

Facebook:

Dynamic Ads

Video Ads

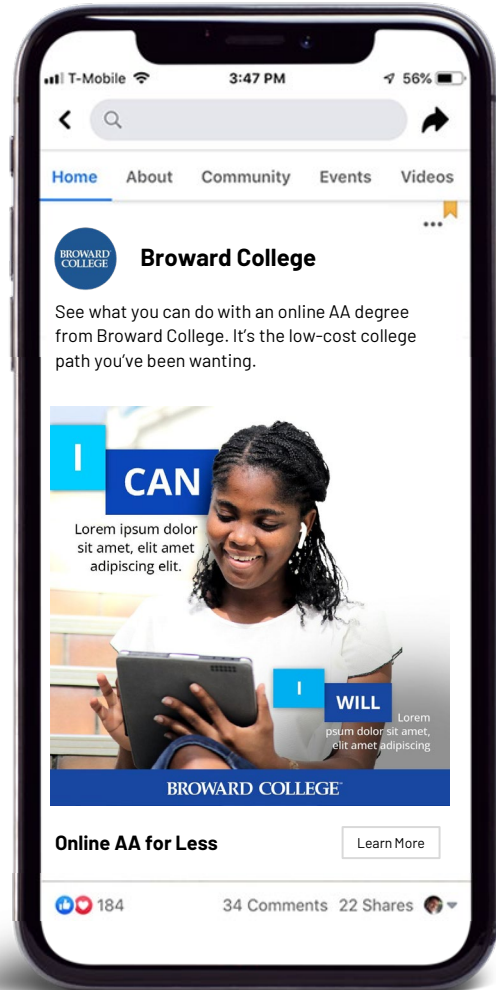
Animation Layout

This social media campaign was on behalf of a University promoting their two-year degree options to traditional and non-traditional students.

Note: For all the content shown here, my role was copywriting and concepting only. I do not get credit for the design, animation, video or other work.

Facebook Dynamic Ads

DYNAMIC IN-FEED FACEBOOK ASSETS: ONLINE ASSOCIATE OF ARTS DEGREE



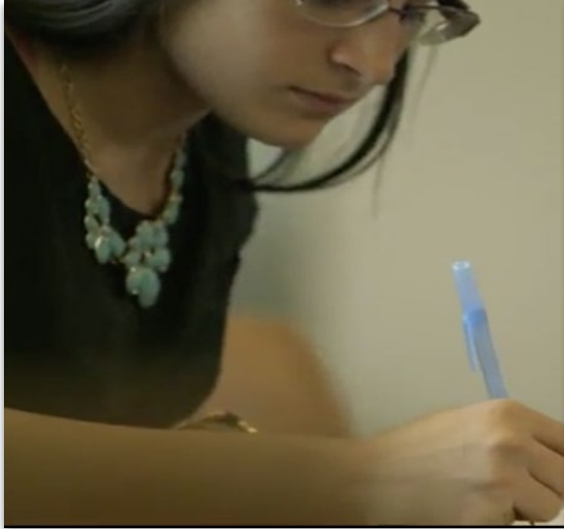
Headlines (25 characters max):

1. Get an AA Degree Online
2. 2-Year Degrees Online
3. Fully Online AA Degree
4. Online Associate Degrees
5. Affordable Online Degree
6. Online AA for Less
7. 100% Online AA Degree
8. Convenient Online Degree

Copy (120 characters max):

- Broward College offers an affordable online AA degree for busy working adults. Study when it's convenient for you.
- You can get a fully online AA degree from Broward College. Learn on your schedule and graduate on time.
- Get an accredited online degree you can afford. Discover the online AA program at Broward College.
- Get on the path to a 4-year degree with a 2-year online AA degree from Broward College. Transfer with less student debt.
- See what you can do with an online AA degree from Broward College. It's the low-cost college path you've been wanting.
- You can do it! Study online and graduate on time. Discover the online AA degree program at Broward College.
- See how the online AA degree program at Broward College prepares you to transfer to a 4-year college or university.
- Elevate your opportunities with an online AA degree from Broward College. We create leaders.

