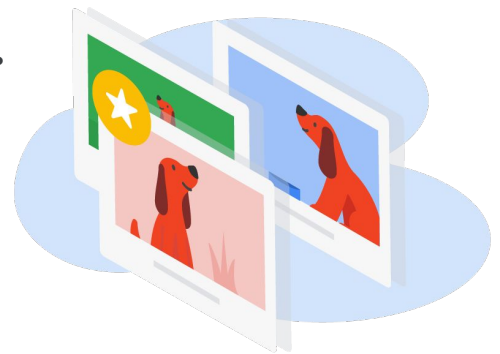Google

Build stunning ads

Easily build an ad creative that your audience loves

A great creative is a key piece of every marketing campaign. Creating an ad that catches people's attention and gets them to take action is an art. Here are three simple principles that can help you make stunning ads that your audience will love.
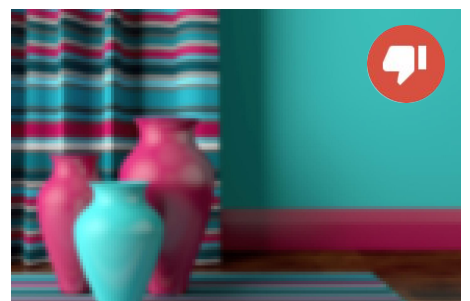
Step 1
Great ads stop their audience mid-scroll.

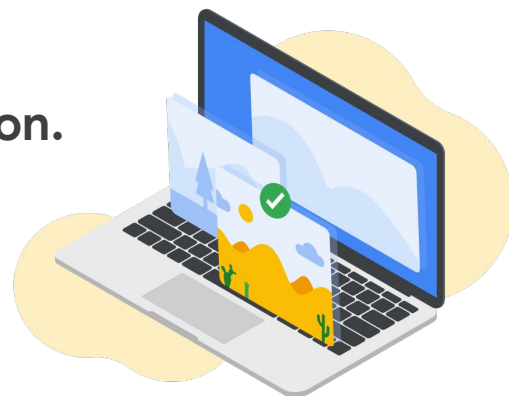Beautiful imagery is a must.

You should:

- Use high-resolution imagery (at least 1200 x 628)

- Explore using close-up shots with a core subject that is centrally framed

- Use photos that are well lit with bright, high-contrast colours

- Keep overlaid text to a minimum. If you do use text, it should be large type and short

- Keep backgrounds simple – solid or plain backgrounds and simple geometric forms work well

Step 2
A powerful creative holds users' attention.

Aspirational imagery and copy is crucial.
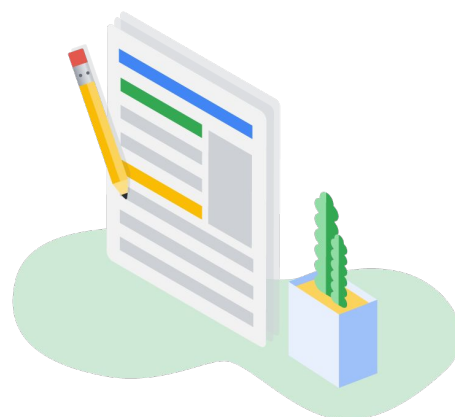
You should:

- Show a clear visual of the product or service being sold

- Feature a single product per image

- Avoid generic stock photography; if using stock, make sure that it connects with your brand and story

Step 3
Strong copy closes the deal.

Write concrete and specific copy to convince users to take the next step.

Try to:

- Give key details about your product and brand so users don't need to navigate away to learn more

- Write copy that your user can trust. Don't promise something that you can't deliver

- Don't start each word with a capital. Only capitalise the first word in a sentence

Google