


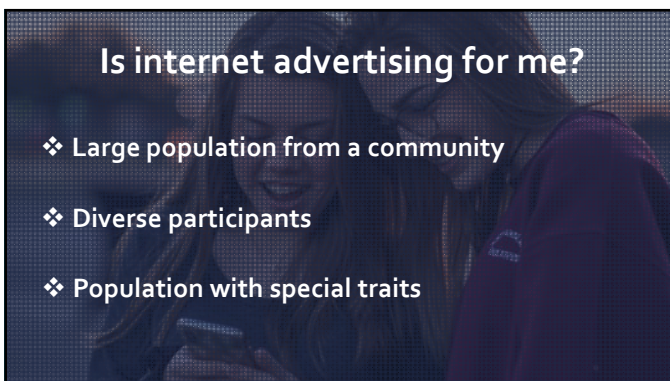
Internet Advertising to Recruit Youth
[in 8 short videos]
Genevieve Martinez-Garcia, PhD

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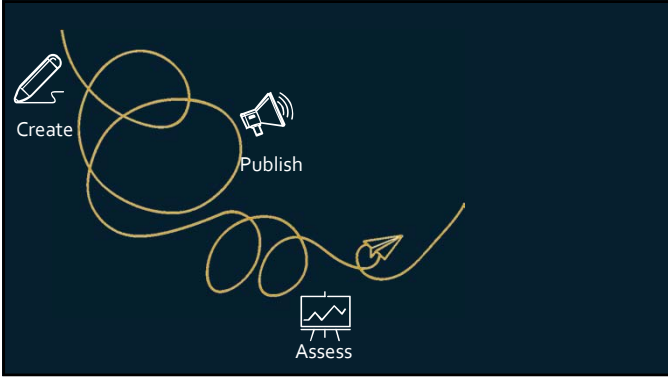
Why internet advertising?

- ❖ 95% of youth have phones
- ❖ 45% are online constantly
- ❖ YouTube, Instagram, and Snapchat dominate

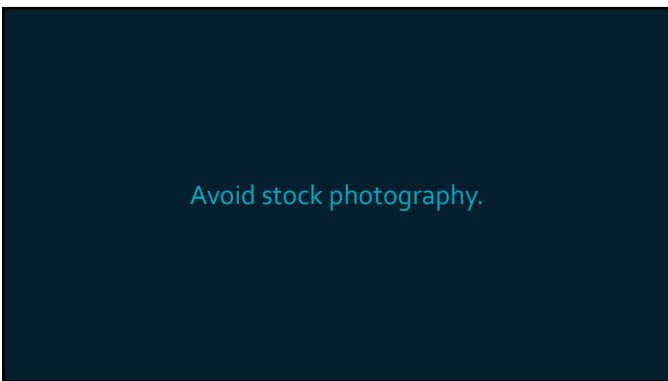


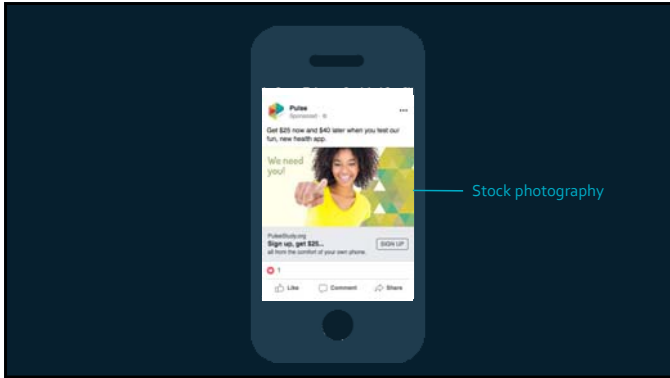
Is internet advertising for me?

- ❖ Large population from a community
- ❖ Diverse participants
- ❖ Population with special traits

