



tag digital

# Creative Service

[tagdigital.co.uk](https://tagdigital.co.uk)



**In digital advertising, high quality creative is one of the most important aspects that many of our clients struggle to find the time or resource to get right.**

In order to help our clients meet their goals and deliver the best campaigns possible, we have launched Tag Digital Creative, a full best practice service that offers our industry recognised style to the creative function of online advertising.

We focus on best practice, what works and doesn't, ensuring all the right sizes and formats are created as well as making it super easy and low touch for our clients to buy.

At Tag Digital we have created an add-on package that can be added to any brief and we will design all the creative for you. We recommend three variations on your objectives so you can best deliver on all your key goals, but you can select 1, 2 or 3 objectives. E.g.

- Event Registration
- Event Attendance
- Book a Stand / Exhibit
- Lead Generation

**If this is selected in the brief then we will add this cost to your total budget - each creative set is £650, we recommend 3 sets but you can choose 1, 2 or 3.**



## What we need from you:

- Your logo/favicon
  - Your website URL
  - Brand guidelines *(optional)*
  - Your call to action
  - Up to 5 USPs  
*(each one up to 5 words)*
  - 7+ Hi-resolution images  
*(if you don't have any images we can provide stock images for an additional cost)*
  - Additional graphic assets  
*(sponsors logos, graphics etc.)*
- 

## What we will deliver:

- Standard Google Banners Set  
*Covers all Google Display & Programmatic  
(300x250, 728x90, 970x250, 160x600, 336x280, 468x60, 300x600, 320x50, 320x100)*
- Set of Responsive Google Set
- Set of Social Image Ads  
*Cover all sizes across Facebook, Instagram, LinkedIn, Twitter, TikTok, Snapchat*
- Single Image
- Carousel Ad
- Story Ad

\*if you don't have any images we can provide stock images for an additional cost



Some examples of what this looks like:



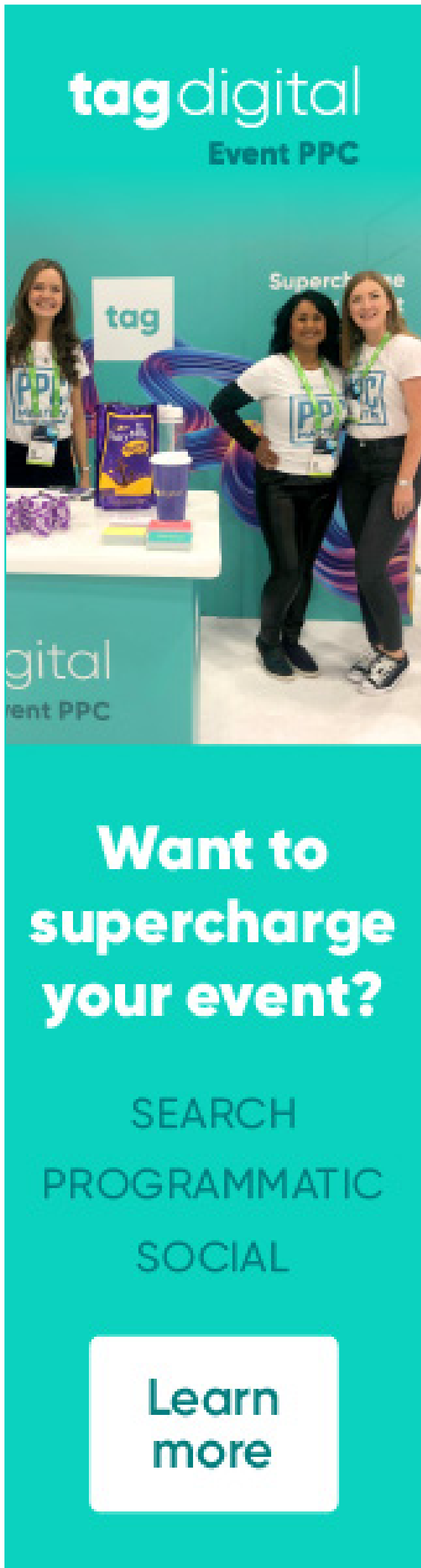
300 x 250 (& 336 x 280)



