked through, you may have hit the wear-out wall.

Cost per action

Compare the cost of advertising versus the number of **offer claims, link clicks, app installs, and page likes** it generates. If your ads aren't driving action, it may be time to adjust.

Engagement metrics

Is your website bringing in unique visitors? And how much time are they spending on the site? Knowing the answers to these questions can give you a sense of how impactful your ad is, and how much continuity there is between your ad and landing page.



Planning your test | example

Hypothesis: what are we going to test?

Flashy colours drive more CTR than more neutral color palette

Authority drives stronger response than scarcity (motivations)

CTA + promo code deliver highest CTR

Methodology: how are we going to test it?

Produce two versions of the the banner, same messages, logos, product visualisation

Target them in exactly the same way

Results: what are we going to measure and how?

KPIs:

CTR

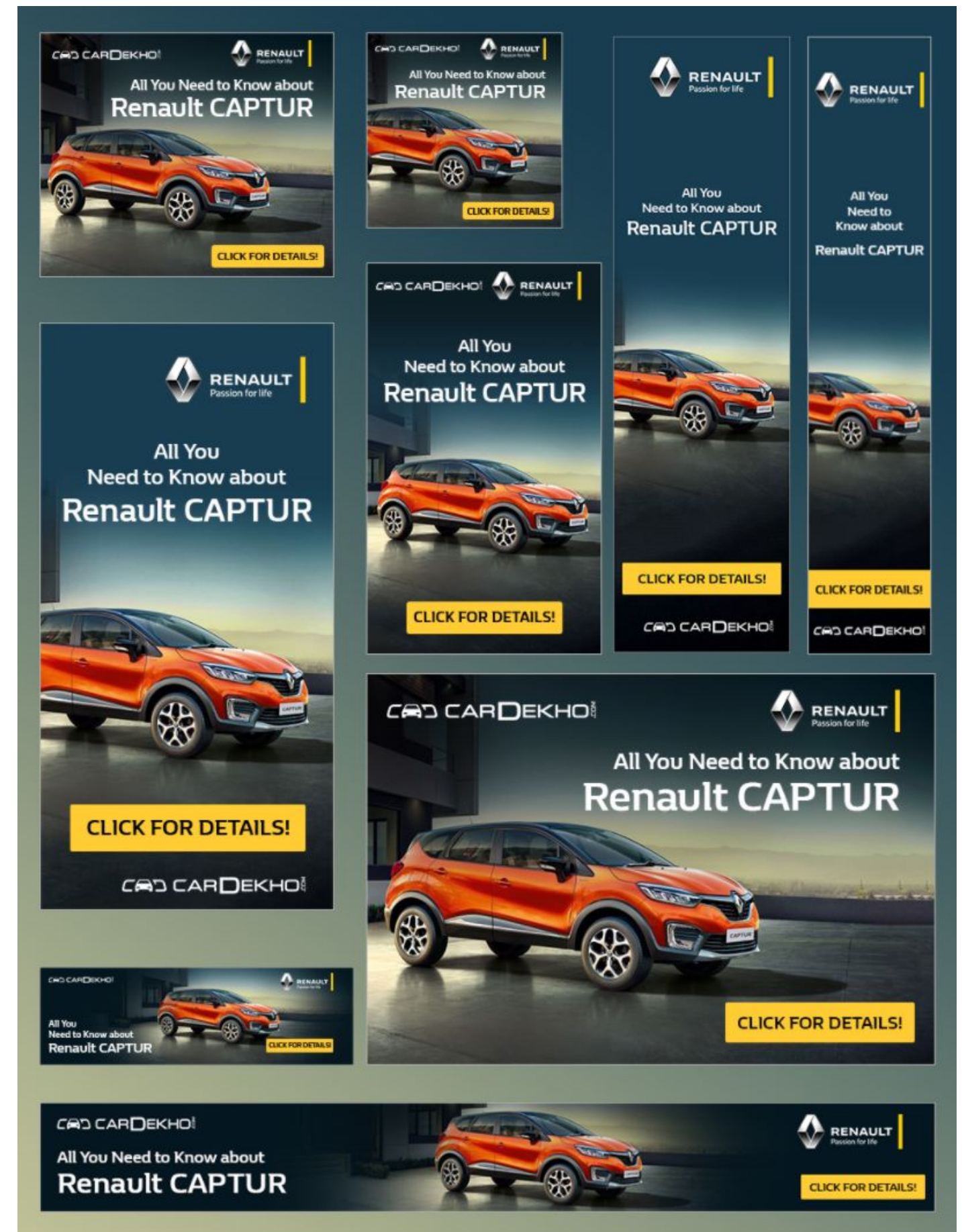
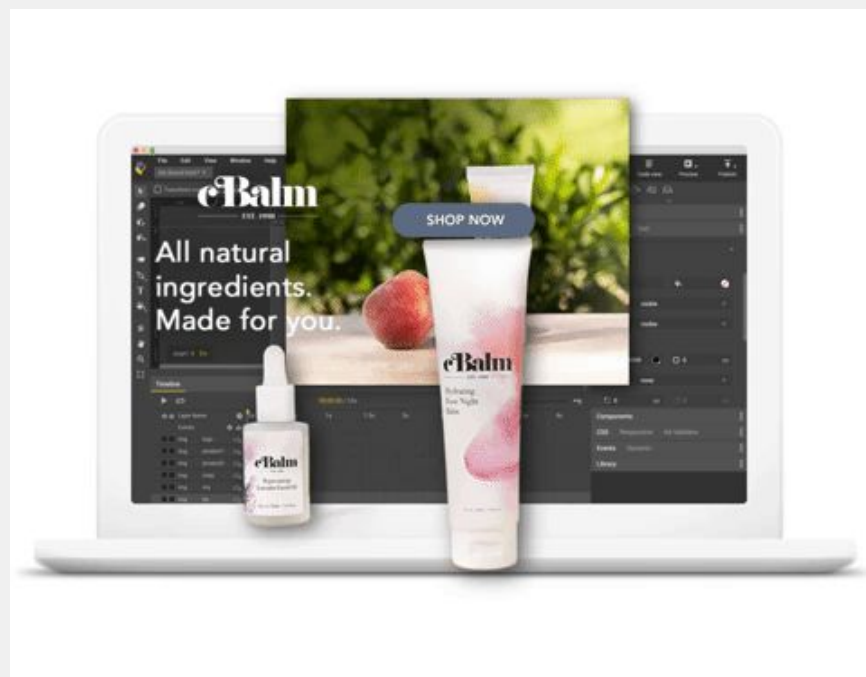
Build a design template that can fit to many sizes.

