

Creative TIPS

Focus on **one objective** for maximum impact.

Drivers have a limited amount of time to view and comprehend your ad. Keeping it simple ensures that they see and recall the correct information. Below are common objectives our clients have, along with the best way to build an ad with that goal in mind. **Whatever you do, don't try to do it all!**

Branding & Awareness

Use **visuals** and connect emotionally.



A great ad will make customers remember your company first when in need of a product or service. You want to get noticed for what you do and who you are, the basics of great out of home advertising.

Drive People to Your Door

Use a **visual** and a **directional**.



Promote your business on buses circulating in the area of your location, especially if you target walk-in visits. Spark their interest with great visuals and let them know where to go to find out more.

Drive People to Your Website

Use a **visual** and the **URL**.
Possibly just the URL.



Put your URL front and center on a simple design, intriguing viewers to check it out. Monitor site traffic during your campaign to easily measure effectiveness. You should see a nice bump in visitor numbers!

Promote a Product/Event/Offer

Use a **visual** and **one piece of key information**.



Are you having a grand opening?...a blowout sale?...launching a product? Let your audience know what is happening, when, and where. If you need to start buzz, bigger IS better with buses!

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If you make your brand **memorable**, people will find all the details they need or want to know.

You may be tempted to make your ad as informative as possible by including your phone number, address, and website URL. But, in transit advertising, simplicity is key. **Focus on one objective** to make your ad exponentially more effective.

In today's world, everyone carries the internet around in their pocket. It's second nature to simply look up information online. Give people a quick, memorable piece of information to type into their search engine. Use your space to make an impact, draw the viewer in visually, and evoke emotion. **70% of decision-making is emotional**, and emotion propels action!

In this example, the abundance of information crowds the clever tagline and gets in the way of the viewer clearly seeing the main objective.



A simplified design still tells the viewer everything they need to know if they have an ant problem, but in a way that's more likely to be understood and remembered.



Is your **phone number** needed?

Have you ever written down a phone number you saw on a bus, or picked up your phone to immediately dial it (especially while you are driving)? It is not likely that the viewer has enough time to comprehend your message, decide to act, and memorize a phone number in the short time it takes for the bus to pass.



Vanity numbers are the exception!

If you pay for a special, easy to remember phone number, we do view that as an effective piece of information to include.

Is your **website** needed?

Websites are so common and quick to locate with the simple use of a search engine. If your web address is the exact name of your business, listing it is not necessary. As a test, enter your business name in your browser of choice. If you are one of the top results, people will have no problem clicking through to your website. There's no need to waste valuable space on your ad by repeating your name with a ".com" behind it.