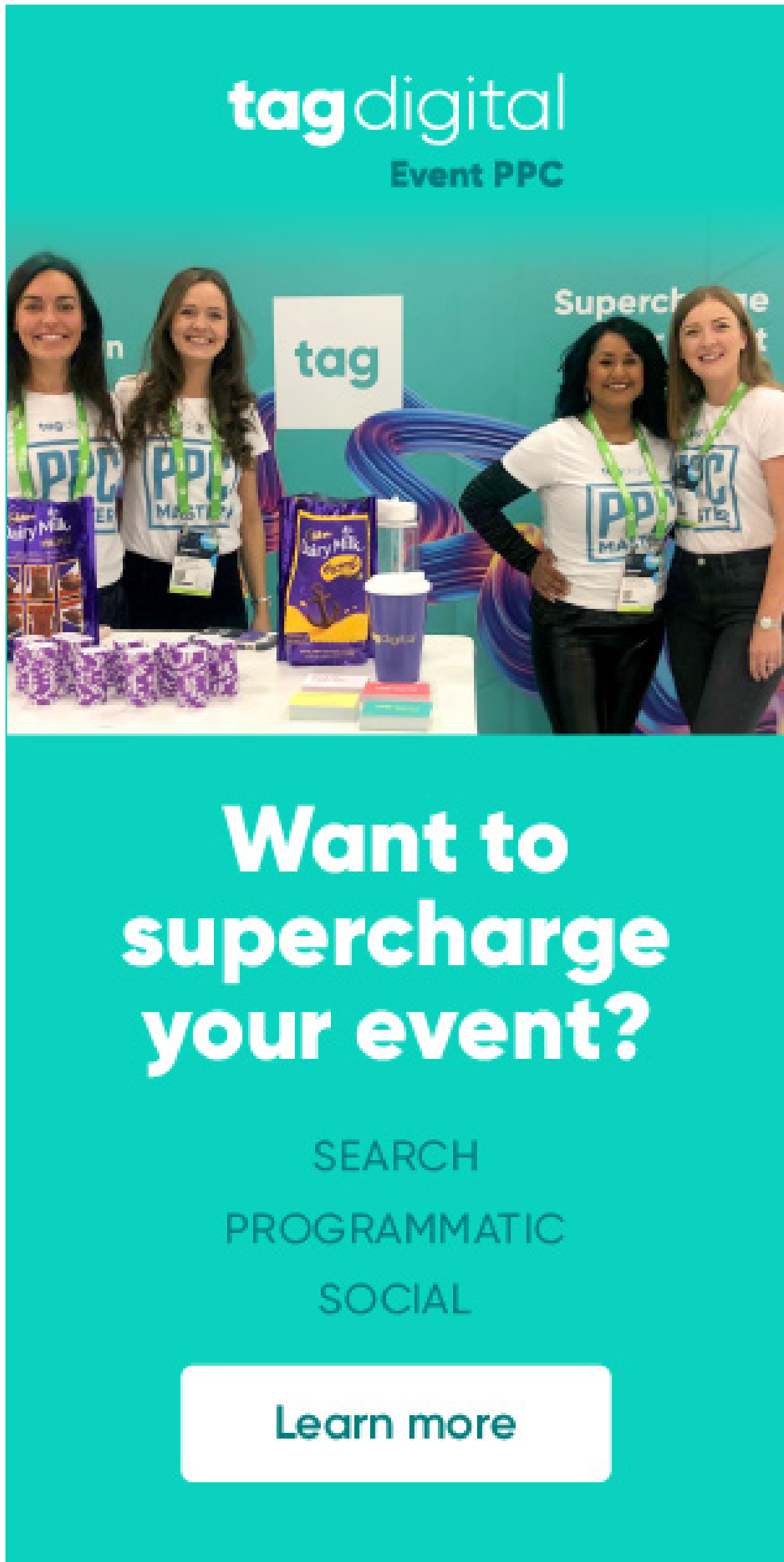
320 x 100



320 x 50



160 x 600

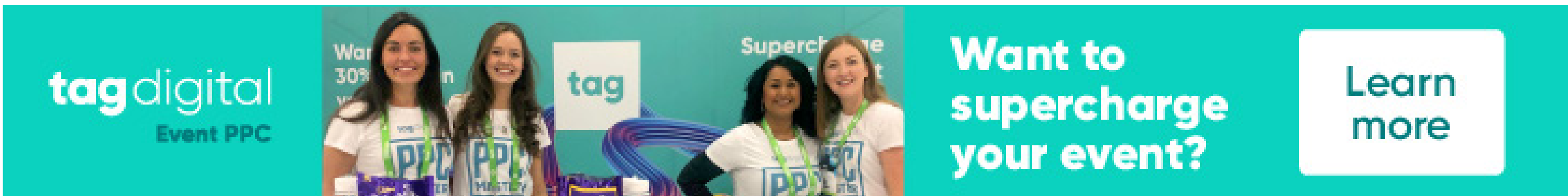


300 x 600

