Internet Advertising to Recruit Youth
[in 8 short videos]
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Why internet advertising?

- 95% of youth have phones
- 45% are online constantly
- YouTube, Instagram, and Snapchat dominate

Is internet advertising for me?

- Large population from a community
- Diverse participants
- Population with special traits
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Lesson 1
Avoid stock photography.
Photographs of “real” people

Colorful illustration
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Lesson 2

Be concise.
Top Lessons of Internet Advertising
[in 8 short videos]

Lesson 3

Be clear.
Clear copy with call-to-action
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Lesson 4

UX matters.
Varied visual identities

Click, click, click. So many clicks.
Uniform visual identity

One page-screener

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Lesson 5
Platform follows audience.
Targeting ain’t perfect.
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Lesson 7

Healthy Teen Network
Iterate, iterate, iterate.
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Lesson 8

Pivot.
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One final thought.
It’s work.
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