Unit 11 Homework Template - Campaign and Creative Brief

Section 1: Campaign Brief:

BRAND + INDUSTRY	**Brand**: VIPaustintours business is providing five types of local tours: local tours, foodie tours, wine-bar tours, wineries tours and taco tours. Target audience are: men and women; 30-50 years old; travelers who like bespoke, exclusive-feeling experiences. **Industry**: Tours/Food&Dining
OBJECTIVE(S)	Increase web traffic and leads generation by 25% during the fall season in Austin local tours.
CAMPAIGN TYPE	Display
GOOGLE ADS CAMPAIGN GOAL	Web traffic and leads generation
KPIs	Fow the progress of the goals visibility, I would use a combination of CTR, CVR, VTC, visits.
LOCATION TARGETING	Austin and surrounding area
BUDGET	$10,000
FLIGHT LENGTH	45 days
DAILY BUDGET	222 per day
BRAND SAFETY CONSIDERATIONS	Any adult websites(like *****.net, ***** -**.com), Expedia.com, pscp.tv, tinder.com, omegle.com, 4chan.org

AUDIENCE TARGETING	Men and women in 30-50 ages, who live or are visiting Austin. Interests : travel, business, bachelor parties, exploring the city, wine enthusiasts, who likes or interested in historic places and museums.
PLACEMENT AND TOPIC RECOMMENDATIONS	There are specific websites like Tripadvisor, like youtube fun exploring videos , or like grocery store delivery apps. I want to target web pages, apps, and videos about a local tours in Austin, wine degustation, restaurants and taco bars where you can try samples of food or wine

Section 2: Creative Brief

OBJECTIVE(S)	This campaign objective is to build brand awareness and generate leads.
CAMPAIGN SUMMARY	In this campaign I promoting services like : ● Local tours, ● Foodie tours, ● Wine-bar tours, ● Winery tours, ● Taco tours.
TARGET AUDIENCE	(Who are we trying to reach? Please include demographic and psychographic information such as personality traits, beliefs, values, attitudes, interests, lifestyles, and other factors. Distinguish among segments if this campaign is targeting more than one.)
ATTITUDE	Cheerful and luxury
MESSAGING	We would like you to show places that you didn't know about!
DELIVERABLES	

For my campaign I would need 5 assets for each service that website provides.For every asset I would use for two ads, one in image format and one in video format. This will give the opportunity to get more clicks to the website, because somebody likes videos and somebody images. See some of the examples below.

Example of your image ad at 160×600

Wine Tours

VIF
Tours

We Don't Just Provide the Tours. We Make People's Experience

Example of your image ad at 300×250

Wine Tours

VIF Tours — We Don't Just Provide the Tours. We Make People's Experience

Example of your text ad at 300×250

Wine Tours

Vipaustintours

We Don't Just Provide the Tours. We Make People's Experience

VISIT SITE

Example of your native ad at 480×120

VIPaustintours – VIP wine tours and local food

Ad We Don't Just Provide the Tours. We Make People's Experience

Vipaustintours

Visit Site

Example of your image ad at 160×600

Book online and save!

VIF
Tours

Taco tours around the Austin

Example of your image ad at 300×250

Book online and save!

VIF
Tours

Taco tours around the Austin

Example of your text ad at 300×250

VIF
Tours

Book online and save!

Vipaustintours

Taco tours around the Austin

VISIT SITE

Example of your native ad at 480×120

VIPaustintours – VIP wine tours and local food

Ad Taco tours around the Austin

Vipaustintours

Visit Site

Example of your image ad at 160×600

Wine Tours

VIF
Tours

VIPaustintours – VIP wine tours and local food

Example of your image ad at 300×250

Wine Tours

VIF
Tours

VIPaustintours – VIP wine tours and local food

Example of your text ad at 300×250

Wine Tours

Vipaustintours

VIPaustintours – VIP wine tours and local food
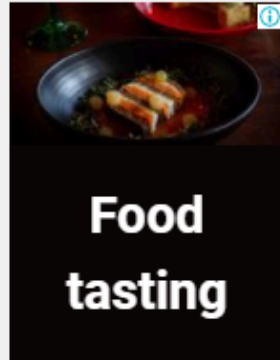
VISIT SITE

