ECOMMERCE CREATIVE

Start with a buyer question.

What is included? How is it used? What should I check before choosing?

QUESTION

EVIDENCE

ANSWER

ECOMMERCE CREATIVE

Find the evidence first.

Use a product demonstration, a useful close-up, or approved product information. Keep permission and accuracy in the brief.

QUESTION

EVIDENCE

ANSWER

ECOMMERCE CREATIVE

Build the concept around the answer.

One clear question. One supported answer. A next step that matches the product page.

QUESTION

EVIDENCE

ANSWER