

OOH Creative 101

Designing for OOH Advertising

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Purpose of This Guide

The role of creativity in OOH is to help place messages that speak directly to your audience when they are engaged in their daily activities and prompt action.

A great design and creative that tells a story is vital for evoking an emotional response. We'll walk through the ins and outs of OOH and how to maximize your marketing plans.



Creativity is critical for a successful OOH activation





**75% of an Ads Effectiveness
Is Determined By Its Creative**

Before You Start Consider The Following

Your Audience

Who is your target audience?
Understand their behavior and
daily path to capture attention.

Be **Bold**

Both literally and figuratively,
bold ideas and bold copy from
800 feet need to stand out.

Your Message

What is your core message?
Is it clear, to the point, and
makes sense to your audience?

Short Copy

Seven words or less
for faster comprehension.

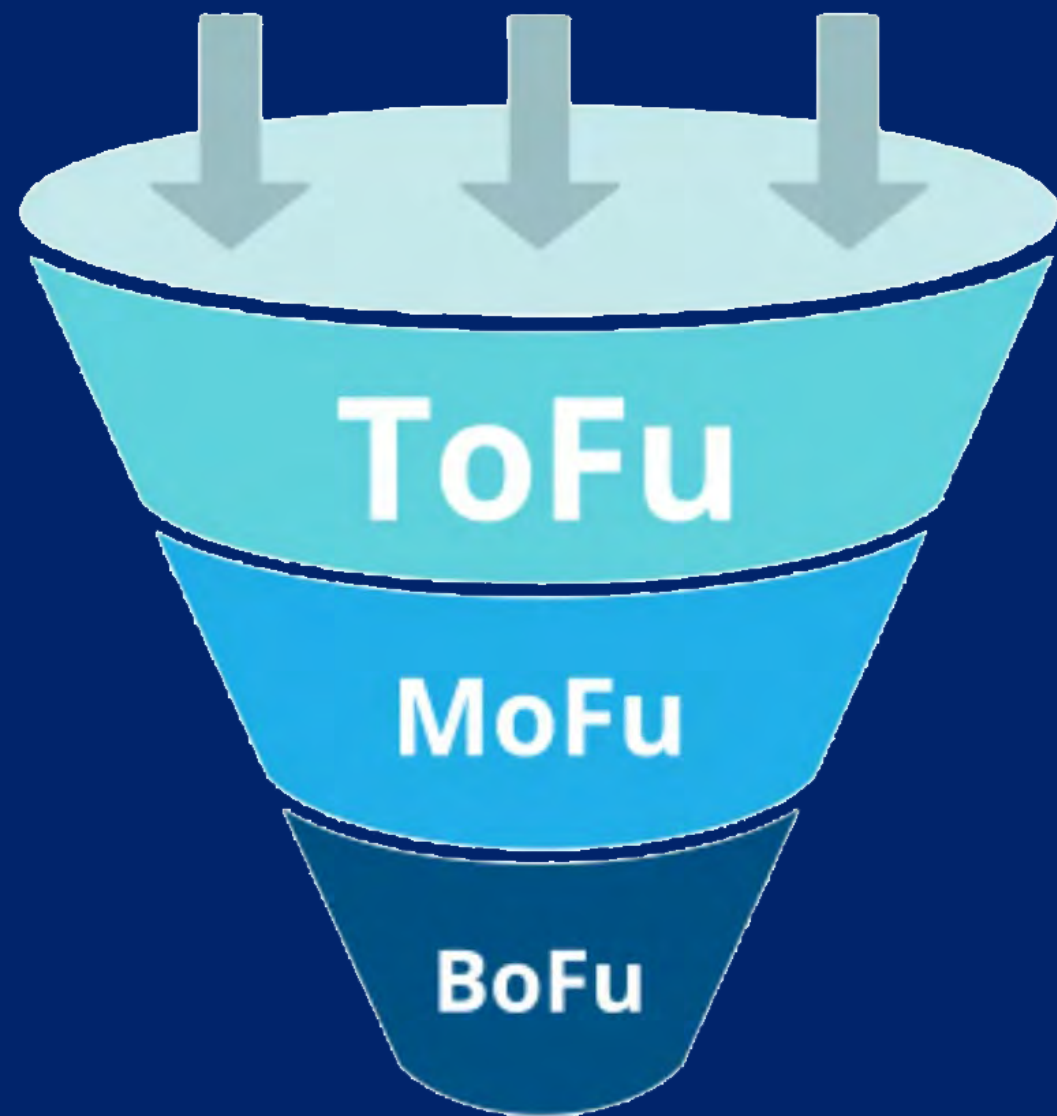
Your Location

Audience and location tie together.
How close will they be to your
message; how long will they see it?

