

9 tips TO HELP DESIGNERS TRULY EMBRACE THE MOBILE CREATIVE OPPORTUNITY

1



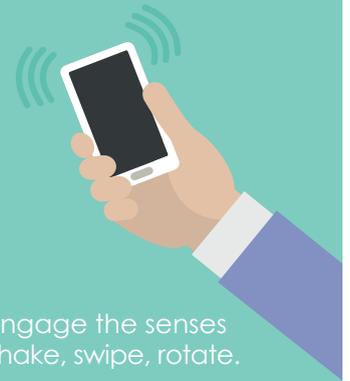
Visualise the user journey from the start to the end.

2



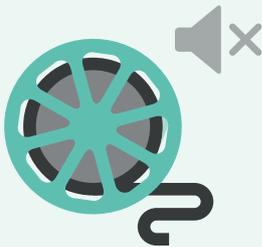
Consider creative first - before targeting.

3



Engage the senses - shake, swipe, rotate.

4



Video - shorter is better, prepare without sound.

5



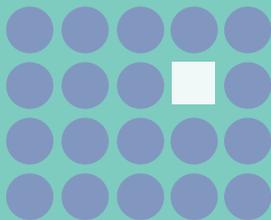
Think location, where you go defines who you are.

6



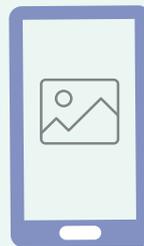
Consider the user's connection - heavier content on WiFi.

7



Mobile is unique, don't treat it the same as your other advertising avenues.

8



Don't be afraid to keep it simple. Simple is beautiful.

9



Think mobile (hint: vertical, proximity, senses).