

DIGITAL BRANDING & MARKETING (KOM 3820)

Lecture: Tri Nuraini

24 March 2020

E-LEARNING week 5 | Topic: DISPLAY ADS

Instruction

1. **Read the textbook Digital Marketing Strategy (Simon Kingsnorth, 2016):**
 - Chapter 07: Display Ads
2. **Go through the PowerPoint material uploaded on BIG BAKRIE**
 - Topic 5: Display Ads
3. **Topic 4 -Display ads, notice that you are required to watch videos by Google ads:**
 - What is Display ads: <https://www.youtube.com/watch?v=4T6Ia20D-T8>
 - What is Google Display ads:
<https://www.youtube.com/watch?v=Fa0TNE7uvFY>
4. **Attend Google Classroom at the given class code provided:**
 - **Kom 64** – Tuesday starts at 8.00 am – class code **2dcx4c5**
 - **Kom 63** – Tuesday starts at 10.30 am – class code **iov6rw7**
5. **For Homework (group work) - check Slide 21 in Topic 4 (Paid Search) material:**
 1. Continue working with your group – each group consist of 4 students maximum
 2. Go to **YouTube!** - Check one of the **video ads** running
 3. Answer this:
 - Summarize - what is the brand about?
 - What type of (video) ads does it use?
 - What is the key message of the ads?
 - Who is the target audience?

- What is the objective of the ads? Is it for awareness or conversion?
6. **Submit your homework in PDF or .PPT to my email: trinuraini@gmail.com** no later than **Friday, 27 March 2020** at 12.30 pm.
- *Don't forget to capture (screenshot) the video ads in your report!*