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.

**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.

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*Low contrast hurts readability.*

*Strong contrast helps readability.*
Highly effective billboards are simple, clear, and concise. They are designed with the core concepts of copy, color, and readability in mind.