Design a Compelling Pop-up Ad

SCENARIO

BUHI

Buhi Supply Co. is offering a 15% discount on backpacks to drive more consumers to sign up for their email list. As their digital marketing intern, you need to design a pop-up ad that will show up on the Buhi Supply Co. website to capture visitors' emails.

Here are some tips and strategies you should consider when designing your pop-up ad for the company website.

1	**ATTENTION**	What is the action you would like potential customers to take?
2	**CLARITY**	Does the user know what will happen once they click a link?
3	**CONGRUENCE**	Do all the words on the pop-up encourage the conversion, or do some words distract potential customers from the desired behavior?
4	**CREDIBILITY**	Do potential customers have ample reason to believe you can deliver on your promises?
5	**CLOSING**	Is your message positive and placed close to the desired click region?

BUHI DESIGN ELEMENTS

BUHI LOGO

BUHI

PRODUCT IMAGES

BUHI COLORS
(#'s represent the color codes in most design platforms)

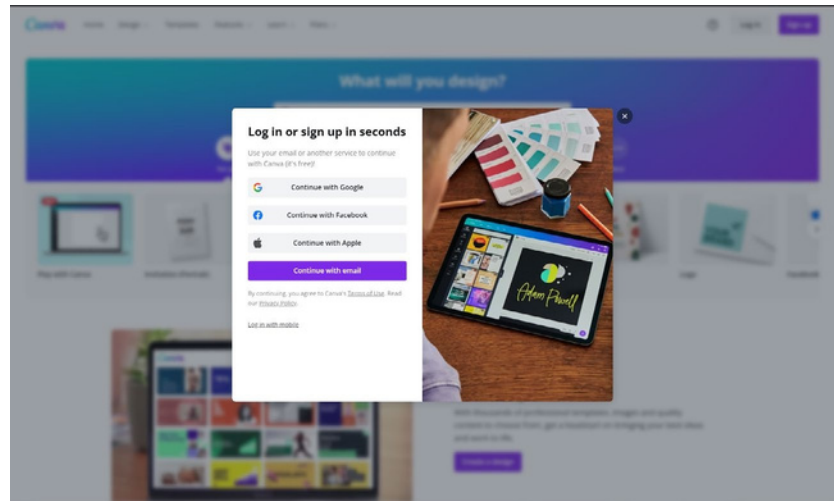

#298089

#ABBBA7

#CAC5BD
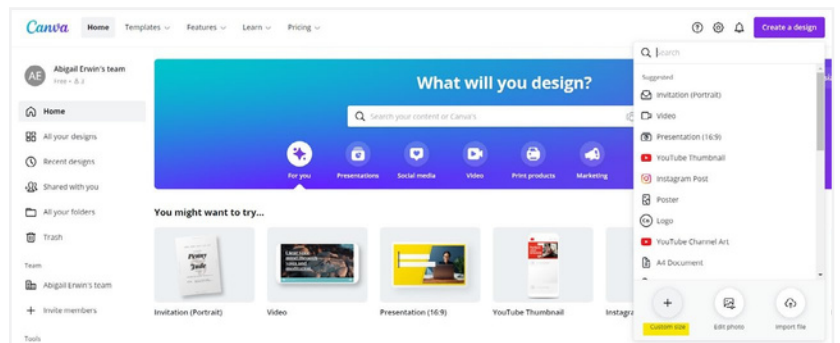

#4D5656

#283747

#2E5050
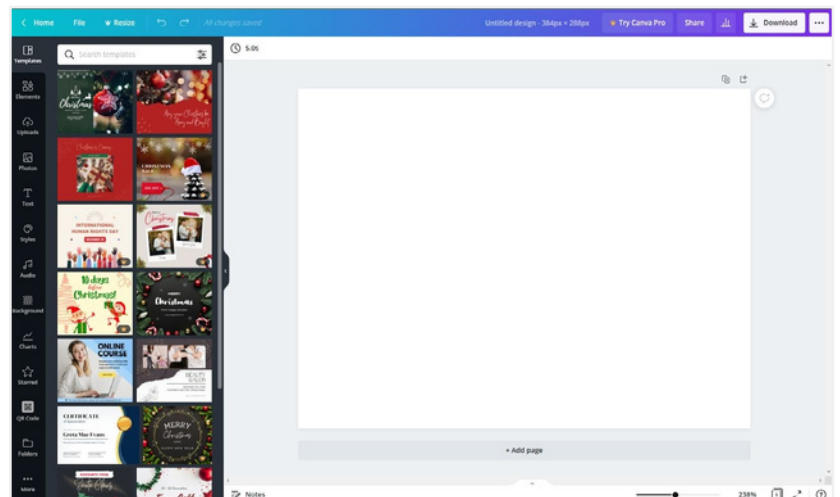

Click here to download the images

CANVA INSTRUCTIONS
