

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#)^[?].



Activity Overview

In this activity, you will evaluate assets for responsive display ads and suggest how to optimize them based on creative best practices.

Google's responsive display ads automatically combine assets—such as headlines, descriptions, images, and logos—to deliver the best-performing ads to potential customers.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

You work for an agency hired to do marketing for Great Grounds, a small, regional chain of coffee shops based in the Northeast United States. Founded in 1976, Great Grounds sells premium, craft coffee that is roasted by hand daily and freshly brewed to order. For the past two years, they have been voted “Best coffee in the Northeast” by The Northeastern Times.

In order to increase sales on weekday afternoons, Great Grounds is offering a “buy one drink, get one free” deal to customers who purchase between the hours of two and four, Monday through Friday. Your agency has recently hired a marketing intern, and you've asked them to begin developing a responsive display ad campaign for this promotion. You've provided them with a template to fill out, and now you need to review their work. Considering creative best practices for developing effective responsive display ads, you will evaluate their work and offer suggestions for improvement.

Step-By-Step Instructions

Step 1: Access the template

To use the template for this course item, click the link below and select “Use Template.”

Link to template: [Responsive display ad organizer](#)^[?]

OR

If you don't have a Google account, you can download the template directly from the attachment below.



[Activity Template_ Responsive display ad organizer](#)
[XLSX File](#)

Step 2: Access supporting materials


The following supporting materials will help you complete this activity. Keep them open as you proceed to the next steps.

To use the supporting materials for this course item, click the link below and select “Use Template.”

Link to supporting materials: [Display ad images](#)^[?]

OR

If you don't have a Google account, you can download the supporting materials directly from the attachment below.

 [Display ad images](#)
[PPTX File](#)

Step 3: Evaluate the headlines

The headline is the first line of the Display ad. Review the criteria listed below for crafting effective headlines for responsive display ads.

Responsive display ads should include five short headlines and one long headline that:

- are written in sentence case

- include no more than 30 characters each for short headlines and 90 characters each for long headlines

- incorporate unique and compelling copy that demonstrates the brand or product's value

- can stand alone without the support of a description

- describe any promotions or special offers

- tell customers what to do

With this criteria in mind, evaluate the headlines in the responsive display ad organizer. Add feedback for any of the headlines to the Short Headline Feedback or Long Headline Feedback columns. Note any areas in which the headlines do not meet the criteria listed above, and offer suggestions for improvements.

If there are fewer than the suggested number of headlines, write additional ones in the Short Headlines or Long Headlines columns and change the color of the text so they stand out.

Step 4: Evaluate the descriptions

The description adds to the headline and invites people to take action. Review the criteria listed below for crafting effective descriptions for responsive display ads.

Responsive display ads should include five descriptions that:

- are written in sentence case (i.e., only capitalize the first letter of the first word, except for proper nouns)

- have no more than 90 characters each

- complement the headlines

- explain the product or service's value clearly

- explain in more detail why customers should trust the brand

- list ratings and reviews

With this criteria in mind, evaluate the ad's descriptions in the responsive display ad organizer. Add feedback for any of the descriptions to the Description Feedback column. Note any areas in which the descriptions do not meet the criteria listed above, and offer suggestions for improvements.

If there are fewer than the suggested number of descriptions, write additional ones in the Descriptions column and change the color of the text to make them stand out.

Step 5: Evaluate the images

Images are the most important element of your Display ads. They help customers understand your business, products, and brand. Review the tips listed below for choosing images for responsive display ads.

Responsive display ads should include five images that:

- are high quality and have a strong visual focus

- make the product or service the focus of the image

- support the main point of the ad

do not overlay a logo, text, or buttons
have a background that suits the product
are not blurry, skewed, or use excessive filters

With this criteria in mind, evaluate the ad's images. Open the [Display ad images](#)^[↗] presentation. Refer to the titles and slide numbers of images in the Images column of the responsive display ad organizer, review the corresponding images in the presentation, and add any feedback to the Image Feedback column. Note any areas in which the images do not meet the criteria listed above, and offer suggestions for improvements.

If there are fewer than the suggested number of images, review the images in the Display ad images presentation and suggest additional ones to include. Add the titles and slide numbers of those images to the Images column of the responsive display ad organizer.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed responsive display ad organizer:

Feedback on the short headlines and long headline

Additional headlines so that there are five short headlines and one long headline total

Feedback on the descriptions

Additional descriptions so that there are five descriptions total

Feedback on the images

Titles and slide numbers of additional images so that there are five images total