

PERXELS MASTERCLASS

ADSWORLD LANDING PAGE CONFIDENTIAL PROJECT BRIEF

AdsWorld is a world-class online advertising agency based in Nigeria, and the first internet public enlightenment agency in Africa.

Adsworld is manned by some of the biggest advertising monetization, optimization and targeting experts in the industry, armed with the very best and most advanced marketing system, comprehensive and robust set of latest technologies and tools to inform, persuade, remind, and Reinforce.

Create and Submit a ADSWORLDS STORYBOARD that have all of these information defined:

What business is your client in?
How does this market work?
How well known is the brand?
What distinctions separate it from others?
What does your client offer that is unique?
How does your client want to measure success?
Who are your client's customers?
What do these clients believe in?
What separates your client from their competitors?
What products or services will you deliver?
Try to come up with about 3 strong and distinct values.

Download two digital agency landing pages you love.

Give answers to all of these based on your Imagination, research and what ADSWORLD SHOULD BE.

You are to put all of the answers to this information on google doc and you will present it in Class Wednesday.

Thursday: Create a CLEAN AND CLEAR sketch (On a clean book with pen or pencil) of your proposed landing design

Friday- Low Fidelity of your proposed landing design

Saturday - High Fidelity of your proposed landing design