

✗ Because you always
Align wrongly with a content

Instagram



Design: Here you can see the graphic design how they have use the colour gradients and the product placement.

Content: The given content in this ad copy is not much in effective to the viewers and also not conveying the product.

Logo placement: The logo should be placed in the right way so that the viewers gets the eye stuck in it.

✓ Always Use
Left- To- Right Alignment

Instagram



when it comes to designing phase we focus on 3 key elements of a poster

Design: our main focus is on the design because the product itself is the main focus of the viewer therefore the product design and colour gradients play an important role

content: when it comes to content we use everyday to make it more precise and most effective we emphasize on design and colour gradient play an important role

Logo placement: we place the logo on the basis of human psychology (we have explained below)

Different Kind of Creative Patterns



They don't read
They scan



✓ Now You Have less than 3 seconds to make them to read your post

✓ Here's How you can do this

3		2
	1	
4		5

Instagram
Story & Reels

Human Physiology Facts

3		2
	1	
4		5

Instagram feed

1. We place the product in the center because the viewer eye will go towards the product in the creative. It is the human nature in seeing the ad copy where is the product is placed and how creatively we carry the ad copy.

2 & 3

The logo should be placed in the top right or in top left because it carries the brand strength and it is the metrics which should be followed in the ad copy creation.

4 & 5

The viewers will drop down their eye balls down wards to the creative to see the address, this is the reason we place the address in the bottom of the creatives.



EX : ONLINE CAMPAIGN IDEAS



1) CREATE A BRANDED HASHTAG TO BUILD SOCIAL PROOF. ...

2) POST OFFERS. ...

3) PUT YOUR CUSTOMERS ON SOCIAL MEDIA. ...

4) ENCOURAGE USER-GENERATED CONTENT. ...

5) INCLUDE CALLS-TO-ACTION. ...

WELCOME TO FAMILY OF

