

Evidence presented in digital campaigns.



Digital campaigns help tie multiple marketing messages and strategies. They are intricate and can be interactive.

When creating these pieces, it is important to consider placement of evidence for the claims being made.

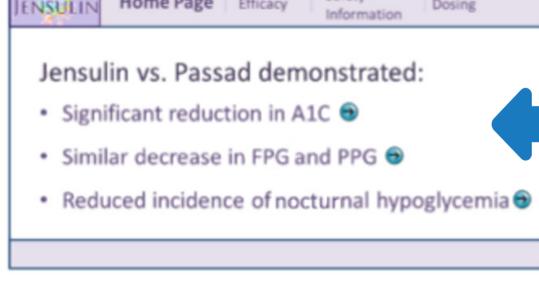
Below are two examples of acceptable presentation of evidence versus their unacceptable counterparts.

Example 1:

Interactive screen iPad, website, booth screen etc.

Submission:

Presentation of a list of claims with roll-over, pop-up or click through:



Clicking each individual bullet exposes the evidence as a pop-up over the copy.



Code Infraction:

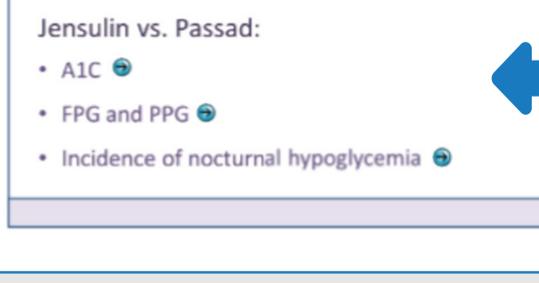
Evidence needs to be presented with the claim at **first mention**.

It is not acceptable to have to **click, roll over** or in any other way change the piece to access the **evidence**.



Fix:

By revising the copy to be **claim neutral**, the evidence can appear as a pop-up or roll over etc.



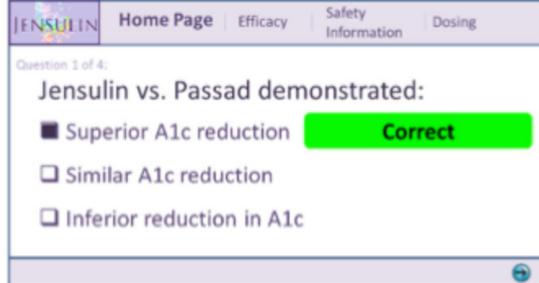
Revise the bullets to be neutral (identify topics)

Example 2:

Games

Submission:

A list of interactive multiple choice questions:

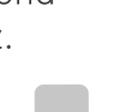
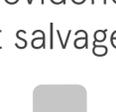
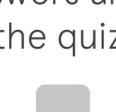


Code Infraction:

It's not acceptable to leave the reader **uncertain about the correct answer**. Simply telling them they are right or wrong is not enough.

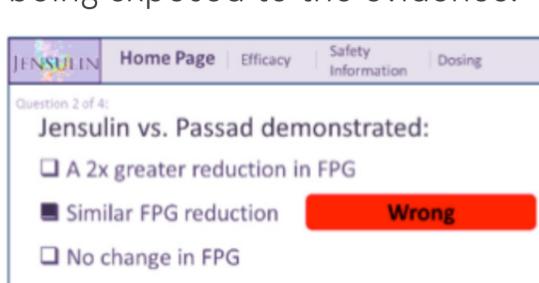


It is also not acceptable to require that they **complete the quiz prior to getting the evidence**. i.e. a breakdown of the correct answers and their evidence at the end of the quiz does not salvage this quiz.



Fix:

Present the findings as soon as someone clicks an answer. The user should not be able to pass through to the next question without being exposed to the evidence.



Please note that if it is a **timed quiz**, the timer should stop to allow the reader **adequate time to read and assess the evidence** without being penalized.



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