



Slide Ad Analysis





Original Ad





“Shopswell” is a company that does not exist anymore.

I found this ad of them on Pinterest.

Build Your Home Gym Ad Campaign

She created a home gym within her budget.

BUILD YOUR HOME GYM >

 **shopswell**





Original Ad Analysis





Left text alignment

**She created a
home gym
within her
budget.**

BUILD YOUR HOME GYM >



Alignment





Proximity

**She created a
home gym
within her
budget.**

BUILD YOUR HOME GYM >

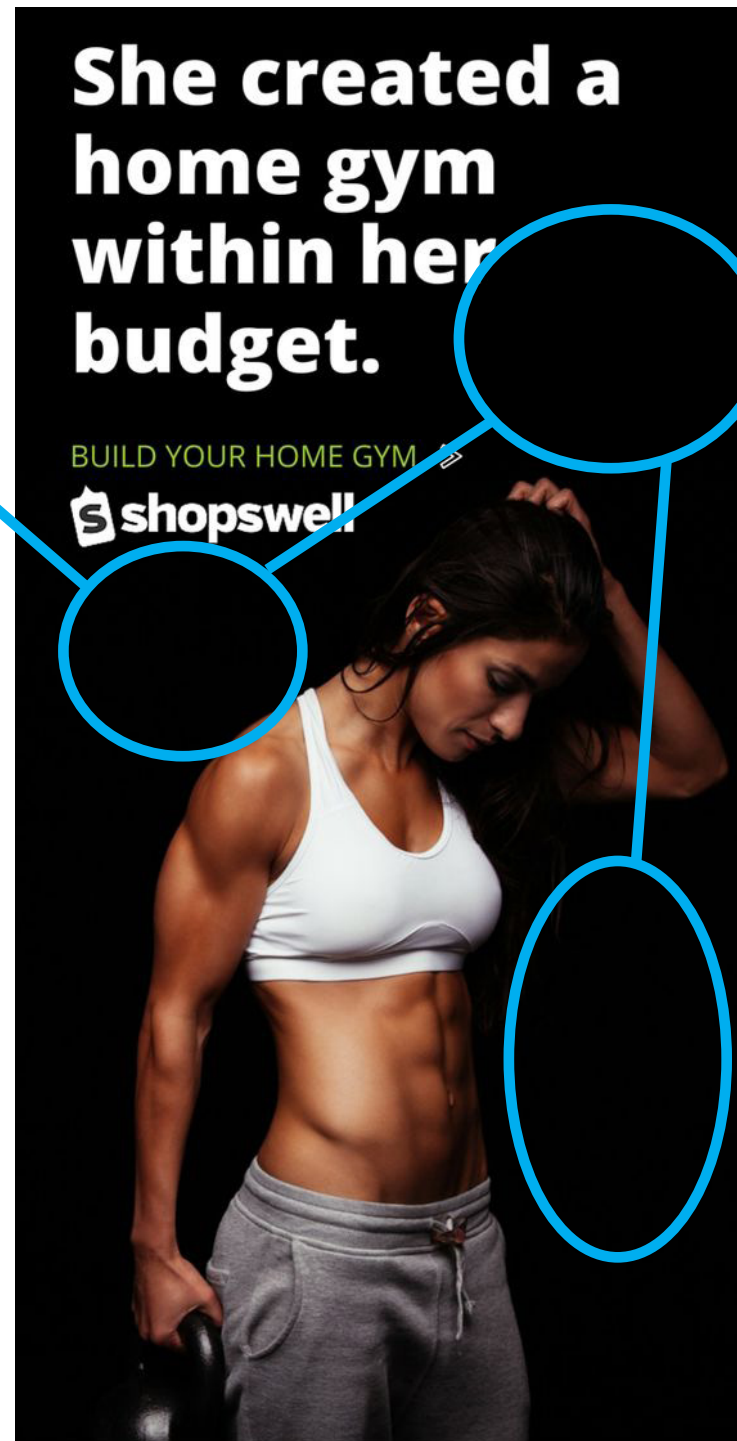


Proximity





“White Space” (black background)



