


Design Activity

Given the following “dated” ad designs for reference, create three new styles that you feel could/would generate more interest from a consumer and potentially draw them to click on the ad. Feel free to use “Lorem ipsum dolor” text, no need to hand type the content. Use a width of 960px as your base. Actual implementation would be “responsive” though so keep that in mind with your design. Choose one of your designs and generate a mobile friendly version. Think 400-600px width max.

Ad #1:


Auto Insurance Providers in California

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See how much GEICO could save you in Foster City

 - You could save 15% or more on car insurance
 - Get a FREE quote today!
 - 24 hour claims service


www.geico.com

GET QUOTE
- 

See How Much You Could Save in California

 - Use Progressive's Name Your Price® Tool
 - Earn Loyalty Rewards from Day One
 - E-sign, Bundle, Multi-Car, Pay-in-Full & Other Discounts
 - 24 Hour a Day Customer Service

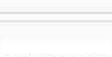
www.progressive.com

GET QUOTE
- 

Competitive Rates in California

 - Nationally recognized for delivering an outstanding customer service experience
 - Fast, accurate online quotes. Not estimates
 - Purchase your policy online
 - 24 hours a day, 7 days a week claims reporting

www.21st.com

GET QUOTE
- 

You Could Save with Esurance!

 - California Drivers - See if You Can Save Today - Get a Quote
 - You Could Qualify for One or More of Our Big Discounts
 - We've Insured Over 5 million Vehicles Since 1999
 - 24/7 Customer Service - Located in the USA


www.esurance.com

GET QUOTE

Ad #2:

Customize the list below to see which California companies are your top matches:


Homeowner? ☐ Yes ☐ No Married? ☐ Yes ☐ No Age? Select Currently Insured? Select [See Matches](#)

- 

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 - Earn Loyalty Rewards from Day One
 - E-sign, Bundle, Multi-Car, Pay-in-Full & Other Discounts
 - 24 Hour a Day Customer Service


www.progressive.com

GET QUOTE
Click to visit website
- 

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