Stay focused

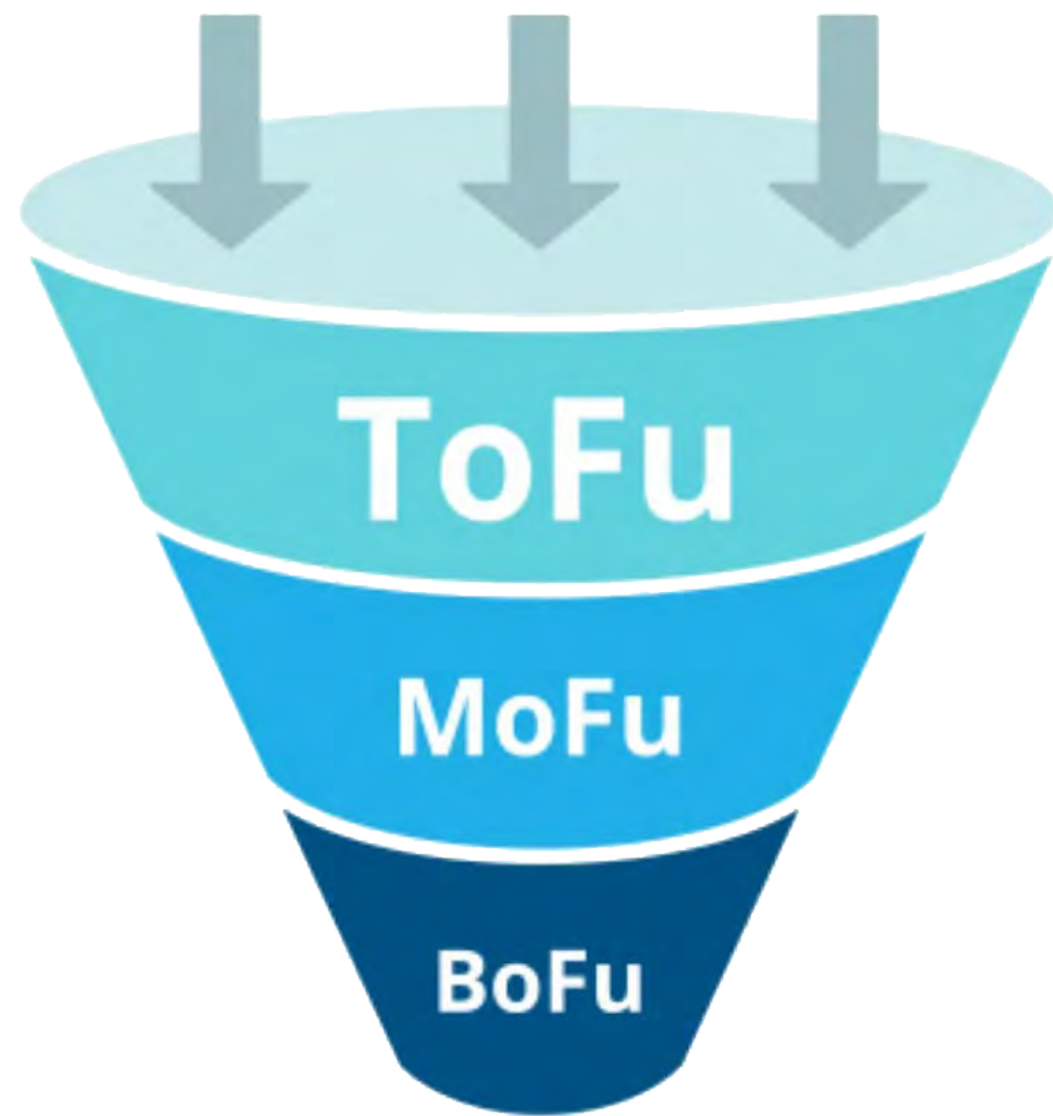
Stick to one main idea or message.
Too much information will result
in your main idea being lost.

Out of Home and The Sales Funnel



How can Out of Home media drive business objectives at each stage of the sales funnel throughout the customer journey?

