

Bushwick
Analytica

Tega Brain

artist + teacher

Tega Brain

artist + teacher



Whats going to happen?

2 weeks

Online advertising and how the internet works.

Make an internet campaign.

Today: Talk about the internet, ads. Come up with ideas and drawings.

Next week: Make images, and post them online.

What is the internet?

www.google.com

Why do you see particular ads?

What is data?

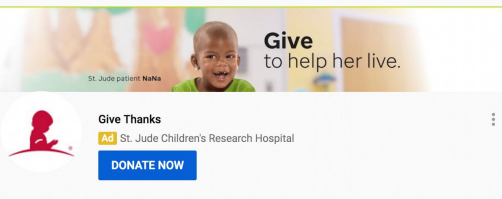
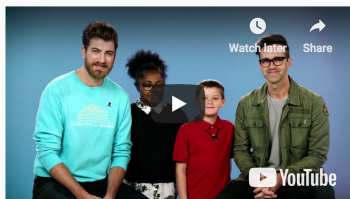
Game of the Internet

3 volunteers

- 1 student is the user
- 1 student is Google
- 1 student is the advertiser or campaigner

Broadcast media is over





Recommended



Make Money Online | Free, Paid Online Surveys | SurveyJunkie.com

Ad www.surveyjunkie.com/

★★★★★ Rating for surveyjunkie.com: 4.6 - 2,997 reviews

Legitimate, Trusted Paid Online Surveys. Join 8,145,798 Members Now! Free to Join. Work at Home.

How it Works

Learn How You Can Make Money with Survey Junkie®

Start Earning Now

Instant Online Payout Via Cash or E-Gift Card. Join Now, it's Free!

Earn Money With Instacart | Choose When You Work

Ad www.instacart.com/shoppers/Flexible-Hours/EasyApplication

Become an Instacart Driver. **Make Money** Weekly. Car Required. Apply in Minutes!



14 1.0K 2.7K



The Journiest @journiest · Nov 7
How I Started Speaking A New Language With This App



How I Started Speaking A New Language With This App
www.journiest.com

9 16 153

Promoted

Facebook Search

Tega Brain

News Feed

Messenger

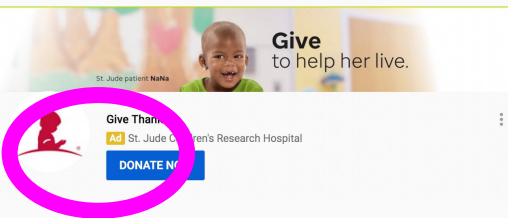
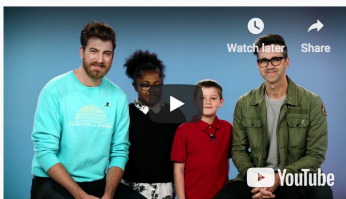
Watch

Marketplace

Shortcuts

moo.com Sponsored

These are not your average business cards...



Recommended



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ications

Messages



Search Twitter



Tweet



14



1.0K



2.7K



The Journiest @journiest · Nov 7

How I Started Speaking A New Language With This App



How I Started Speaking A New Language With This App

www.journiest.com



9



153



Promoted



Search



Tega

Tega Brain

News Feed

Messenger

Watch

Marketplace

Shortcuts



moo.com

Sponsored

These are not your coverage business cards...





YOUR TEXT HERE



Bushwick Analytica

Analytica

Your ad preview

Hello Laura | This is Tega

Ad https://www.youtube.com/watch?time_continue=17&v... ▼

I'm wondering if you will see this targeted ad on Google?



SEE HOW YOUR AD WILL APPEAR

Why do different people see different ads?

You do stuff on the internet like:

- search,
- click on things,
- buy things,
- sign up to a website with your name or email address.

This is collected as data that is matched to your email, name or IP address.

From this data advertisers categorize you. They put labels on you that indicate what they think you might buy. Eg. you are a trendy mom, a fashionista, an avid reader.

Categories: Interests and Habits

Banking & Finance

Beauty & Wellness

Food & Dining

Home & Garden

Lifestyles & Hobbies

Media & Entertainment

News & Politics

Shoppers

Sports and Fitness


Technology

Travel


Vehicles and Transportation

How do you make an
ad?

Google: Link

 **Google Ads** | **New campaign**

?

 512-060-9447
tega.brain@gmail.com 

1 **Create your campaign**

2 Billing

People: who you want to reach
Define your Audiences, Demographics or both

Audiences Select audiences to define who should see your ads ?

All audiences

[What their interests and habits are](#)
(Affinity and custom affinity)

[How they've interacted with your business](#)
(Remarketing and similar audiences)

[What they're actively researching or planning](#)
(In-market and custom intent)

Demographics Reach people based on age, gender, parental status or household income ?

