

In Class Exercise 5 Creative Brief: Local Yokels Creative banner ads

This exercise is to be done with your teammate/s

In Class Exercises are designed to take a total of 1 hour.

Set a timer for :05 and list the websites that the target audience for Local Yokels frequents.

Of those websites, pick one that you think would make the most sense for Local Yokels to have A digital presence on.

Set a timer for :30 minutes and brainstorm ideas for creative banner ads for Local Yokels That would appear on your chosen website.

Use any type of current technology available.

Or create static banners specifically for the website you selected.

You may use the insight we used in class: “Local Yokels brings the farmers market to you” or an insight that you have developed with your partner.

Spend the next :25 selecting your favorite idea and sketch what would happen.

Include a brief storyboard if needed.

Post your favorite on Google slides.