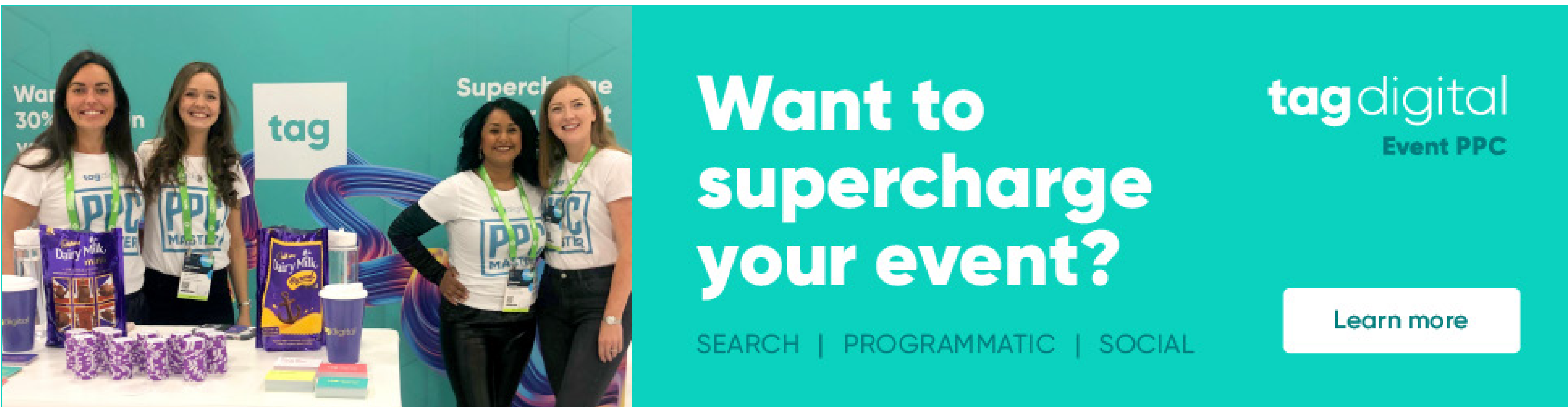
468 x 60



728 x 90

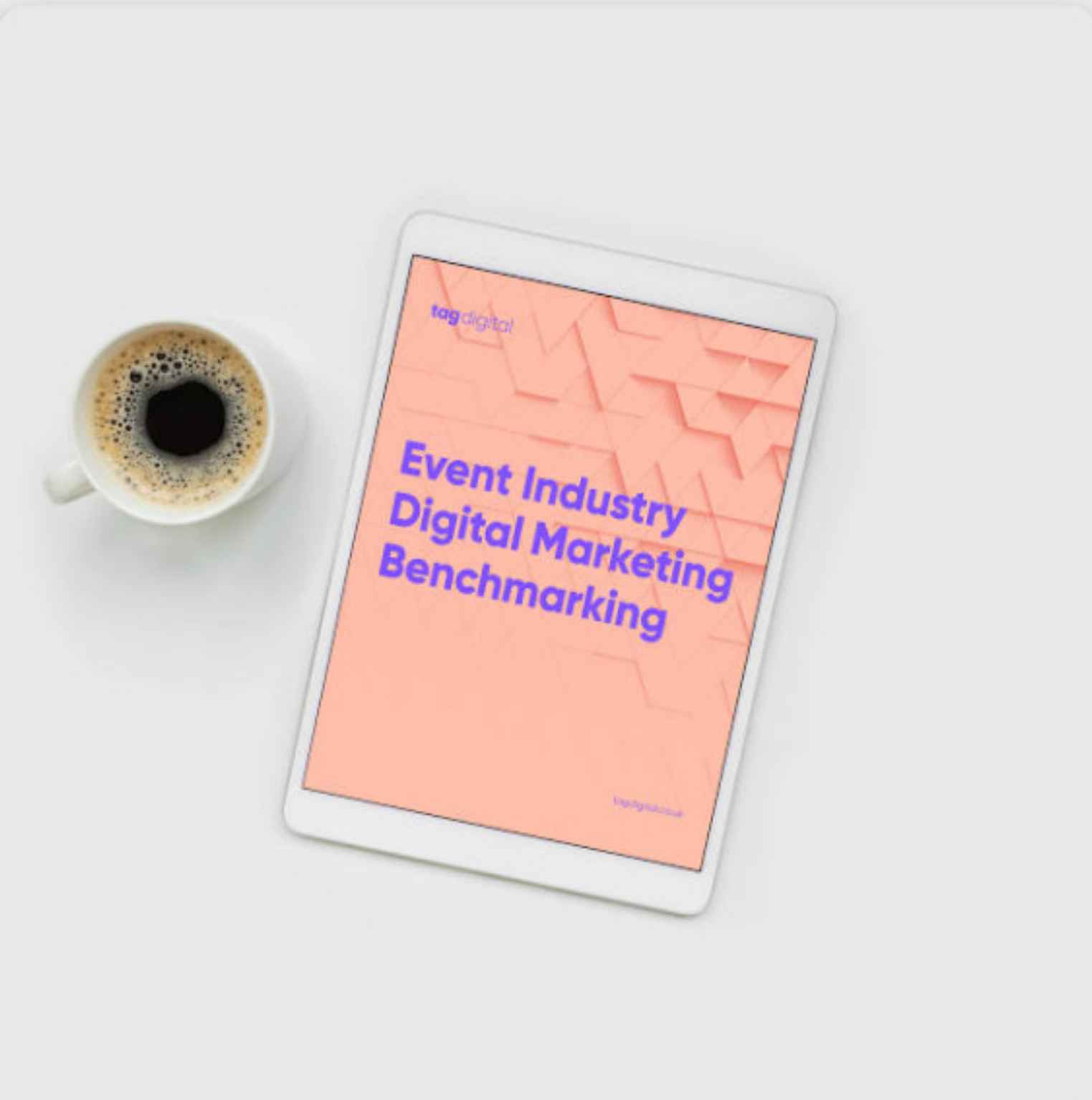


970 x 250





Responsive Display Ads




tag

**PPC Event Marketing Benchmarks**

Access data from 100,000 digital advertising campaigns to benchmark your results and goals

