

CREATIVE BRIEF:

FACEBOOK ADVERTISEMENT

Main Objectives:

Advertise the App
Appeal to Students
Reach a wider demographic (Facebook has over 2 Billion users)

Target Audience

The Facebook advertisement is one part of a larger marketing campaign, students are its main target audience and students these days have been born in a generation where almost everyone has a Facebook account, making it the perfect platform to advertise the app. And make sure that a large number of people download it.



Buyer Persona

Lisa Williams
Student
20

ASDA

Save money. Live better.

Budget:

Facebook advertisements cost 20p per click, meaning that when someone presses the download link the company in question (ASDA) must pay Facebook 20 pence.

Key Message:

The key message we are attempting to put across is that ASDA are a student friendly company who are there to help students save money on a wide range of quality products.

Distribution:

The Advertisement will be displayed on Facebook as a sponsored ad, it will use their profile data to make sure it reaches the right people and will feature a direct link to download the app.

Tone:

The tone of the ad will be bright and simple, its main feature visually speaking will be the picture of the app itself.

Mandatory Elements:

The ASDA logo, the green and white colour scheme and the 'ASDA price' tagline and a photo of the application.

Timeline:

The ad should not take long, getting it made only took 6-7 hours and getting it up on Facebook only another 48 hours.