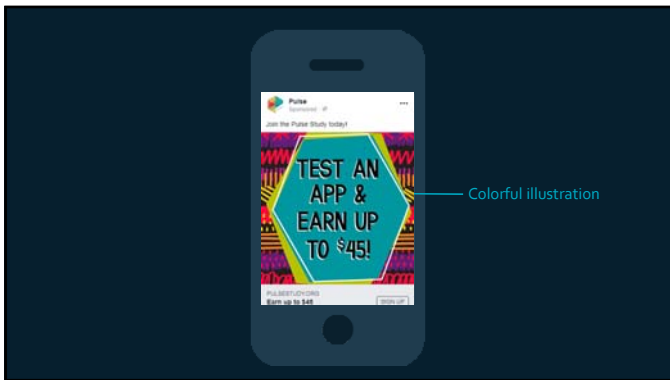






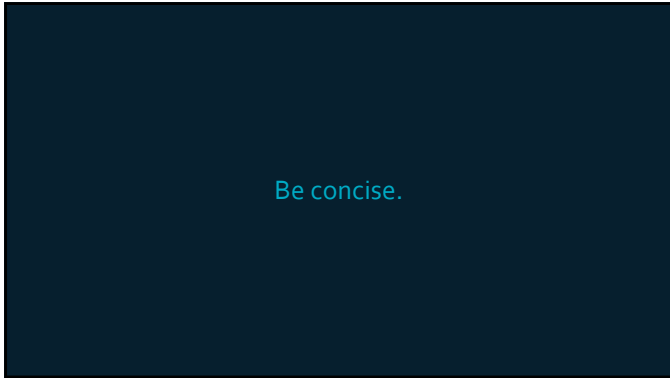


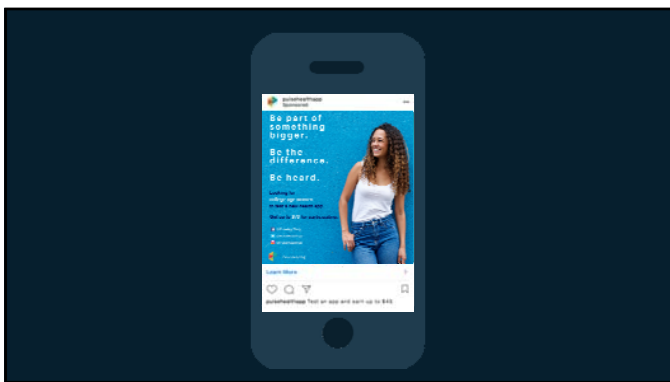
Stock photography

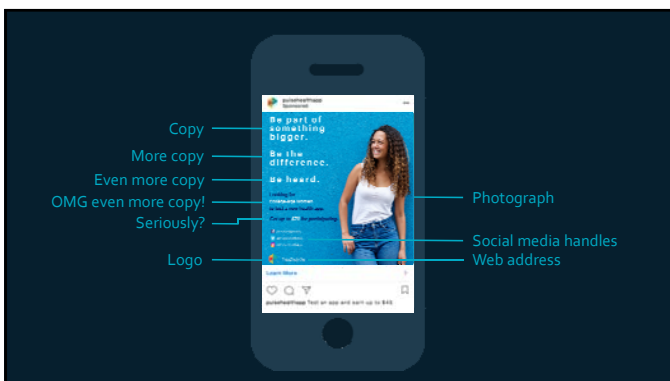


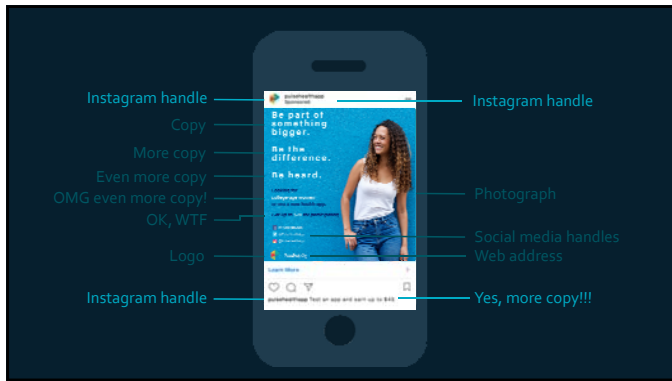
Colorful illustration