White Space

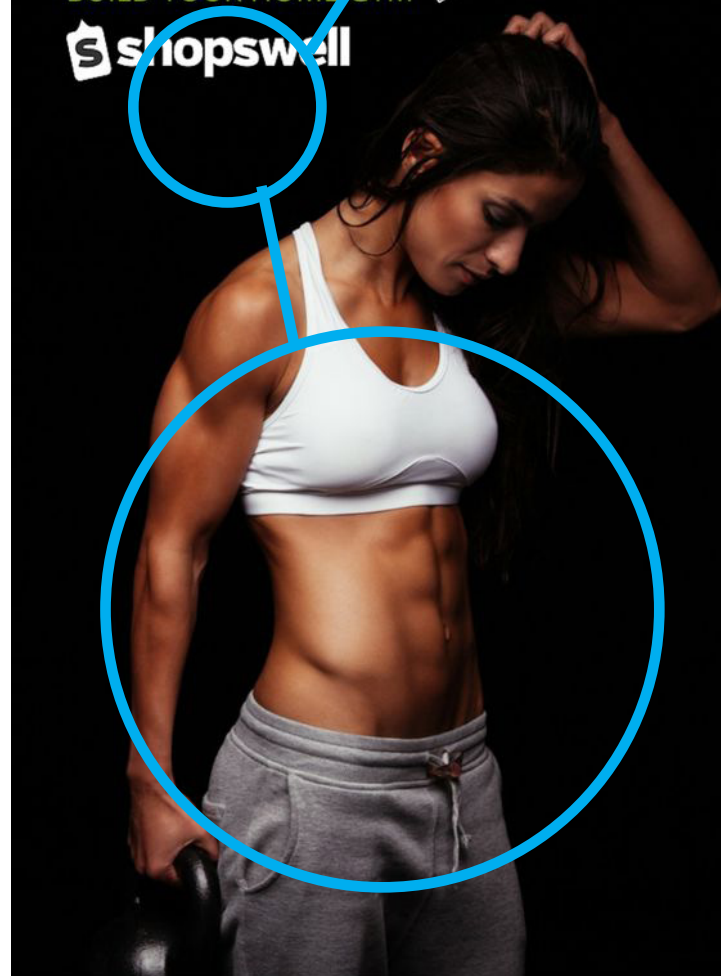




Contrast

She created a
home gym
within her
budget.

BUILD YOUR HOME GYM >



Contrast





Unknown fonts names.
Sans Serif. Bold. Light.
Colored.

**She created a
home gym
within her
budget.**

BUILD YOUR HOME GYM >

 **shopswell**



Typography



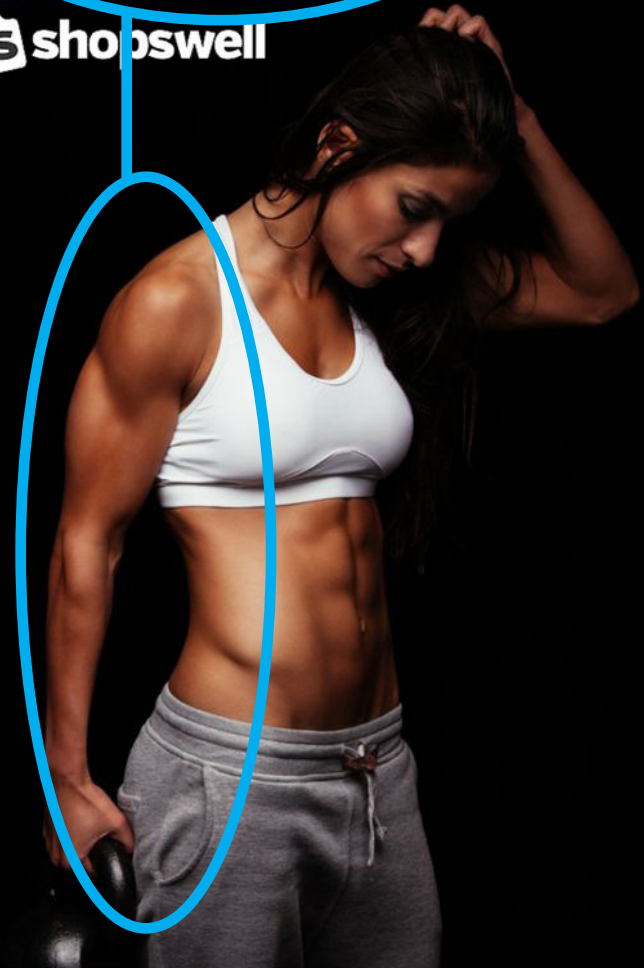


Colors: White, Black,
Brown/Red.

**She created a
home gym
within her
budget.**

BUILD YOUR HOME GYM >

 **shopswell**



Colors





Original Image





Source: UNSPLASH.COM





New Ad Analysis





Left text alignment

Too busy for
going to
the gym.

BUILD YOUR HOME GYM >

 shopswell



Alignment





Proximity

Too busy for
going to
the gym.

