

Web Animation

Banners and Ads

Advertising Web Banners and Ads:

Must Contain:

- Company Logo
- Value Proposition: A promise of value to be delivered and acknowledged and a belief from the customer that value will be appealed and experienced. Take up most space, first thing attracted to.
- Call To Action: button, or some type of graphic or text meant to prompt a user to click it and continue down a conversion funnel. The main goal of a CTA is a click.

Find out More! Buy it Now! Register Here!

Advertising Web Banners and Ads:

- Keep Design simple, easy to read: Instantly Readable
- Clearly defined frame
- Consistent with Company Branding
- Choose “Right” colors.
- Animation: subtle transitions; looping vs non-looping

Choose “Right” colors

- **Red:** associated with danger, passion, anger, excitement, speed, and love. The most powerful color and attractive to all audiences, also known to stimulate appetite. Use in moderation.
- **Orange:** associated with vitality, happiness. Not as overpowering as red and it energetic, inviting and friendly (it’s a great color for a call to action button.)
- **Yellow:** Associated with humor, sunshine, optimism, energy. Touches of yellow can capture a viewer’s attention and it’s even more energetic than orange and red and should be used judiciously – too much yellow is irritating to a viewer’s eyes because it reflects the most light of any color.
- **Green:** Associated with health, freshness, wealth, the environment, growth, nurturing, and new beginnings. It’s the easiest color on the eyes.
- **Blue:** Associated with safety, trust, clarity, serenity, intellect, formality, elegance, truth, refreshment, coldness, masculinity.

Choose “Right” colors

- **Purple:** Associated with luxury, royalty, extravagance, wisdom, magic, ambition, femininity, and creativity. It has a soothing, calming effect on a viewer.
- **Pink:** Associated with love, sweetness, femininity, and babies. The most feminine color.
- **Black:** Associated with exclusivity, evil, mystery, power, prestige, grief, and formality. It's traditional, and corporate and black text on a white background is the most readable color combination.
- **White:** Associated with purity, cleanliness, modernity, sterility, simplicity, honesty, innocence, virginity, and goodness.
- **Brown:** Associated with nature, wood, leather, and humility. Balances out stronger colors, and good for background colors and textures.
- **Gray:** Associated with neutrality and practicality. When used as a background it intensifies other colors.

Animation

- Subtle transitions; looping vs non-looping
- Looping: non intrusive, no flashing colors, no quick moments: do not want to be annoying.
- Non Looping: End with target information, Call to Action, Value Proposition, Company Logo
- Make sure you give audience enough time to fully read/understand the ad

BigStub



CLICK HERE!

The Picayune's
Creole Cook Book
The New Orleans
Times Picayune



Think **link** Ribbon





FREE
Overnight shipping

Steal Someones
Heart
with a
Romantic
Dinner For Two!



LIVE MAINE LOBSTER
CLICK HERE

100%
Guarantee

LobsterAnywhere.com



The new Golf.
A drive less ordinary.
0:30



Click to link up
the road >>

**NOT THE DESIGNATED DRIVER
YOU WOULD HAVE PREFERRED?**

CLICK FOR THE KEYCHAIN BREATHALYZER



**Looking for
a Nightclub?**

 **Night Club Camera**
America's Nightclub Portal



LIVE MAINE LOBSTER GIFTS FROM LobsterAnywhere.com



 **GO** **JetConnex™**

REPLACE THOSE "SPAGHETTI" WIRES FOR YOUR TRAILER LIGHTS

DIG DEEPER IN YOUR WEBSITE STATS

Analyze visitors, traffic, search engine referrals and more!

DEEP
SOFTWARE

CLICK for 25-day FREE Trial!



VOICEOVERS BY DONNA REED

Studio 281.403.7811



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it's the Best Pizza in Atlanta**

3883 Peachtree Rd. Cherokee Plaza 

Elwood's PIZZA
WE'RE ON A MISSION



Enjoy an
evening
by the **fire**



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CHIMINEAS

FREE
SHIPPING

fireforless.com
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MAKERS OF
FINE HANDCRAFTED
MAGIC WANDS

WHERE

MEET.

Invent2win™

Innovation for multiple industries



Five leading auto insurers want
to show you their lowest quotes.



CLICK HERE FOR UNIFIED EMAIL

JUST THINK OF IT AS
BRAIN OCTANE

CLICK HERE FOR A TEST DRIVE



FOCUSfactor

Nutrition for the brain
by Vital Basics



FUNDRAISERS THAT GIVE SOMETHING BACK

**VIRTUAL
FUNDRAISING**

KNOCKOUT GEAR!

WE GO THE DISTANCE

mMa WAREHOUSE .COM

GO

CLICK & DRAG

Ready for an Audi?
Roll over.

Quit

FIND OUT WHAT IT FEELS LIKE TO HAVE EMPHYSEMA

TAKE THE TEST NOW
Turn up volume

THE GREATEST RACE GAME IN HISTORY

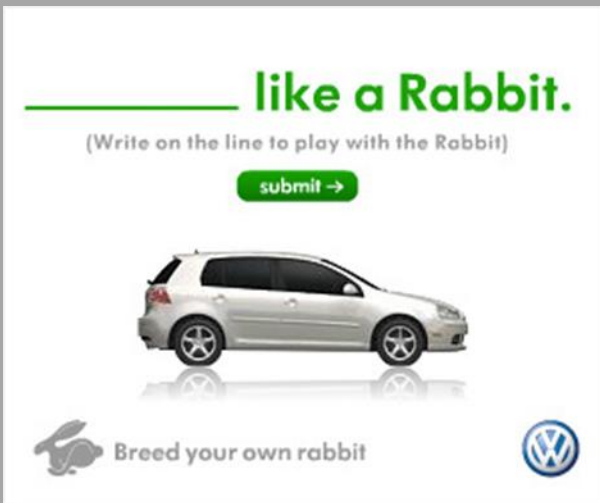
DRIVE

THE NEW QUARTER POUNDER® DELUXE. WE LOVE MAKING THINGS BETTER.

MAKE IT BETTER

Legal

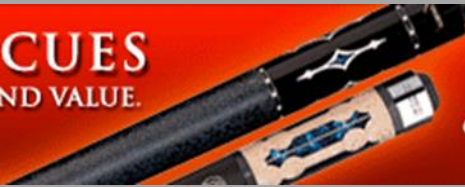
M
i'm lovin' it.



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Lucasi

LucasiPoolCues.com

The New York Times
Thursday, April 1, 2010 Last Update: 12:34 AM ET

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SOUND OFF

6.99 m

0.74 m

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HIPPIE MAGAZINE
COOL ECO INNOVATIONS, NEWS AND PRODUCTS



An advertisement for 1stOp BabyNames. The background is yellow. At the top, a thought bubble contains the text "THEY NAMED ME FOZZETT?" in a blue, stylized font. Below the bubble, a baby is shown crying with its mouth wide open. To the right of the baby, the text "Find the PERFECT name for your baby TODAY." is written in red, with "PERFECT" and "TODAY" in bold. Below this, it says "Download over 40,000 names directly to your PC." in black. The 1stOp BabyNames logo is positioned to the right of the baby, featuring the text "1stOp" in blue with a smiling face inside the 'o', and "BabyNames" in black below it. At the bottom, a red banner contains the text "CLICK HERE FOR A FREE 2-DAY TRIAL!" in white, bold, uppercase letters.