ToFu – Top of Funnel



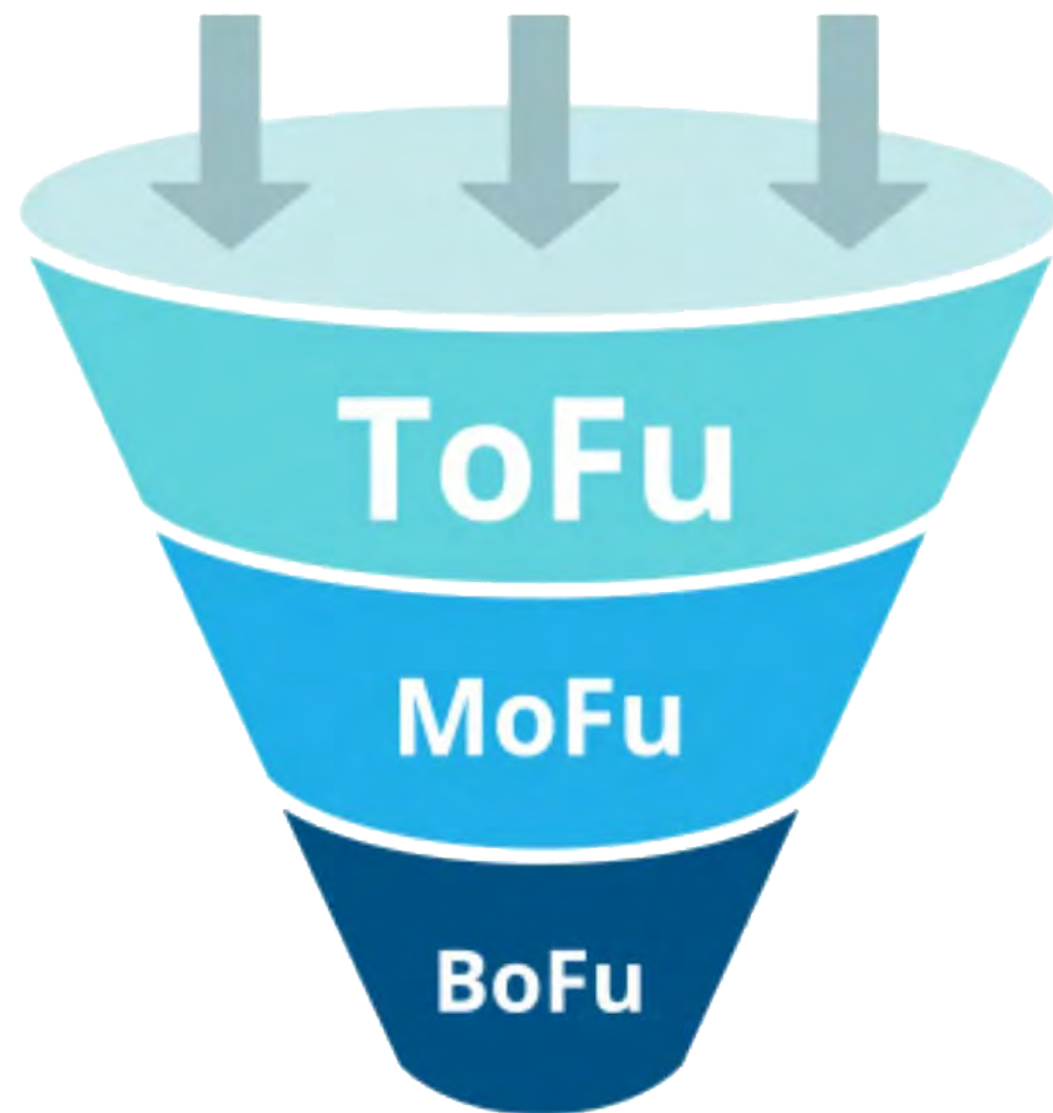
This is considered the awareness stage. Stay simple during this stage. Focus on your brand/product but avoid additional details such as features, offers, or promotions.

Samples of OOH media well suited for ToFu are:

- Bulletins and Poster
- Transit Exteriors
- Digital OOH – Programmatic

The top of the funnel means shorter dwell times, meaning your creative should focus on brand awareness, simplicity, and legibility.

