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## What do we mean by Advertising Design?

We mean.....

Print Advertising

- Advertising Design
- Product Advertising Design
- Publication Ad Design

Web Advertising

- Banner Ad Design
- Directory Listings, PR
- Google Ad Words
- E-mail Blasts

Multimedia Advertising

- Flash Animation and Design

Promotional Specialty Ad

- Promotional Give Aways

Advertising is one of the most important aspects of any business or organisation.

Advertising brings you, your company or product out in the open. Public exposure of your product or service can make all the difference in terms of sales and goals. If you have an amazing product or service, let it be known. One of the most important aspects of advertising is the graphic design of the advertising itself.

At TPBG, we understand the importance of great graphic design. Actually, having the advertising is only half of the battle; you need to make sure that the design of the advertising is going to grab attention of your target audience and that it creates the action that you're looking for.



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## Web Advertising

One form of advertising is web advertising. It is quickly becoming the most effective advertising medium in the world. The web has constant users across the globe; these users are potential customers and consumers. Missing out on web advertising is like missing out on the greatest advertising opportunity. Commercials can be blocked out and magazine pages can be flipped but web advertising is quickly becoming integral part of the web as we know it today.

Seizing the opportunity of web advertising is like giving your company or product a big opportunity to grow. Not to mention that it can be the least expensive and most effective advertising form today.

With that being said, the importance of web design is magnified by the use of web advertising. Advertising is all about being original and catching the attention of your target audience. Poor web design can cause your web advertising to be simply ineffective. While amazing web design can launch a web advertising campaign to be incredibly effective, poor web design can leave your advertising campaign as a total waste.

At TPBG we understand the importance that well thought out design has on web advertising. We know that design is not simply about coming up with an idea and putting it down on paper. With web advertising, the same amount of research is needed as any other form of advertising. Some people would argue that web advertising requires more research than ever; the web has been saturated with advertising, and it requires great web design to break through the advertising clutter to really reach and speak to your audience. More importantly, effective web advertising design will help you with user to customer conversion. If users are seduced enough to click on your ad and if your website continues to engage the user and stimulate a sale, you just gained a new customer. Couple that with great customer service and you gained a customer for life!



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TPBG strives to take the steps necessary to understand your needs inside and out. Once we understand your goals, our web design team will figure out the best way to make sure that we're meeting your goals in the best way possible. Research will be done to best understand your product and marketplace. Once we have our web advertising strategy in place our design team will go to work to create the advertising design. Web advertising is about skill, placement, and design. TPBG has the experience and knowledge needed to help you create the most successful advertising plan. Don't miss on the great opportunity that web advertising can bring.

OTHER FACT SHEETS IN GRAPHIC DESIGN SERIES ARE DETAILED BELOW

PLEASE FEEL FREE TO DOWNLOAD

- Brand identity design
- Graphic design
- Web design
- Examples of our work