Google Web Designer helps manage complexity

Watchout:

Some images may work well in one ad size but not in another. For example, a wide image like a car may display well in a 728x90 but not in a 160x600.

Choose headlines that work across all ad sizes.



DISPLAY

What's next?

Because you want
your customers
to see your ads
& take action

The agility & relevance *dynamic display ads*

What if you could make the message more relevant through personalization?



Turning ads to experience

Dynamic Display Campaigns

leverage various signals to deliver real time customized messages to audiences



Audience

- First Party
- Affinity and In-Market
- Google Audiences



Schedule

- Time of Day
- Date segment



Location

- States
- Cities
- Postal Codes
- Airports
- Universities



Line Item

- Single or Multiple



Category

- Category and Sub Category



Conversational ads

AdLingo

What if you could talk with (not talk at) your audience through personalised, 2-way conversations in the right context, driving deeper connection?



What is AdLingo?

It's a new, rich media DV360 'conversational ad' format in which advertisers build educational and transactional chatbot experiences and embed these in Display Ads on DV360.

[See the Purple Mattresses demo.](#)

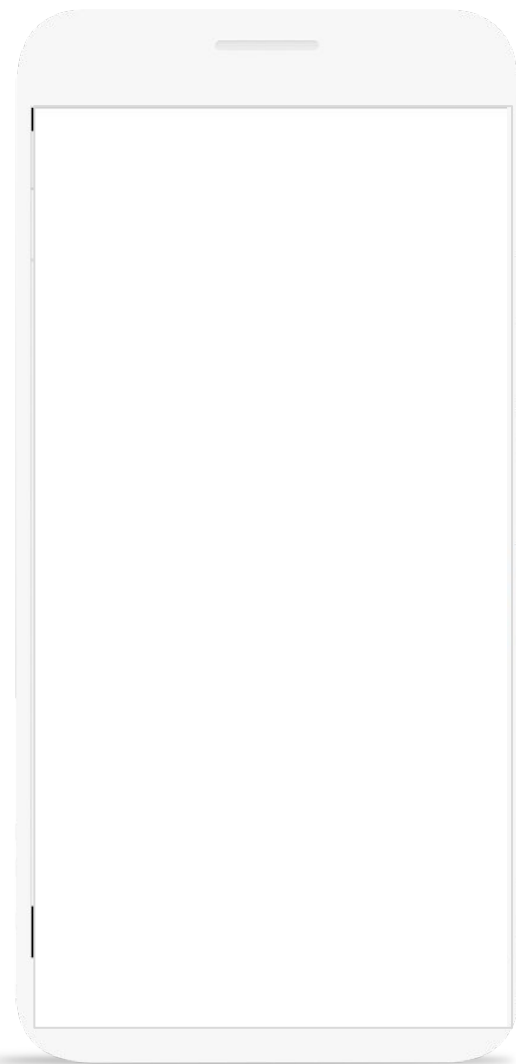
Brands that work with AdLingo to help people find products and/or generate leads:



AdLingo is especially effective for use cases where a conversation is valuable to guide users:

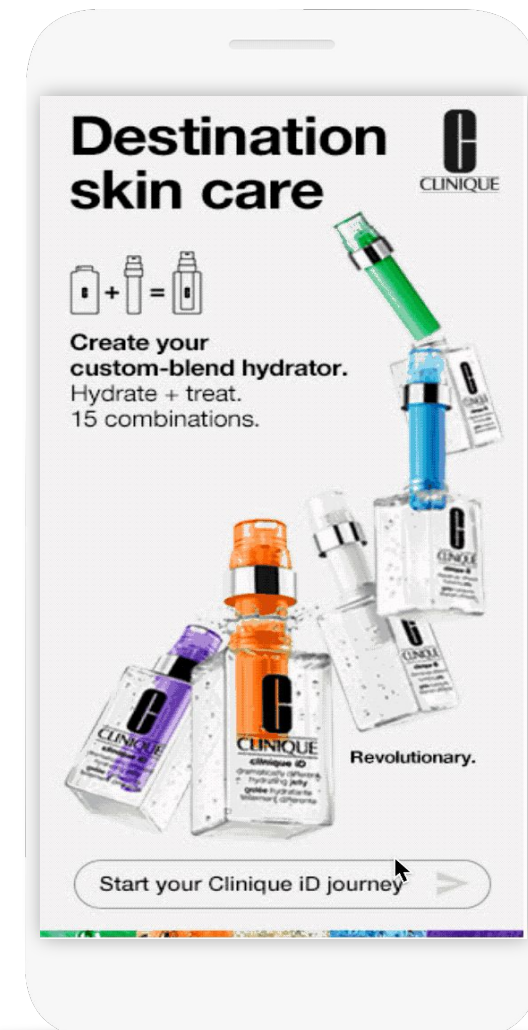
Brand building

Deep brand connection to drive storytelling and favorability



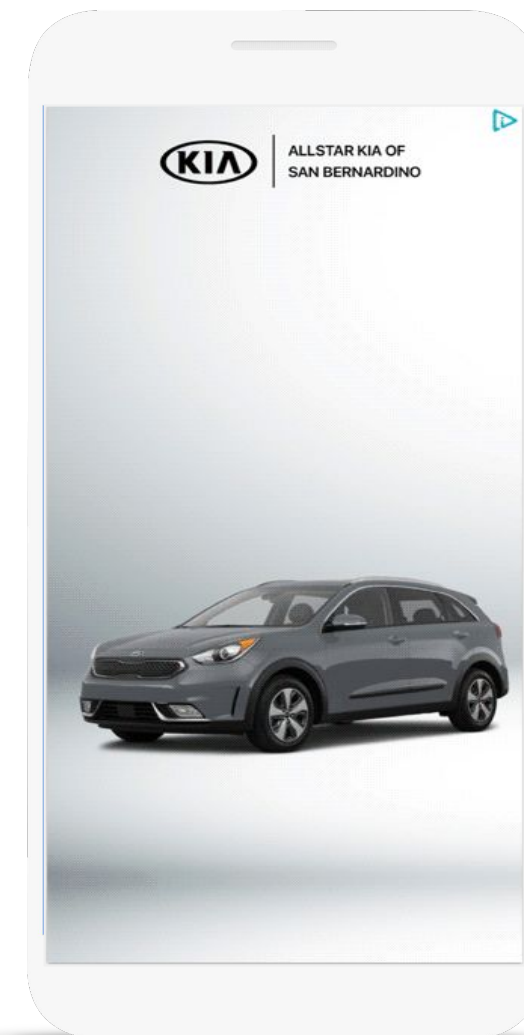
Guided shopping

Personalized product recommendation based on user preferences



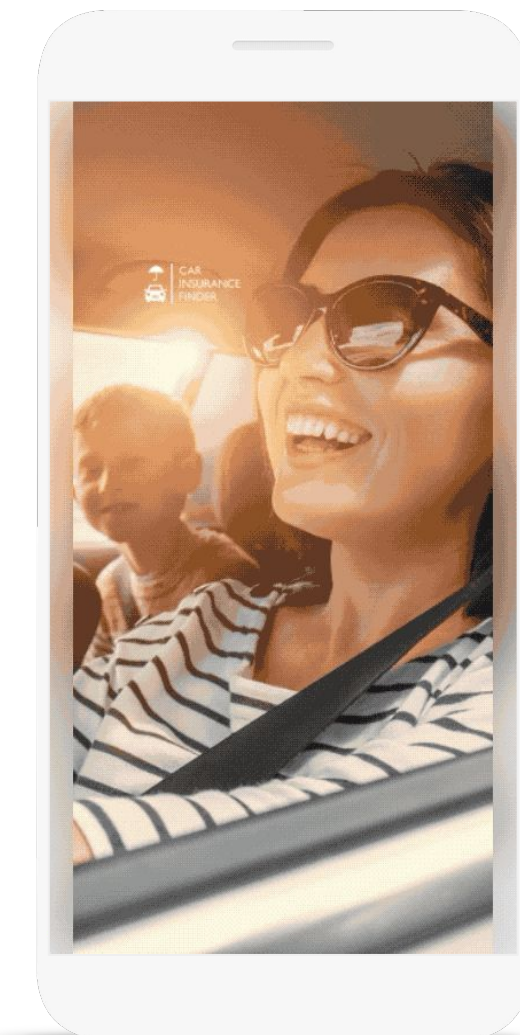
Product education

FAQ-style conversation to educate consumers



Demand Generation

Generation of high value leads qualified thanks to a set of questions



Creative Works.

Thank you

Google