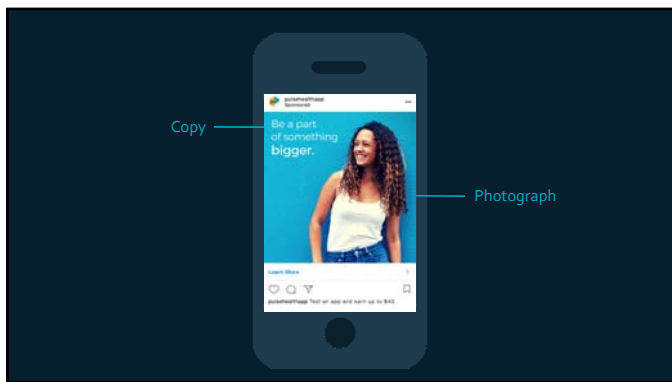




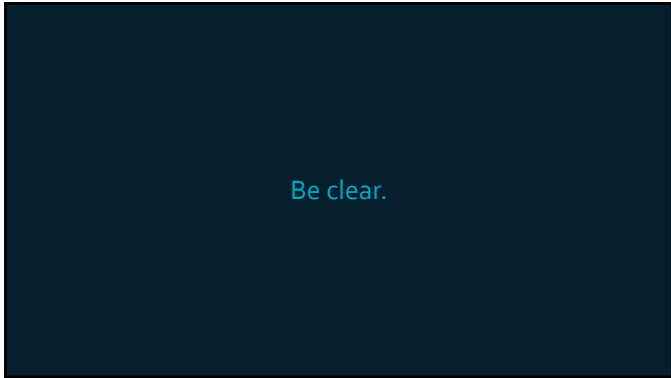


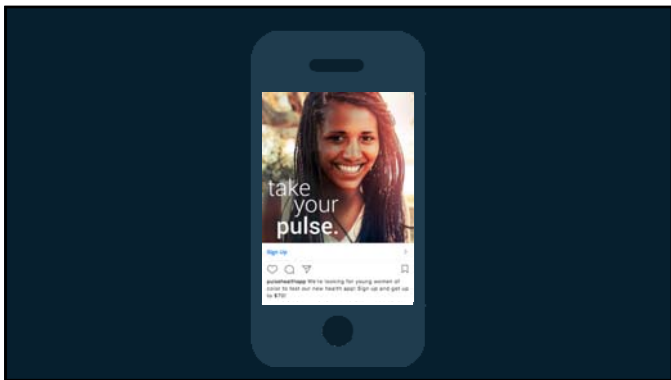


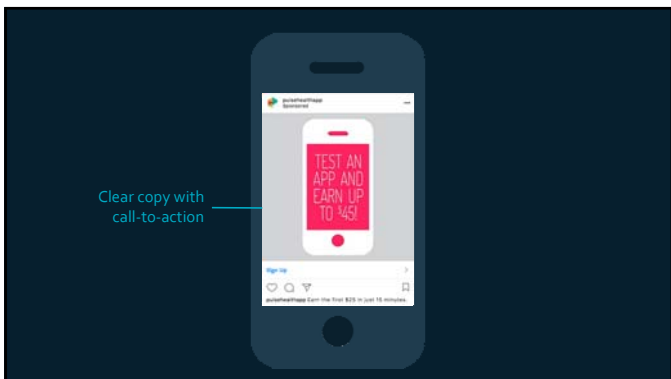






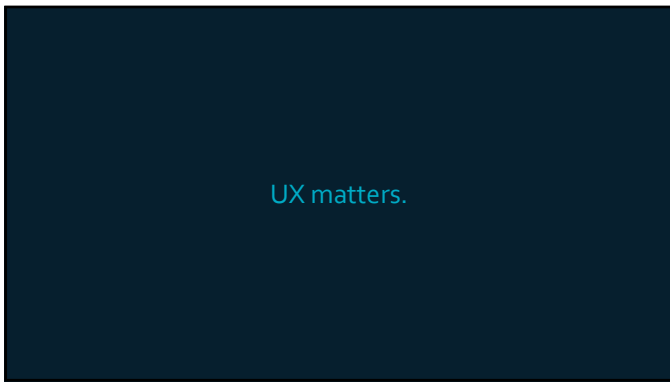


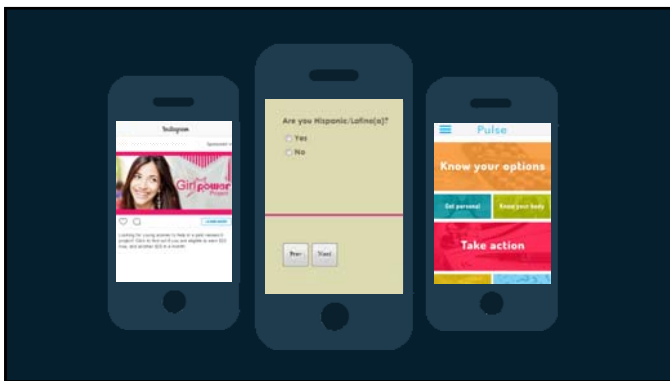


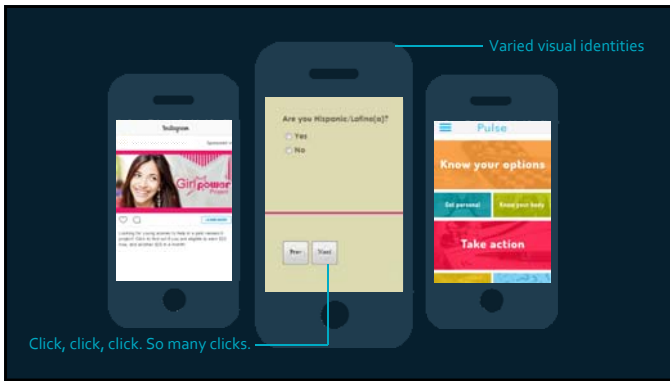