MoFu – Middle of Funnel



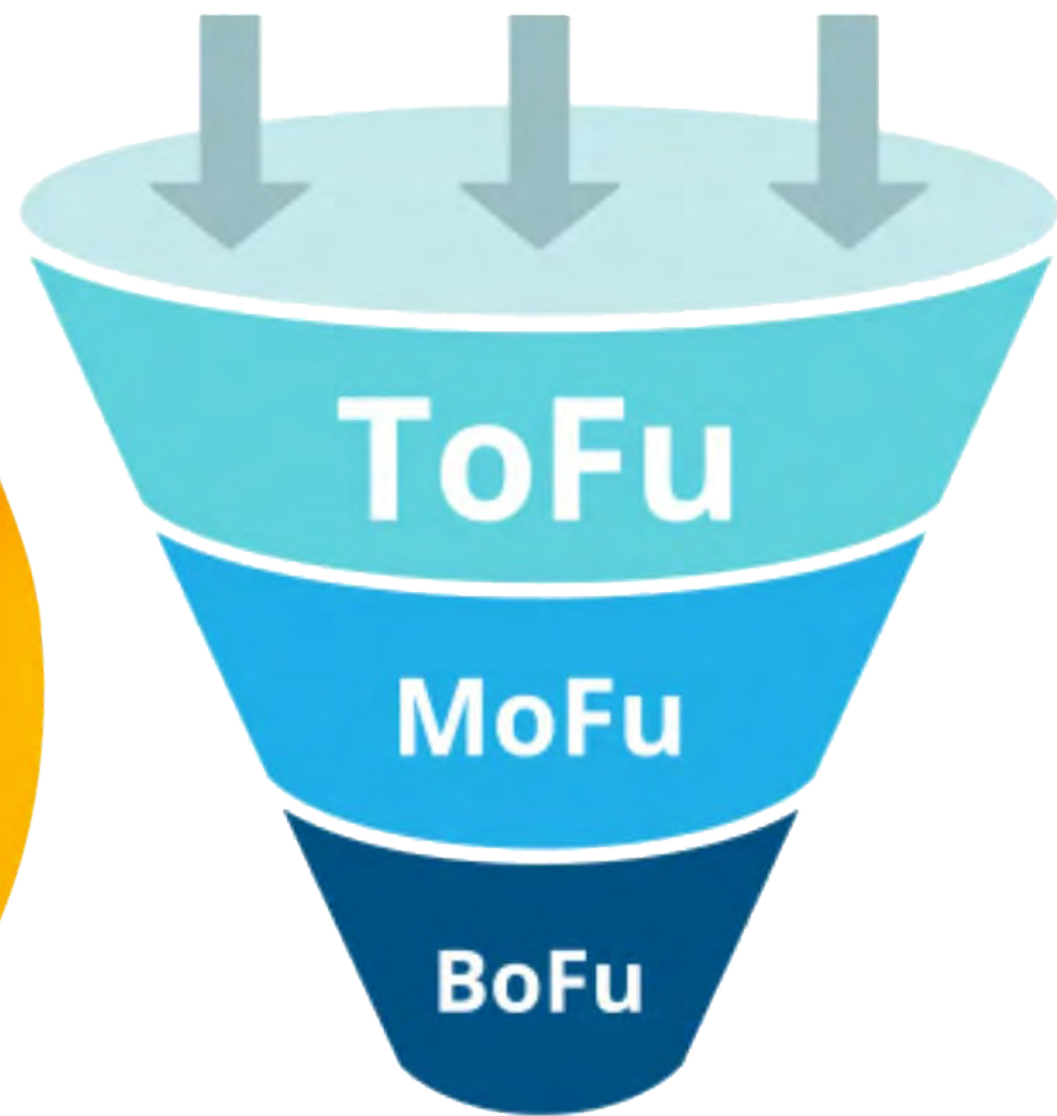
This is the consideration stage. Your audience will be physically closer to creative, which means this is the chance to deliver a more complex message.

Samples of OOH media well suited for MoFu are:

- Transit Stations
- Transit Interiors
- QR Codes
- Lifestyle Media

The middle of the funnel means longer dwell times meaning a more involved creative. This is the time to mention product features, benefits, and offers.

BoFu – Bottom of Funnel



You have already stated your problem and solution and will now tell your audience why they should take action. Out of home media has been proven to make your audience take action.

Samples of OOH media well suited for BoFu are:

- Geofencing and Hyper Targeting
- Door Hangers / Pizza Toppers
- Fitness Centers / Salons
- Experiential Media

The bottom of the funnel means media types are subjective based on your brands' goals. For example, product demos call for experiential while bulletins can be utilized for an upcoming restaurant on a highway exit.

Traditional Media

Traditional outdoor advertising includes media formats that are familiar to everyone. This is the original form out of out of home and has existed for a long time because...it works!



Traditional Media

Traditional Media formats include:

- Billboards
- Posters
- Bulletins
- And more!

