

# CREATIVE BRIEF:

## INSTAGRAM CAROUSEL

### Main Objectives:

- Advertise the App
- Appeal to Students
- Reach a wider demographic (Instagram has 700m users)

### Target Audience

The Instagram Carousel is part of a larger initiative to spread awareness of the App and encourage people to download it. Students are known for being technologically savvy, so this form of advertising is geared specifically to capture their attention. We hope we will then go on to download this app to their mobiles so that they can interact with the ASDA brand.



### Key Message:

ASDA can provide quality products without the premium price, that they are an innovative brand that can use society's technological advancements to their advantage and that they are committed to ensuring their customers receive the best offers to allow healthy, affordable living.

### Distribution:

The Carousel will be distributed on Instagram as a sponsored post. There will be a 'Call to Action' link attached to the carousel that will take people to the App Store where they can download the App for free.

### Tone:

Friendly, Informative, Simple and Vibrant to attract attention. Minimal text to emphasise the visuals which will match other Instagram content and appeal to existing users.

### Mandatory Elements:

The ASDA logo, the green and white colour scheme and the 'ASDA price' tagline.

### Timeline:

It would roughly take 6-12 hours to create the Instagram carousel and have a sponsor approved by the Instagram team. Overall, it would take twenty-four hours to have the Carousel fully up and running.

### Buyer Persona

- Lisa Williams
- Student
- 20

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### Budget:

It would cost us on average, £2 per click, for our sponsored Instagram carousel. It is beneficial to use Instagram as it is incredibly engaging. It is estimated that 70% of users look up a brand on Instagram.