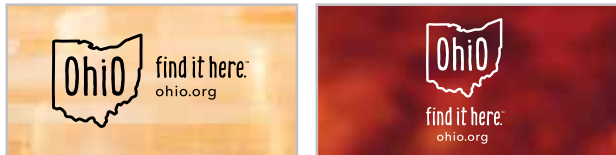




find it here.<sup>™</sup>  
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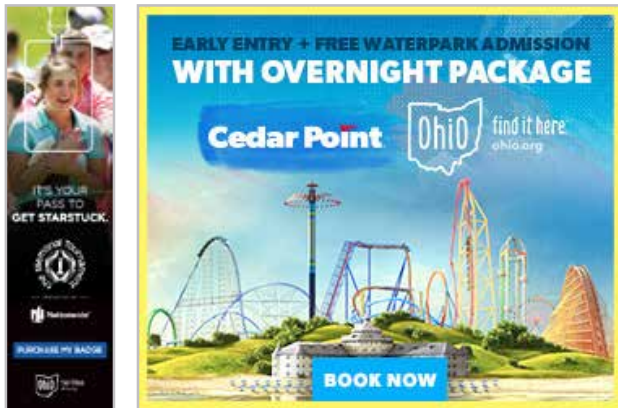
When you're executing a digital advertising program, your primary goal is to get noticed. But what you really want is for viewers to click your ad and visit your website or landing page. That's where you'll truly engage your audiences and help them discover what they can find right here in Ohio. Following are best practices to capture viewers' attention and increase your click-through rates.



Above: "Ohio. Find It Here." logo

## Ohio. Find It Here. Logo Usage

- Use proper orientation of the logo to fit the layout.
- Ensure there is a sufficient amount of contrast between the logo and background elements.
- Logo files are accessible for download via the Brand Assets.



Above: Examples of 160 x 600, 300 x 250 and 728 x 90 digital display ads

## Digital Display Ads

- Use colorful, appealing images.
- Capture attention with animations – but do not loop them continuously; make them static after 15 seconds.
- Use clear messaging that's relevant to your audience.
- Minimize copy so viewers can get right to the point.
- Encourage click-throughs with specific calls to action – Download a free guide; Click here to save.
- Create a sense of urgency – Book now; Join now.
- Highlight a discount or exclusive offer – Save 30%; BOGO.
- Use unique URLs for click-throughs to track your individual campaigns.
- Minimize file sizes so they load quickly.



## eBlasts

- Include specific subject lines that encourage recipients to click on your content.
- Keep subject lines short and sweet – 39-45 characters or fewer, including spaces.
- Consider using questions in your subject lines to spark interest.
- Use an active voice.
- Don't use special characters (e.g., & and %) in copy. They may not display properly in various email platforms.
- Use colorful, appealing images in the body of the email.
- Include clear, relevant messaging for your audience.
- Limit copy to 100-200 characters.
- Include specific calls to action or discounts/exclusive offers to encourage click-throughs – Get your free guide; Buy tickets here; Save 30%; BOGO.
- Create sense of urgency – Book today; Join now; Be the first to sign up.
- Use unique click-through URLs to track campaigns.



Above: eBlast examples



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Above: Facebook lead generation



Above: Facebook event promotion

### Facebook Lead Generation

- It is necessary to include promotional copy in the ad to let people know they have to sign up to receive your offer or future emails.
- For best performance, include some sort of incentive to get users to want to opt in to sign up.
- Examples of this can include coupons, tour guides, eNewsletters, etc.

### Facebook Event Promotion

- This is only to be selected if you have an upcoming event that you want to promote.
- Be sure to include details of the event in the copy and you must include link to Facebook event page so user can click to learn more about the event.

### Captivate Display Unit

- Creative is dependent on what you want to showcase - can include images, maps, videos, etc.
- We will have a kickoff call to determine what is the best approach for your creative build.
- Examples of this can include coupons, tour guides, eNewsletters, etc.

### Pandora Mobile Interstitial

- Build top-of-mind awareness on mobile through an impactful, rich display unit.
- Include a high-resolution image with logo, as well as a clear call to action.



Above: Pandora mobile interstitial



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### Dublin:

Do you believe in fairies? Dublin, Ohio is home to the nation's first Irish Fairy Door Trail. Search the shops of Historic Dublin, find eight fairy doors, and redeem your free t-shirt. Start the hunt today at [visitdublinohio.com](http://visitdublinohio.com)

### Cedar Point:

The world's most thrilling destination, Cedar Point, brings you the most thrilling type of playlist. It starts with some high notes, courtesy of 17 coasters, and then adds some water slide harmonies from the all-new Cedar Point Shores. Want more? Check out [cedarpoint.com](http://cedarpoint.com)

Above: 15-second Pandora radio scripts



### Pandora Radio Spots

- Know your timing and word counts – a:15 ad is about 40 words.
- Grab listeners' attention right away and get to your point.
- Use active, engaging words with emphasis on your key takeaways to drive interest and action.
- Include strong calls to action in your voice-overs and banners.
- Repeat your calls to action in your voice-overs.
- Encourage responses with limited time offers (e.g., the first 50 callers get a free gift).
- Direct listeners to an easy-to-remember web address and/or phone number.
- Choose the appropriate gender and age of your voice-over talent so he or she resonates with your audience.
- Select the right style, energy and delivery to correspond with your message.
- Add background noise associated with your message (e.g., crowd noise for a sporting event ad or roller coasters for a theme park ad).

### Submitting Your Creative

For complete creative specifications, please download the following resources:

- [Digital Advertising Specifications](#)
- [eBlast Advertising Specifications](#)
- [Pandora Radio Specifications](#)

Please submit your creative files via the [Upload Files](#) page using the following naming convention: MediaVendor\_InsertionDate\_OrganizationName\_Date

For example:

- PandoraRadio\_JuneFlight\_TourismOhio\_20190501
- DigitalDisplayAdvertising\_JuneFlight\_TourismOhio\_20190501
- eBlast\_JulyFlight\_TourismOhio\_20190501



Above: Pandora companion banner ads