

## **Ashford BUS 330: Guide to finding marketing/advertising creative**

This guide will help you find links to advertising creative that you can use in your Storify.

- **Band websites or microsites:**
  - These sites often feature advertising as well. Check the press release too.
- **Social media:**
  - Facebook or Twitter
- **Television/video:**
  - Search on youtube or <http://www.ispot.tv/>
- **Online display/banner**
  - Try a search on [www.moat.com](http://www.moat.com).
  - Hover over a dynamic ad to “bring it to life”. To grab a link to a particular ad, click on “share this link”
- **Print, posters, billboards, transit:**
  - Try a [Google image search](#) incorporating the brand, campaign and possibly the media type (e.g., “Twix print ad”)
- **In-store, mobile, e-mail and others:**
  - Be creative. Try a web search. Try subscribing to a feed.