Example of your native ad at 480×120

VIPaustintours – VIP wine tours and local food

Ad VIPaustintours – VIP wine tours and local food

Vipaustintours

Visit Site

Example of your image ad at 160×600

Food tasting

We Don't Just Provide the Tours. We Make People's Experience

Vipaustintours

Example of your image ad at 300×250

Food tasting

We Don't Just Provide the Tours. We Make People's Experience

Vipaustintours

Example of your text ad at 300×250

Food tasting

Vipaustintours

We Don't Just Provide the Tours. We Make People's Experience

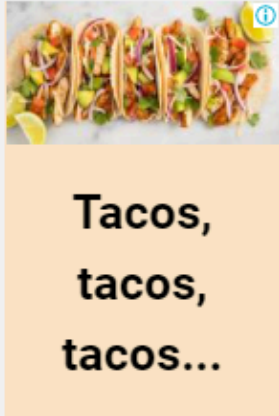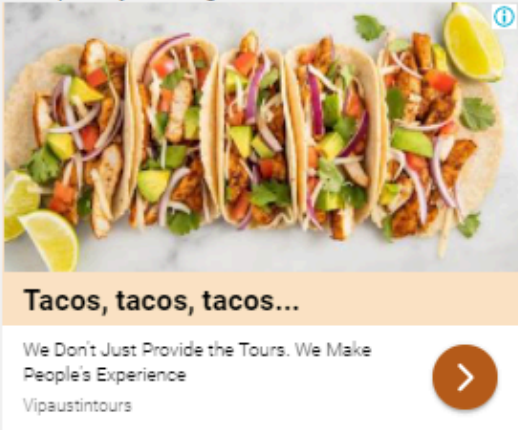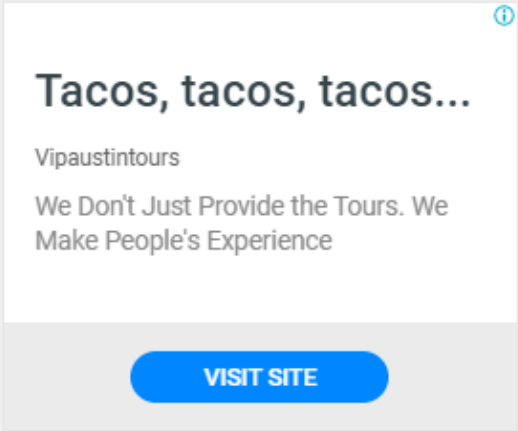VISIT SITE

Example of your native ad at 480×120
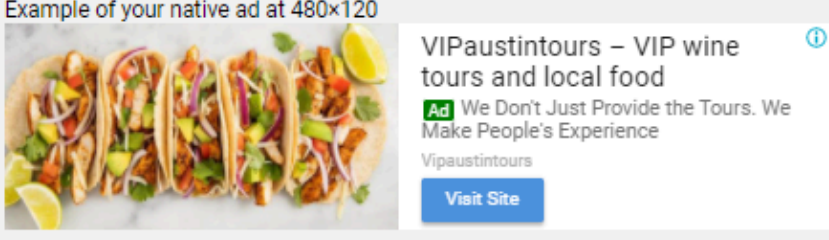
VIPaustintours – VIP wine tours and local food

Ad We Don't Just Provide the Tours. We Make People's Experience

Vipaustintours

Visit Site

Example of your image ad at 160×600

Tacos, tacos, tacos...

We Don't Just Provide the Tours. We Make People's Experience

Vipaustintours

Example of your image ad at 300×250

Tacos, tacos, tacos...

We Don't Just Provide the Tours. We Make People's Experience

Vipaustintours

Example of your text ad at 300×250

Tacos, tacos, tacos...

Vipaustintours

We Don't Just Provide the Tours. We Make People's Experience

VISIT SITE

Example of your native ad at 480×120

VIPaustintours – VIP wine tours and local food

Ad We Don't Just Provide the Tours. We Make People's Experience

Vipaustintours

Visit Site

VISUAL CONSIDERATIONS	I would prefer to do AB tests about images and videos, but from experts' experience I would prefer to use pictures and videos with people if we talking about the food and wine tasting on the pictures must be people. Some examples you can see below.

900 × 369

669 × 446

1024 × 683

1600 × 1065

Image (2 ratios selected)

750 × 375

Image (2 ratios selected)

1920 × 918

1600 × 600

1903 × 650

192 × 192

180 × 180

1800 × 1200

1800 × 1200

1593 × 1199

1799 × 1199

1800 × 1200

1800 × 1200

1802 × 1199

1800 × 1200

1800 × 1200

1800 × 1200

1715 × 1200

1800 × 1200

1800 × 1200

1799 × 1200

1800 × 1200

1800 × 1200

1800 × 1200

1638 × 1199

2090 × 1200

1800 × 1200

Section 3: LeatherINC Campaign Analysis (Refer to this spreadsheet.)

KPIs	Analyze the data and identify the campaign's KPIs Campaign's KPIs are briefcase conversions between men 25-44 and women 25-44. If we look at the clicks and impressions, we can see that the products on Display Ads are oriented more for men than for women.
PERFORMANCE	Determine which ad groups are performing above or below average. Men's ad groups are performing much better than women's ad groups by impressions and clicks. Conversions are very low in all four ads, but the average conversion rate is higher for women than for men.
TAKEAWAYS	Share four takeaways/learnings from the data. Men ages 25-44 are delivering above average click and impressions while women ages 25-44 routinely underperform. Men ages 35-44 have a little bit over twice more impressions and clicks than men ages 25-34. Women ages 25-34 have lower impressions and clicks than women in ages 35-44. From here we can say that the product on display ad is oriented for older men than for younger women.
OPTIMIZATIONS	Make four recommendations for how to optimize the campaign. Change or optimize the landing page. To do AB testing for title, picture or video, CTA button. Increase bids on women ages 25-34 and 35-44 to get more impressions and clicks. Change the placement for display ads.

Bonus

NAME THAT ARTIST	▶️ On Display (AUDIO) - Original song by Michelle Creber ▶️ Guy Sebastian - Love On Display ▶️ Melissa Gorga Performs On Display ! [Melissa Gorga Song] If it was humor, I didn't get this. 😊

Knowledge Check Assessment

By Skillshop   Published: Sep 7, 2019   Beginner   ☆☆☆☆☆ (1682) Add review   ⚑ Report

Assessment Results

✓ Passed (100%) on August 30, 2021

REVIEW

Congratulations!

Alex Kraus

Completed

Google Ads Display Certification

on August 30, 2021

Completion ID: 79383879   Expires: August 30, 2022

•••

Google recognizes your mastery of the fundamentals of developing and optimizing effective Google Display campaigns.

Google