

CREATIVE BRIEF

PROJECT: WWF Internet Advertising Campaign

OVERVIEW: WWF is the World Wildlife Fund, who is working to conserve the world's most important natural places and significantly change global forces to protect the future of nature. Their experts are active at every level—from field work to government—conserving the largest tropical rain forests, the most remote areas of our planet, and the world's most endangered species. The WWF requires financial support from large corporations, as well as from individual people from around the world to support their global conservation efforts.

TACTIC: Develop a series of web banner ads that will be placed in a variety of high-traffic websites, ranging from news sites to entertainment related sites. The theme of the ads will be to build awareness of the goals of the WWF and to solicit the audience to become a member and make donations.

TARGET AUDIENCE: The web banner ads will be aimed primarily at people in the United States. The target audience is comprised of men and women, 18 years or older, who are concerned about global environmental issues and endangered species. They will be middle income or higher level to have the resources to make the desired donations.

STRATEGY: Design a series of related banner ads appropriate for use on a variety of popular websites. The ads will not be customized to specific sites, but will be capable of being placed on any site. This will require a variety of standard size ads.

The sizes must include:

- Leaderboard – 728 x 90
- Square – 336 x 280
- Skyscraper – 120 x 600
- Button – 120 x 90
- Rectangle – 180 x 150

In addition to these ads, an animated GIF ad must be designed utilizing one of these standard sizes. The file size for the static ads should not exceed 25 KB. The file size for the animated GIF ad should not exceed 80 KB.

The theme for all of the ads must stay consistent, but they do not have to look identical to each other. The ads must all look like they are part of the same campaign.

The suggested headlines will be:

- Save the Animals
- Save the Planet
- Extinction can't be fixed
- Save Trees. Save Wildlife.

It must be clear that the origin of the ads is the WWF. The logo must be included. The feel of the ads must be serious, but not heavy-handed. Humor may be used, but the serious nature subject must be communicated. The ads can relate to existing print ads previously used by the WWF, but the banner ads must be unique in their design.