



BRITA®

**Testimonial campaign – practical guide to
landing page and digital banner production**

Banner & landing page set-up for testimonial campaign

> This practical guide is supposed to support you and your local agency when it comes to creating banner, Facebook ads or creating a landing page on the Flagship platform. Next to a step-by-step manual it also offers best practices from recent campaigns.

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Note:
To access the links to the showroom,
please use the following log-in:

User: preview
Password: pr3v13w

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Links will open in your Browser, some PDF Readers will give a warning before opening the links. Just Press „OK“ to open the Links.

1.1 Banner ads

Example GDN Banner

General settings

- + Creatives to match the messaging and goal of the campaign/landing page (e.g. increase sales) for a consistent user journey
- + Fixed start screen with elements which do not disappear / which stay from the beginning e.g. BRITA Logo, CTA, Value Proposition (HL), Key Visual present at any time
- + Max. amount of animation steps: 3



1.2 Animation example banner

MPU Medium Rectangle

This is an example animation of one of our best performing ads for the German testimonial campaign September-November 2018.

1.



First frame displays the BRITA logo and BRITA Product.

2.



Headline, Subline and CTA are faded in consecutively in reading direction (top to bottom, left to right).

3.



A disrupter is displayed to indicate that the offer is limited further encouraging the user to act now.

1.3 Banner showroom

MPU Medium Rectangle **300x250px**
This graphic shows our best performing GDN ads
for the German autumn campaign.
Links will open in your Browser



GDN
Dimension | 300x250px

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1.4 Banner ads

Example Facebook ImageAd

General settings

- + Creatives to match the messaging and goal of the campaign/landing page (e.g. increase sales) for a consistent user journey
- + Fixed start screen with elements which do not disappear



1.5 Facebook ImageAds and VideoAds showroom

Facebook 1200x628px · 800x1000px · 1080x1080px

This graphic shows our best performing Facebook ads for the German autumn campaign.

Links will open in your Browser, some PDF Readers will give a warning before opening the links



This is an example of the new Facebook ImageAd Format 1:1

- minimum resolution is 1080 x 1080 px

Note:

To access the links to the showroom, please use the following log-in:

User: preview

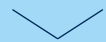
Password: pr3v13w



1.6 Banner ads

Findings from the GER and FR testimonial campaigns

GDN



The top 6 findings for the GDN creatives so far are:

1. Product route is the winner vs. emotional route
2. The best-performing creatives do and do not include the bubble in same parts.
3. All produced creatives do include the disruptor.
4. Best performing topics were product, filtration, limescale/appliance protection
5. Best performing formats were:
320x100 + 300x250
6. Best results were achieved in mobile placements

FACEBOOK



The top 5 findings for the Facebook creatives so far are:

1. Product route is the winner vs. emotional route
2. Almost all best-performing creatives do not include the bubble as campaign visual
3. All best-performing creatives do include the disruptor.
4. Best performing topics were by far product-related ads, filtration and (for GER) limescale/appliance protection
5. Animated video ads performed better than static photo ads
6. Carousel ads performed lower



2.0 Landing page Overview

General settings

- + Content selection based on local (benefit) communication according to content policy
- + Focus KPI is click on the: CTA Stage, CTA Store locator, CTA Next best Action Bar
- + No links other than to a point of sale (Etailer)
- + CTA must lead to Etailer & Storelocator Overlay

Stage (Focus KPI CTA Stage)

- + Entry with emotional keyvisual which reflects strong local benefits
- + Product presentation is embedded
- + CTA leads to Etailer & Storelocator overlay
- + Sales activating wording such as „Buy now“, „Buy offer now“
- + Disruptor with offer recommended

Filtration

- + Filtration technology and how it works explained in 3 steps
- + Image | Video Integration possible

Store Locator

(Focus KPI CTA Store locator)

- + Store locator opens after click on button (due to Google payment method)



This journey was the winner variant out of a multi variant test which included six different journey set-ups.

Benefits

- + Should contain a maximum of 3 Benefits
- + Local Benefits from Deep Dives recommended

Product

- + Disruptor points out promotional offer
- + Detailed product facts and handling

Next Best Action Bar

(Focus KPI CTA Next Best Action Bar)

- + NBAB is available as secondary conversion at the bottom of the page as soon as the first CTA is not visible anymore

3.0 Checklist

Banner and Landing page creation



Please ask yourself and/or your HQ contact those questions at the beginning of each landing page and banner planning process:

Content preparation:

1. Is relevant content in terms of images, video, whitepapers etc. available towards the local benefit communication?
2. If not: what contents are needed?

Landing page creation:

1. Is content creation done inhouse or via local agency?
2. Are copybook templates available?
3. All produced creatives do include the disruptor.
4. Are stylesheets for asset production available?
5. Is editing done locally or by Linienland?
6. Are lead times known?

Lead times:

Lead times for landing page creation and the process are available on eCampus:

<http://ecampus.brita.net/workspaces/collaboration/865/default.aspx>

Banner creation:

1. Are banners or Facebook ads created locally or by Linienland?
2. Are the lead times known?
3. Is the briefing template available?
4. Is enough time considered for internal approval loops?
5. Is the banner production template available?