BUILD YOUR HOME GYM >

 shopswell



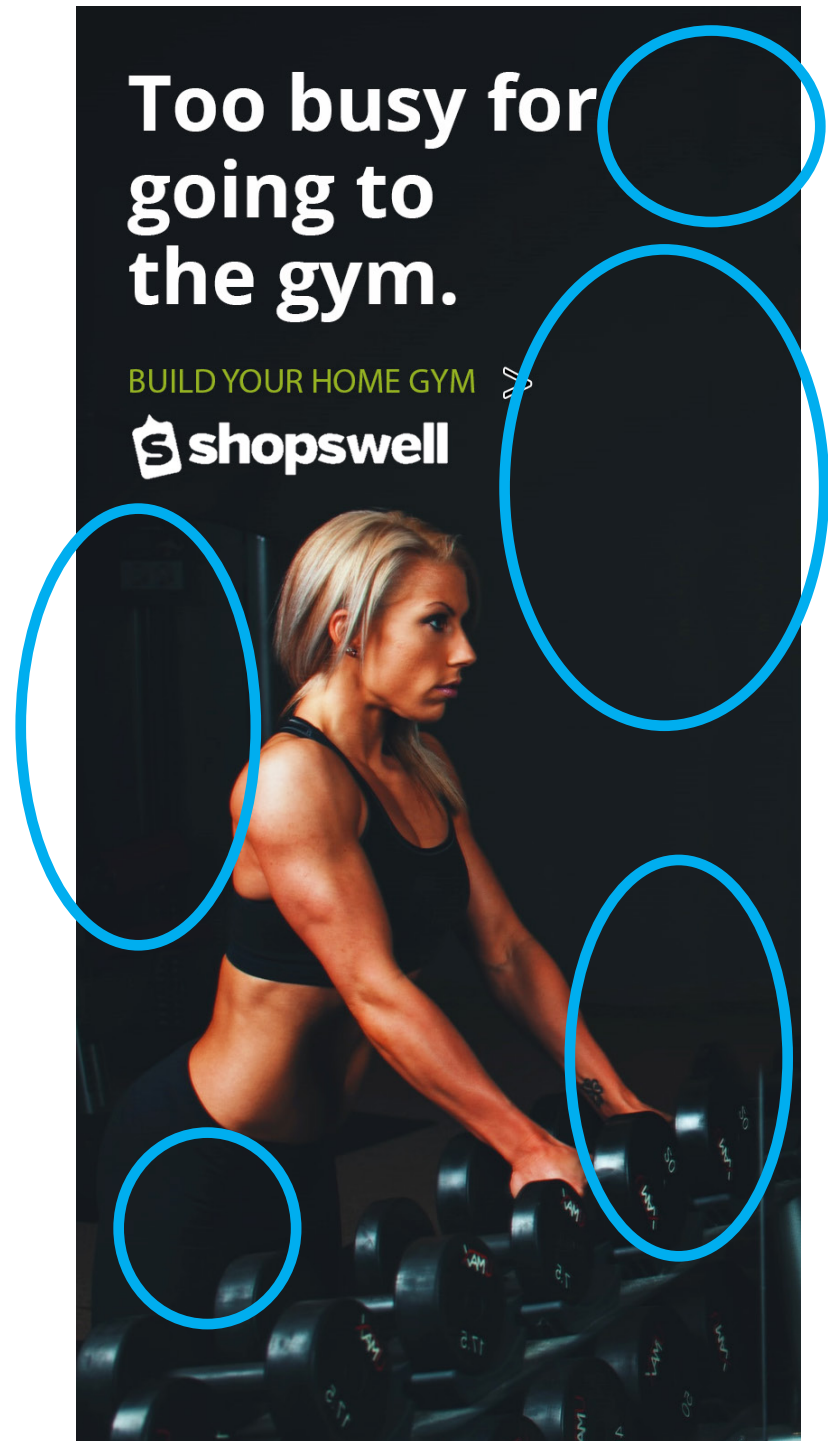
Proximity





“White Space” (black background)