Close

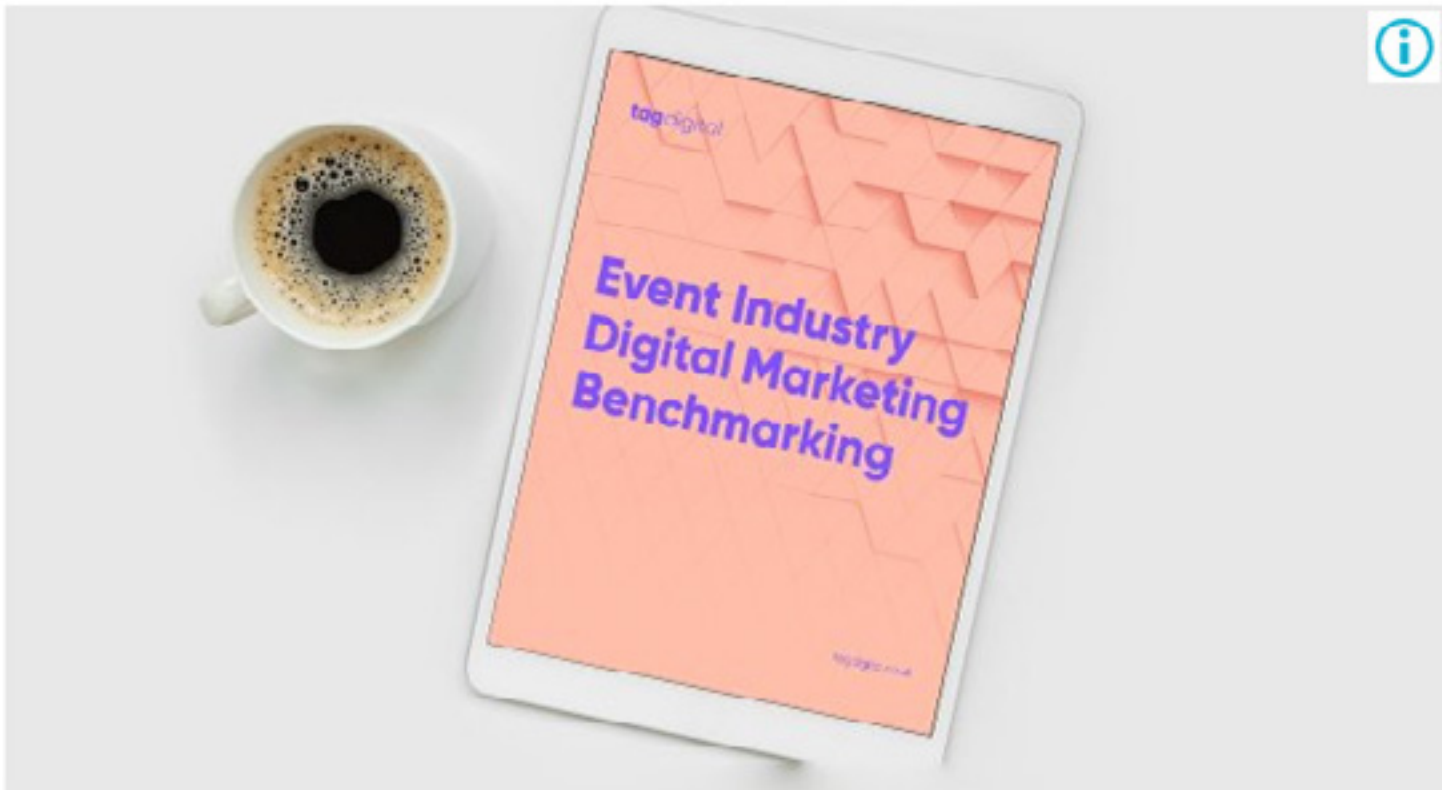
Open



**Download Benchmarking Report**

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Access data from 100,000 digital advertising campaigns to benchmark your results and goals




**What's Good In Digital?**

Access data from 100,000 digital advertising campaigns to benchmark your results and goals


