Creative TIPS
KNOW YOUR OOH OBJECTIVE

Before you start the creative process, it's a good idea to nail down the objective you want to achieve. Does the public know you have a business? Do you have a new product or service? Do customers know the location of your business? Do you have an announcement to make?

*Here are **FOUR POWERFUL WAYS** Out-of-Home can help you achieve your advertising goals.*

[1] NAME RECOGNITION

With creative ads and your company's name prominently displayed, Out-of-Home works wonders for name recognition. 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.

[2] PRODUCT OR SERVICE KNOWLEDGE

Do you have a new Product or Service you want your customers to know about? Outdoor is an excellent way to get this information on the streets. When launching a new product, you have to let your customers know what it is and where they can get it. What better way to do that than to have that product displayed larger than life? Out-of-Home works because everyone has seen a bottle of this or that, but they've probably never seen it over 14 feet tall! Out-of-Home is just too big to miss!

[3] SPECIAL ANNOUNCEMENTS

Are you having a grand opening? Opening a new location? Moving to a new location? Under new ownership? Let your customers know what's happening. What's better: a 4 x 5 inch ad in the newspaper, or a 14 foot by 48 foot billboard informing all the traffic headed to your business that you've moved, or opened a new location? When you need to start buzz, bigger IS better!

[4] DIRECTIONAL BOARDS

Out-of-Home provides landmarks and directions to your place of business. Directionals are like the "You Are Here" maps you've seen at a mall, but on a much larger scale. Offer directions to your place of business from all the major roads in your area. Let customers know they are going the right way and how far your business is from where they are.