

Ads creative checklist

A compact checklist to avoid vague, overdesigned or weak ads. Built for clearer, more credible and more useful performance creative.

EN - Swiss Signal Edition

5 pre-launch questions		
Clarity	Can the offer be understood in 2 seconds?	Yes / no
Relevance	Does it speak to the right prospect?	Yes / no
Trust	Does it feel serious and credible?	Yes / no
Action	Is the next step clear?	Yes / no
Consistency	Does the landing continue the same promise?	Yes / no

Creative basics		
■	One main idea per creative.	
■	Benefit or problem is visible fast.	
■	Text stays short and readable.	
■	CTA is clear.	
■	The promise stays credible.	

Need a cleaner performance system?

Swiss Signal Agency aligns message, creative, landing page and conversion tracking so campaigns bring better enquiries — not just more traffic.

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