Tag Digital




Responsive Social Ads



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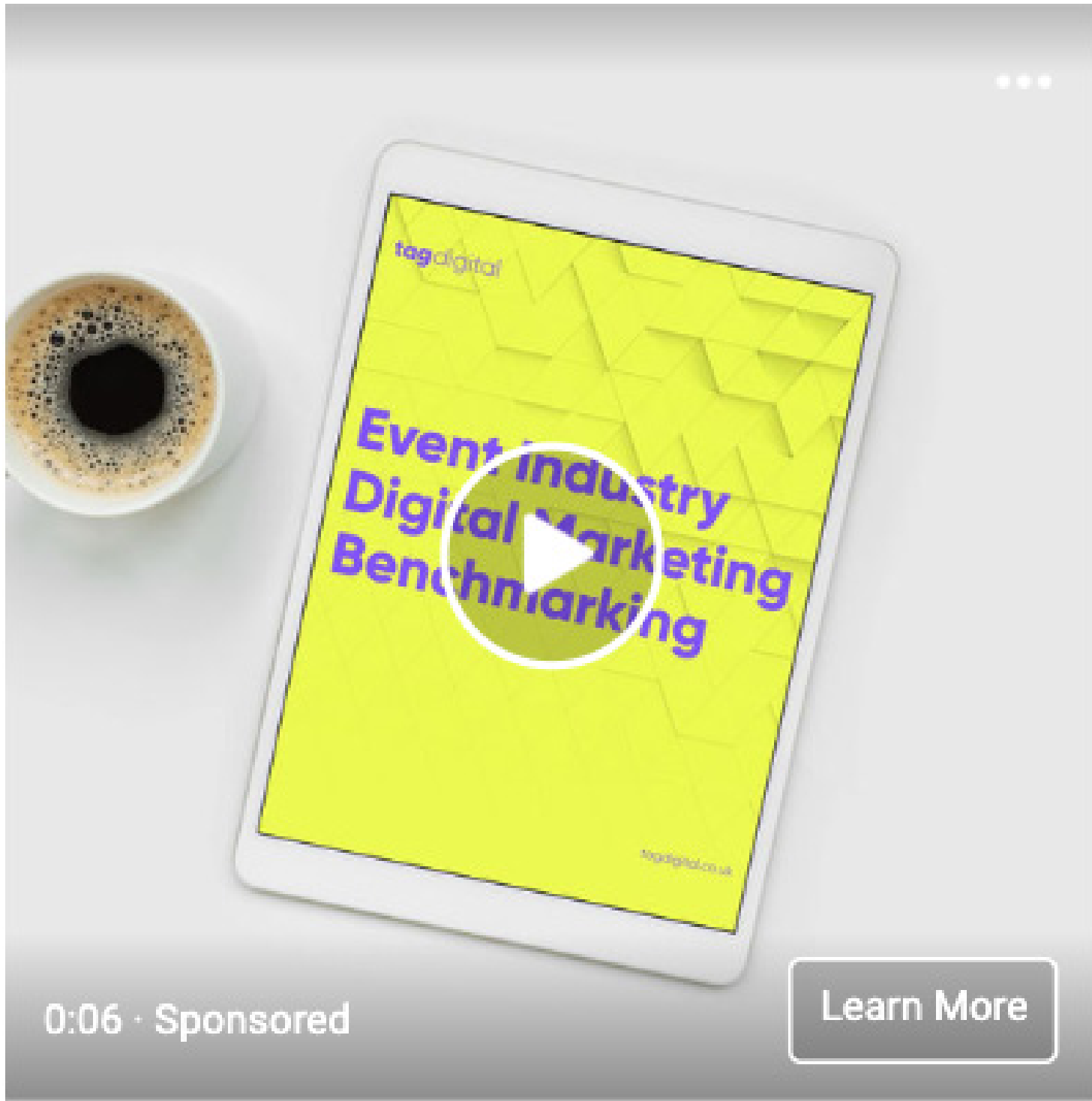
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[www.tagdigital.co.uk](http://www.tagdigital.co.uk)  
tag Search | Social |...  
Ready to know what is good?

