

HEADLINES | DESCRIPTIONS | EXTENSIONS

The scenario involved developing headlines, descriptions, and extensions for the fictional Oscar’s Bakery advertising campaign.

This section was provided

Campaign	Ad Group	Keywords	Final URL
Oscar’s Bakery Search	Order Online Feature	vegan baked goods	www.oscarsbakery.com
		vegan cakes delivery	
		vegan treats online	
		order vegan desserts online	
		order vegan cupcakes online	

The following headlines were created:

Headlines	Characters (30 Max)
Order Vegan Desserts Online	27
Vegan Baked Goods Near You	26
Vegan Cakes Delivery Available	30
Try Our Vegan Cupcakes Today	28
15% Off + Free Delivery!	24
Award-Winning Vegan Bakery	26
Boulder’s Best Organic Treats	29
Custom Cakes for Events	23
Freshly Baked Every Day	23
Order Healthy Sweets Online	27

Descriptions and extensions created for the campaign:

Descriptions	Characters (90 Max)	Extensions	Characters (25 Max)
Enjoy 15% off all online orders—plus free delivery on fresh vegan baked goods!	78	Award-Winning Baked Goods	25
Made with local, organic ingredients. Gluten-free, vegan, and full of flavor.	77	100% Vegan Ingredients	22
Over 25 cupcake flavors baked daily in Boulder. Order online for quick delivery.	80	Family-Owned Since 1987	23
Custom vegan cakes for birthdays, weddings & more. Always fresh, always local.	78	Locally Sourced Flavors	23
Boulder’s widest variety of award-winning organic, vegan, and gluten-free treats	80	Eco-Friendly Packaging	22