Content: where you want your ads to show
Narrow your reach with **Keywords**, **Topics** or **Placements**

+

[CONTENT TARGETING](#)

Facebook:

Everyone in this location ▾

Locations ⓘ

United States

📍 United States

📍 Include ▾ | Type to add more locations | Browse

Add locations in bulk

Age ⓘ

18 ▾ - 65+ ▾

Gender ⓘ

AllMenWomen

Languages ⓘ

Enter a language...

INCLUDE people who match at least ONE of the following ⓘ

Detailed targeting ⓘ

brooklyn pu|

Suggestions | Browse

Brooklyn Public Library

Interests

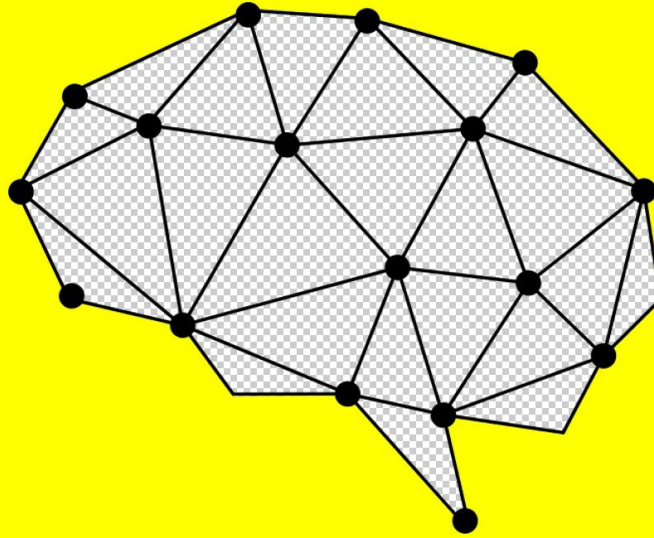
Purchase behaviour > Engaged shoppers

Behaviours

Lived in Puerto Rico (formerly Ex-pats – Puerto Rico)

Behaviours

Connections ⓘ



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This week:

1. Generate 3 ideas by:
 - a. Brainstorm what you want to say (drawing and sketching)
 - b. Choose who you want to send it to.
2. Choose your favorite idea.
3. Planning your image and phrase.

A beach scene at sunset. The sky is a mix of orange, yellow, and blue. Waves are breaking on the shore, creating white foam. In the foreground, a clear glass bottle lies on the wet sand. The bottle has a blue label and a black cap. The text is overlaid on the image in a bold, black, sans-serif font.

Warning:
**We are not going to be able to see
your ad online.**

**We will send it out to the internet,
like a message in a bottle.**

Next Week:

- 1) Make your assets (digital images)
 - a) Taking photographs of drawings
 - b) Image editing using a program
- 2) Filling the audience form so I can post your campaign

Who do you want to send a message to?

Do you want to tell a particular group of people something?

What do you wish was different in the world?

What do you want to protest?