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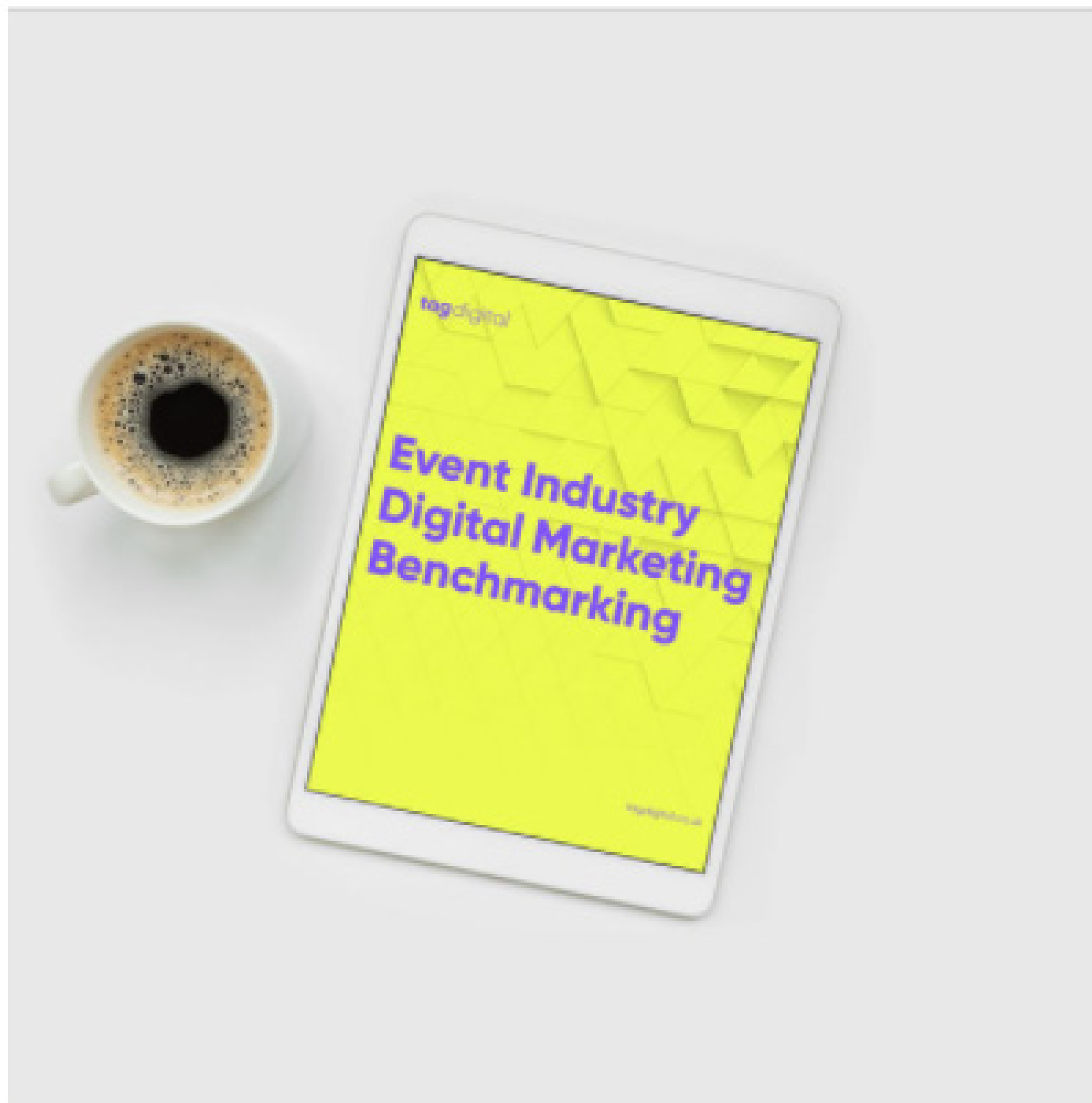
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# Ready to get started?

BOOK NOW

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