Clear copy with call-to-action



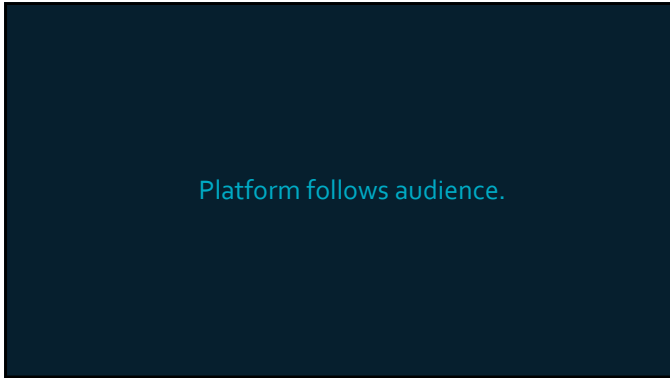


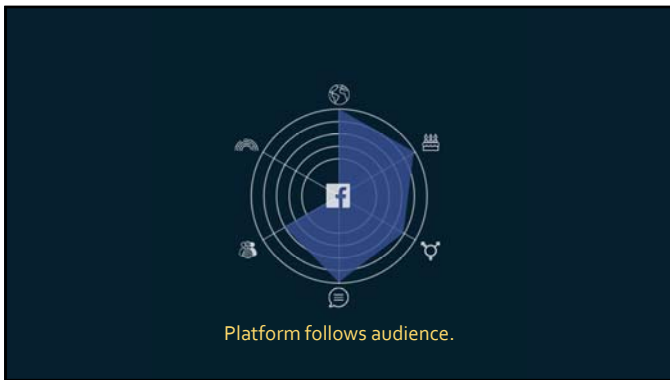




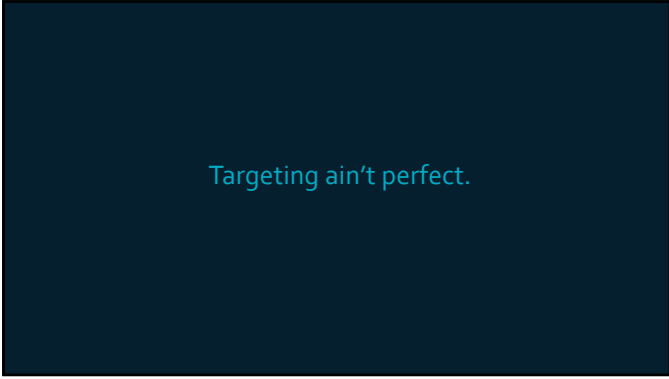


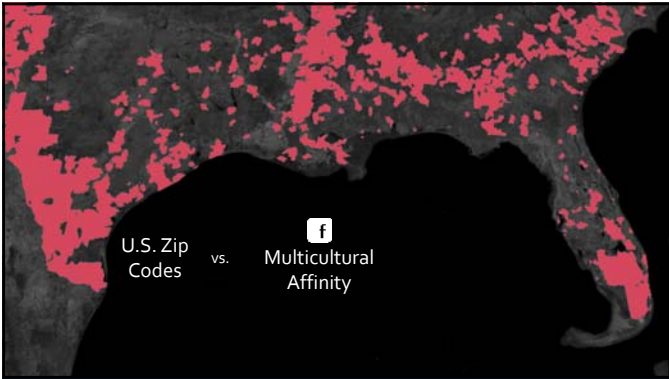




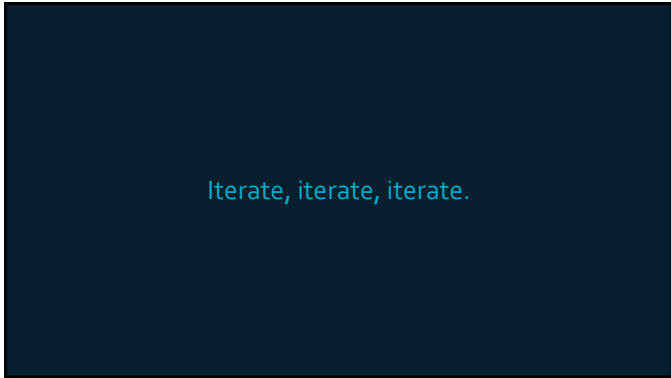


