

✗ Because you always **Align wrongly with a content**



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 placements: 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**



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 wordplay to make it more preasbe and most effective we emphasize on design and colour gradient play an important role

logo placement : we place the logos on the basis of human psychology as 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.