

# Creative TIPS

The key to effective OOH design is **brevity**.

The ideal out of home ad contains **three core 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 ADVERTISER NAME**  
Lets the viewer know where they can get the product/service.

## 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.

**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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The key to effective OOH design is **brevity**.

**Highly effective billboards are simple, clear, and concise.**

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