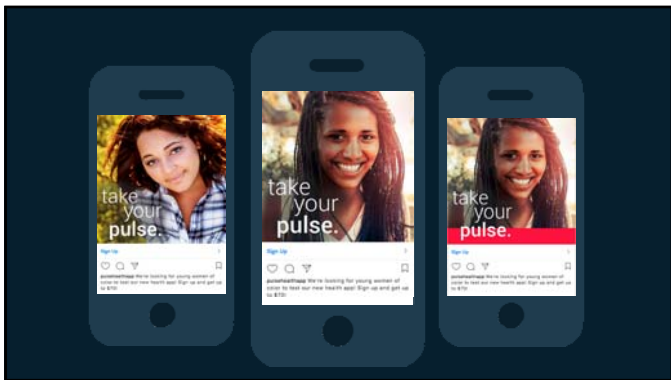




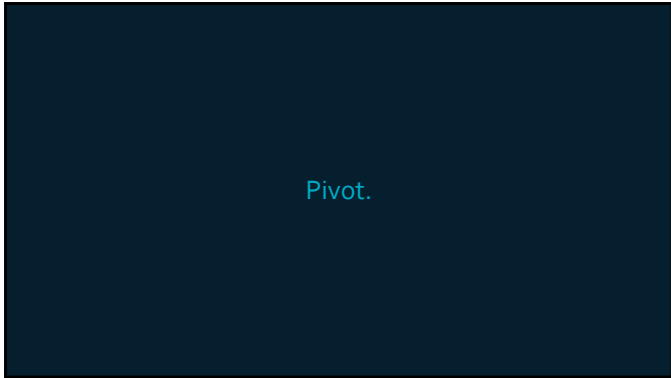


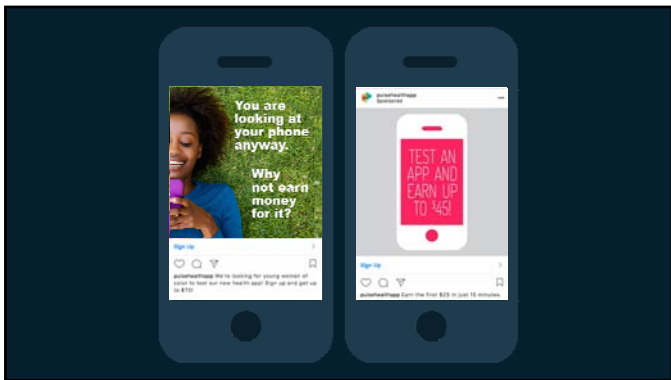




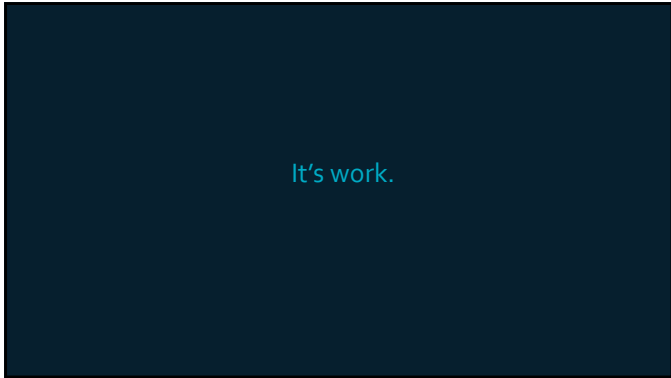


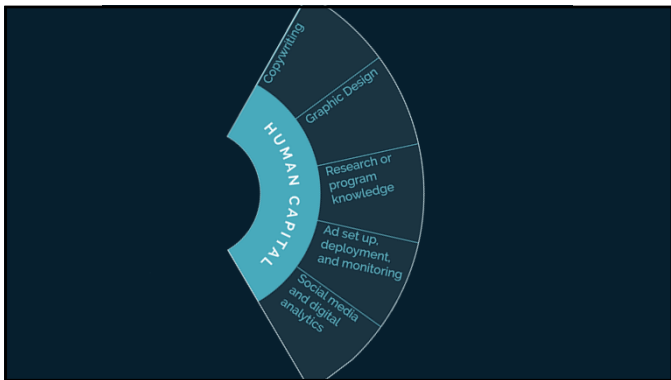












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