

Creative TIPS

CREATING EFFECTIVE OUT OF HOME ADS

The ideal out of home ad contains three basic elements:

- 1 IMAGE/GRAPHIC**
Grabs the viewer's attention and makes them look at the ad.
- 2 COPY LINE**
Describes the product, service, or message being advertised
- 3 BUSINESS NAME**
Lets the viewer know where they can get the product/service.

Is your ad effective? Try **The Brevity Test**

Print your design on an 8.5" x 11" piece of paper. Stand **6 feet away** from a friend and hold up the ad for **5 seconds**. Cover the ad and ask them to recall what was on it.

IF all design elements were digested, you have an effective ad. Great job!

IF only the advertiser is recalled, the ad is not perfect. If the viewer remembers your name, it's not a total loss.

IF the part recalled does not directly relate to the advertiser in the design, it's time to re-think the ad. Remove any unnecessary information. Emphasize the main points of the design, the copy line, the advertiser's name, or even a directional if that's the main purpose of the ad.

THE KEY TO EFFECTIVE OOH DESIGN IS **BREVITY**.

Simple, clear, and concise designs are the best way to get the most bang for your outdoor buck.

COPY

The average viewable time of a bulletin is around 7 seconds, and many drivers are unable to pull their eyes off the road for the full 7 seconds. Try to limit copy to 9 words or fewer. Detailed descriptions and long lists of products and services work better on websites, mailers, and brochures where viewers have more time to read them.

READABILITY

Use typefaces that are easy to read. Fancy and ornate fonts should be used sparingly, if at all. Keep viewing distances in mind as you select type for your ad.

Aa Bb Cc Dd
Aa Bb Cc Dd
Aa Bb Cc Dd

Aa Bb Cc Dd
Aa Bb Cc Dd
Aa Bb Cc Dd

COLOR

Strong color contrast is an important aspect of OOH design. The greater the contrast between the background and copy, the easier it is to read from a distance. Use dark text on light backgrounds and light text on dark backgrounds.



Low contrast hurts readability.



Strong contrast helps readability.

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LETTER HEIGHT GUIDE

LEGIBILITY

Fonts selected for out-of-home designs must be easy to read from variable distances. Use large and legible typefaces. Choose fonts that are easily read at long distances. Fonts with thin strokes or ornate script will be difficult to read.



REMEMBER



Readability is also dependent on color contrast. Higher contrasts will allow smaller text size. Complicated backgrounds behind text will also reduce readability. For more in-depth information on how to optimize contrast, reference the "Creating Effective OOH Ads" Creative Tips Sheet.

DISTANCE (FT)	EXAMPLES	READABLE TEXT HEIGHT (IN)
100' – 200'	Posters, Surface Streets	4" – 8"
200' – 300'	Posters, Surface Streets & Highway Bulletins	8" – 10"
300' – 350'	Posters, Surface Streets & Highway Bulletins	10" – 15"
350' – 500'	Highway Bulletins	15" – 20"
500' – 600'	Highway Bulletins	20" – 24"

EXAMPLE

Below is a sample of how the letter size looks in proportion to two standard sizes:



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Highly effective billboards are simple, clear, and concise.

They are designed with the core concepts of copy, color, and readability in mind.