DYNAMIC IN-FEED FACEBOOK ASSETS: ONLINE ASSOCIATE OF ARTS DEGREE - VIDEO



Video (:06)

I CAN fit a 2-year degree into my schedule

I WILL with an online AA from Broward College

[Link to Video](#): :20 - :30



Video (:06)

I CAN get an online AA for less

I WILL with Broward College

[Link to Video](#): :29 - :37



Video (:06)

I CAN get on the path to a BA degree

I WILL with an online AA from Broward College

Facebook Video Ads

ONLINE ASSOCIATE OF ARTS DEGREE - VIDEO ADS



I CAN get on the path to a 4-year degree

I WILL with Broward College

End Card: Learn more about our affordable online AA

(logo)

https://drive.google.com/file/d/1uvuQGvtcnmsKpObqLfLNZqd7SfDwixwO/view?usp=share_link

:15 - :25



I CAN turn a 2-year degree into a 4-year degree

I WILL with Broward College

End Card: Learn more about our low-cost online AA degree

(logo)



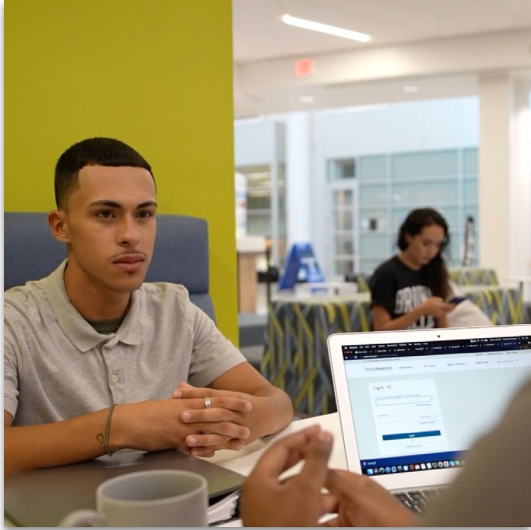
I CAN build my future

I WILL at Broward College

End Card: Learn more about our affordable online AA program

(logo)

ONLINE ASSOCIATE OF ARTS DEGREE - VIDEO ADS



I CAN get a top-rated degree online

I WILL with Broward College

End Card: Learn more about our low-cost online AA program

(logo)



I CAN get a degree with less debt

I WILL with Broward College

End Card: Learn more about our low-cost online AA degree

(logo)



I CAN get a college degree on my schedule

I WILL with Broward College

End Card: Learn more about our flexible online AA program

(logo)

ONLINE ASSOCIATE OF ARTS DEGREE - VIDEO ADS



I CAN take classes when it's convenient for me

I WILL with Broward College

End Card: Learn more about our flexible online AA program

(logo)



I CAN get the degree I deserve

I WILL with Broward College

End Card: Learn more about our low-cost online AA program

(logo)



Facebook Animation Layout

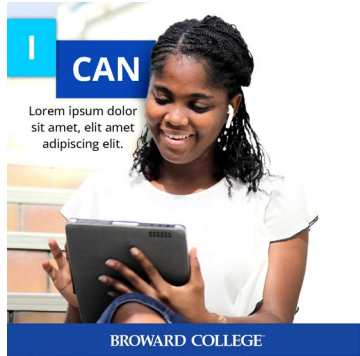
DYNAMIC IN-FEED ASSETS: ONLINE ASSOCIATE OF ARTS DEGREE - 1080x1080

Animation



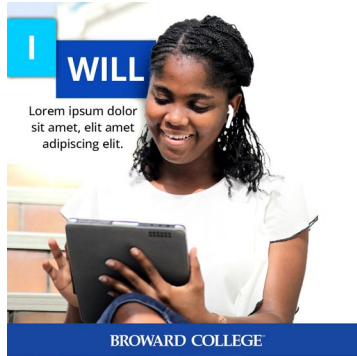
FRAME 01:

"I CAN" slides down from the top



FRAME 02:

Copy fades in under "I CAN"



FRAME 03:

"I CAN" fades upwards and is replaced with "I WILL" and final copy fades in under "I WILL"



FRAME 04:

Logo background fills the screen and CTA appears

DYNAMIC IN-FEED ASSETS: ONLINE ASSOCIATE OF ARTS DEGREE - 1080x1920 Animation

[ANIMATED
SUPERS]

I CAN fit a 2-year
degree into my busy
schedule

I CAN earn a
diploma that opens
doors

I CAN find a career
I'm passionate about

I WILL with the
online AA at
Broward College

CTA:
Register Now at
Broward.edu



FRAME 01:
"I CAN" slides down
from the top



FRAME 02:
Copy fades in
under "I CAN"



FRAME 03-05:
"I CAN" stays while
three different
supers run



FRAME 06:
"I CAN" fades
upwards and is
replaced with "I
WILL" and final
copy fades in under
"I WILL"



FRAME 07:
Logo background
fills the screen and
CTA appears

DYNAMIC IN-FEED ASSETS: ONLINE ASSOCIATE OF ARTS DEGREE - 1200x600 Animation



FRAME 01:
"I CAN" slides down from the top



FRAME 02:
Copy fades in under "I CAN"



FRAME 03:
"I CAN" fades upwards and is replaced with "I WILL" and final copy fades in under "I WILL"



FRAME 04:
Logo background fills the screen and CTA appears