

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 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!

Drive People to Your Door

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



Offer directions to your business from the major roads in your area, especially if you target interstate travelers. Let customers know they are going the right way and how far your business is from where they are.

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 billboards!