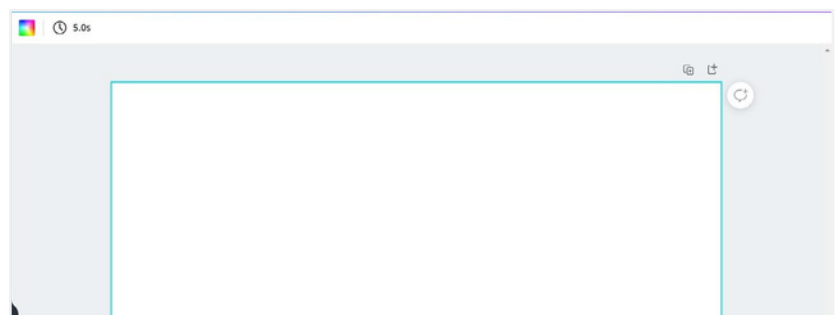
1. Log in or create an account on
Canva.com.

2. Click "Create a design" and choose "Custom size." Input the width and height of your pop-up in pixels (px). For this assignment, use a size of 784 x 588 px.

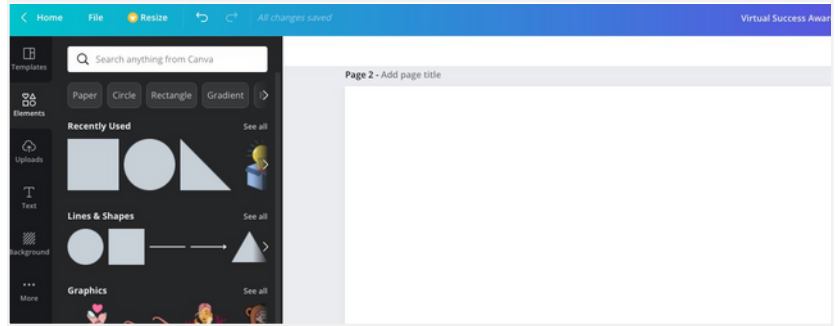3. Click "Create new design." You're ready to get started.

4. Once you select a design template from the sidebar, a color wheel will appear in the top left corner. Search for the colors you'd like to use or create your own design.
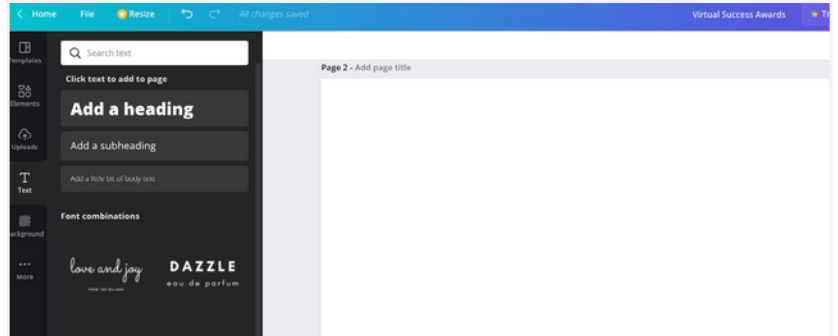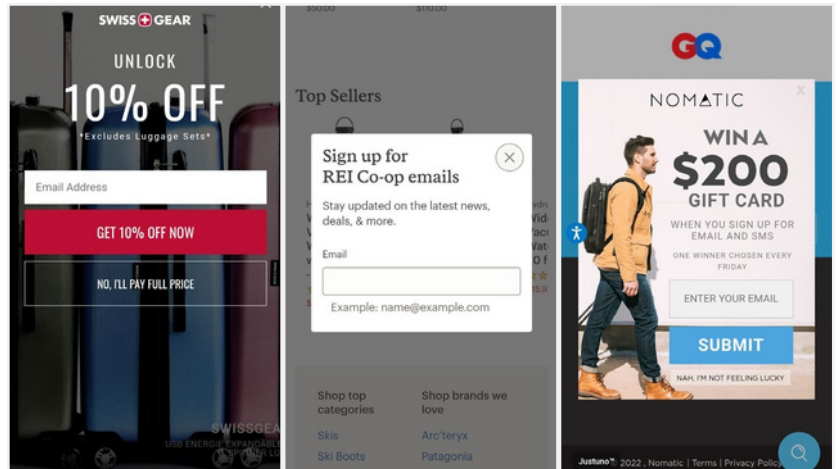
CANVA INSTRUCTIONS

5. To add shapes, graphics, lines, charts, and frames to your infographic, open the "Elements" tab on the left.

6. To add text, open the "Text" tab on the left. You can use font combinations provided by Canva for inspiration or use the text search bar to find different options.

7. Create a mock form for Buhi site visitors to enter their information. You can reference the forms below for ideas or research other examples. Use "Text" and "Elements" in Canva to create a form.

8. Once you're finished, give your infographic a unique name and then click "Download." You will need to download your file as a PNG. Your submission should include the pop-up ad you designed in Canva.