I WON'T
GIVE UP
HOPE

NO
RACISM
YES
FRIENDS

**Stop work
to stop the
war.**

**Moratorium
June 30th**



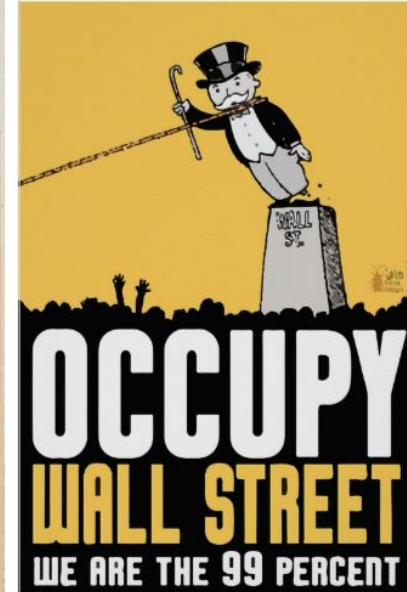
TRAVAILLEURS

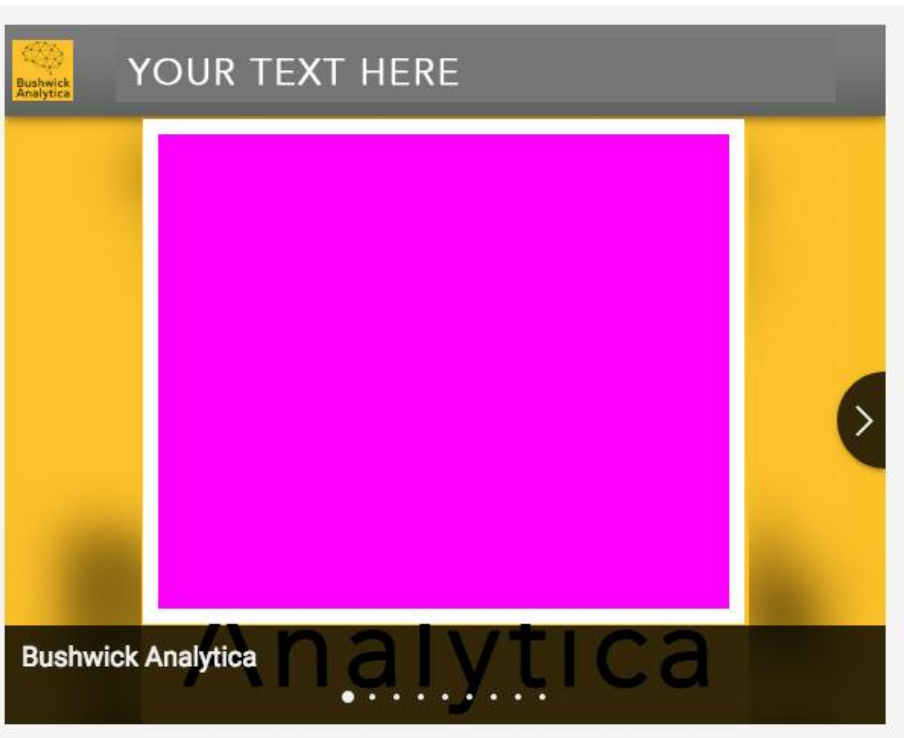
FRANCAIS IMMIGRES

UNIS



Workers unite,
French protest
poster from
1968.





Your ad preview

Hello Laura | This is Tega

Ad https://www.youtube.com/watch?time_continue=17&v... ▼

I'm wondering if you will see this targeted ad on Google?



SEE HOW YOUR AD WILL APPEAR

BREAKING NEWS Lawyers investigating Les Moonves's misconduct at CBS found him "evasive and untruthful" and described sexual favors that seemed "transactional." 9:19 PM



SECTIONS



HOME



SEARCH

The New York Times

SUBSCRIBE NOW

LOG IN



Amazon: Pay Tax or GET LOST

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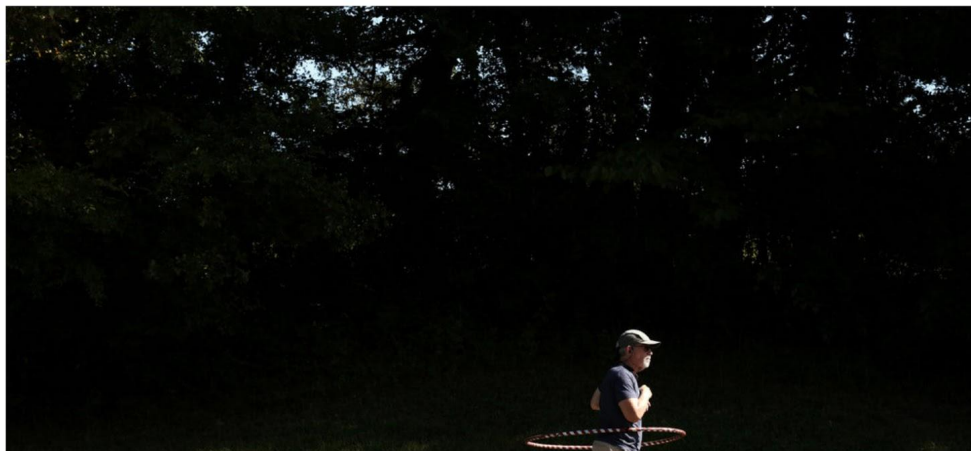
Save New York City from Amazon



Health

HEALTH POLICY | GLOBAL HEALTH | THE NEW OLD AGE | SCIENCE | WELL

Now Mental Health Patients Can Specify Their Care Before Hallucinations and Voices Overwhelm Them





Ad · 0:07 · IHG.com

Skip Ad ▶

10 Impossible Things That Only RONALDINHO Did In Football HD

10,149,087 views



89K



3.9K



SHARE



SAVE



Real Madrid Albania ✓



Save New York City from Amazon

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Up next

AUTOPLAY



When Ronaldinho and Neymar Made History in the Same...

g Element ✓
22M views



10 Impossible & Cheeky Things Only Lionel Messi Can Do • Is...

DPHD
10M views



Every goal from Premier League Matchweek 14 | NBC Sports

NBC Sports ✓
109K views
New

SUBSCRIBE 469K