White Space



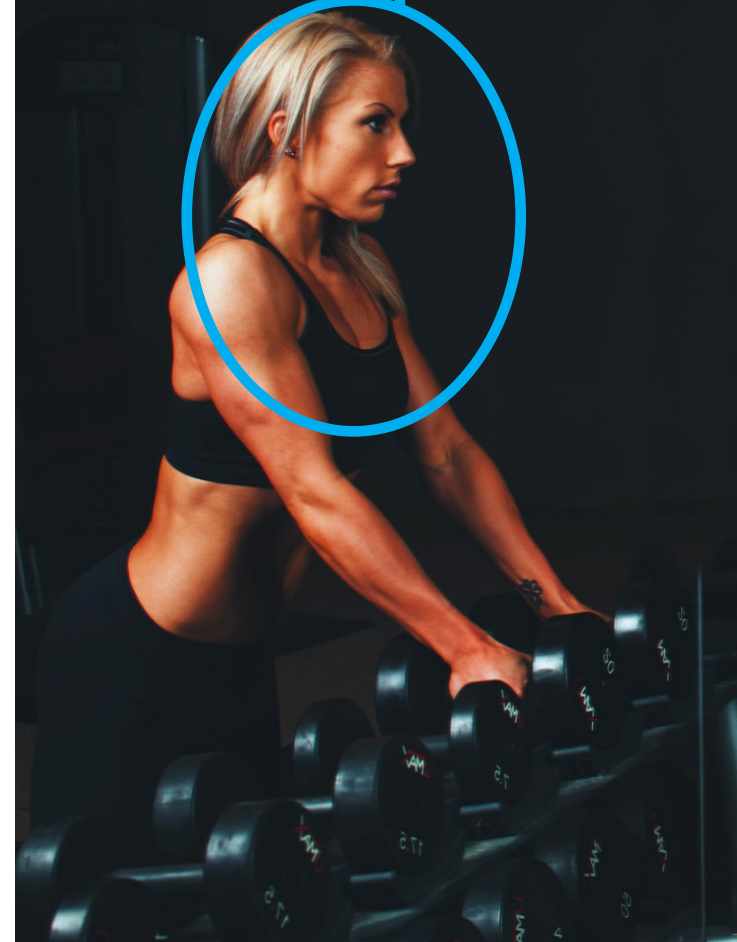


Contrast

Too busy for
going to
the gym.

BUILD YOUR HOME GYM >

 shopswell



Contrast





Open Sans Bold . Myriad
Pro Regular. Colored.

Too busy for
going to
the gym.

BUILD YOUR HOME GYM >

 shopswell



Typography



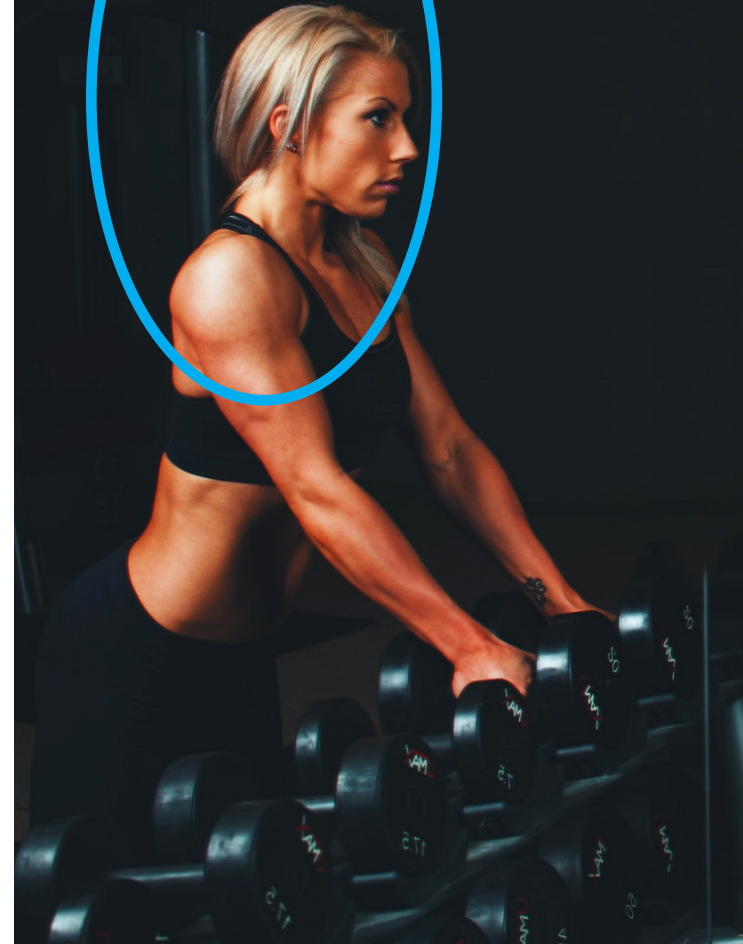


Colors: Light yellow,
Black, Brown/Red.

Too busy for
going to
the gym.

BUILD YOUR HOME GYM >

 shopswell



Color





The End