This form of media is the most basic form of Out of Home Media. It has been around for a long time and works on a simple principle, place your ads where people go!



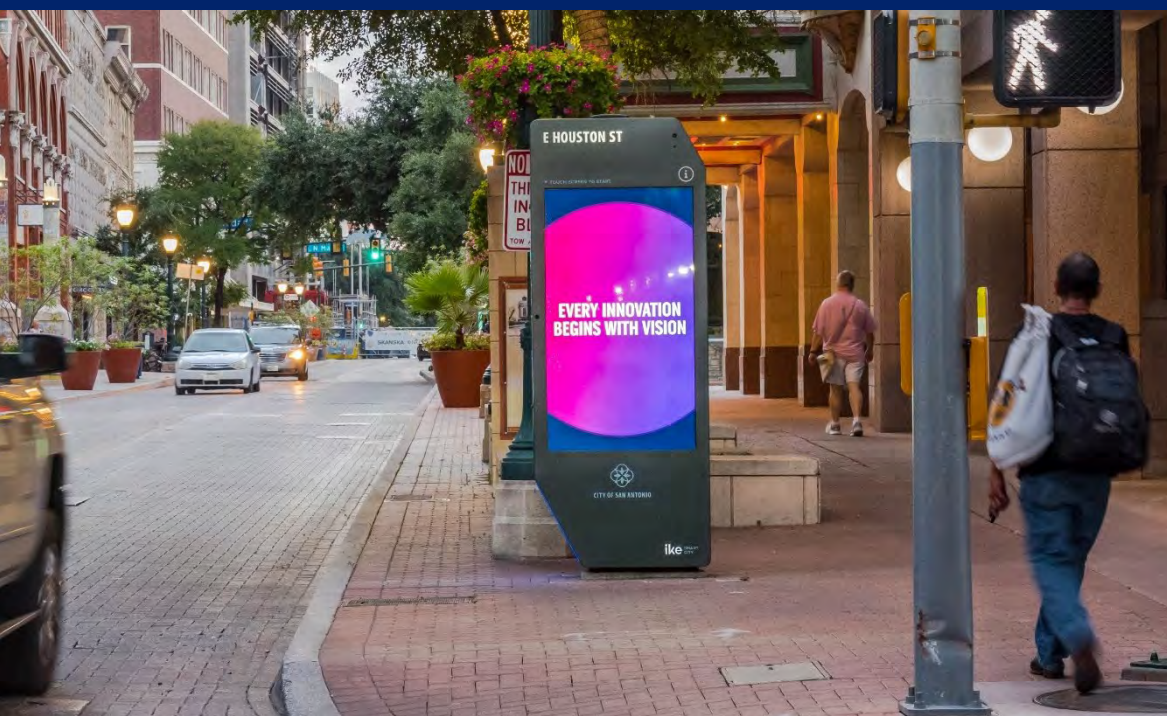


Transit Media

Transit Media formats include:

- Bus Advertising
- Commuter Rail
- Street Furniture
- Rideshare
- And more!


This form of media captures street-level attention on the consumers' path not once but multiple times per day!



Transit Media

- QR codes have turned into powerful OOH marketing tools due to their easy-to-use nature and ease of application.
- QR codes can be used for street-level advertising where there is foot traffic to get peoples' attention. It is a great way to optimize your marketing campaign and track measurable results.
- Use QR codes to take your OOH campaign to redirect consumers to your digital campaign, which can help measure who is seeing your content more effectively.



The background is a solid dark blue. It features several large, organic, wavy shapes in a vibrant orange color. These shapes are positioned in the top center, middle left, bottom left, and bottom right corners, creating a dynamic and modern aesthetic.

Traditional Media Guidelines

Keeping it Simple

- Advertiser names and or products should be easily identified right away.
- Simplicity is an essential metric for designing out of home. Choose one element to focus on, too many can create competition in the creative itself.
- The most effective out of home designs capture the essence of a complex message with a simple appearance. For this reason, out of home design can lead to better advertising executions than other media outlets.



Typography

Text can be viewed from distances up to 800 feet. Any text that accompanies the design for a more precise understanding should be as large as possible.



DISTANCE	MEDIA TYPE	FONT SIZE
5'-50'	Malls, Airports	1"-2"
50'-100'	Window, Street Furniture	2"-4"
100'-200'	Posters, Surface Streets	4"-8"
200'-350'	Highway Bulletins, Walls	8"-15"
350'-500'	Highways	15"-20"
500'-600'	Highways	20"-24"
600'+	Highways	24"-40"

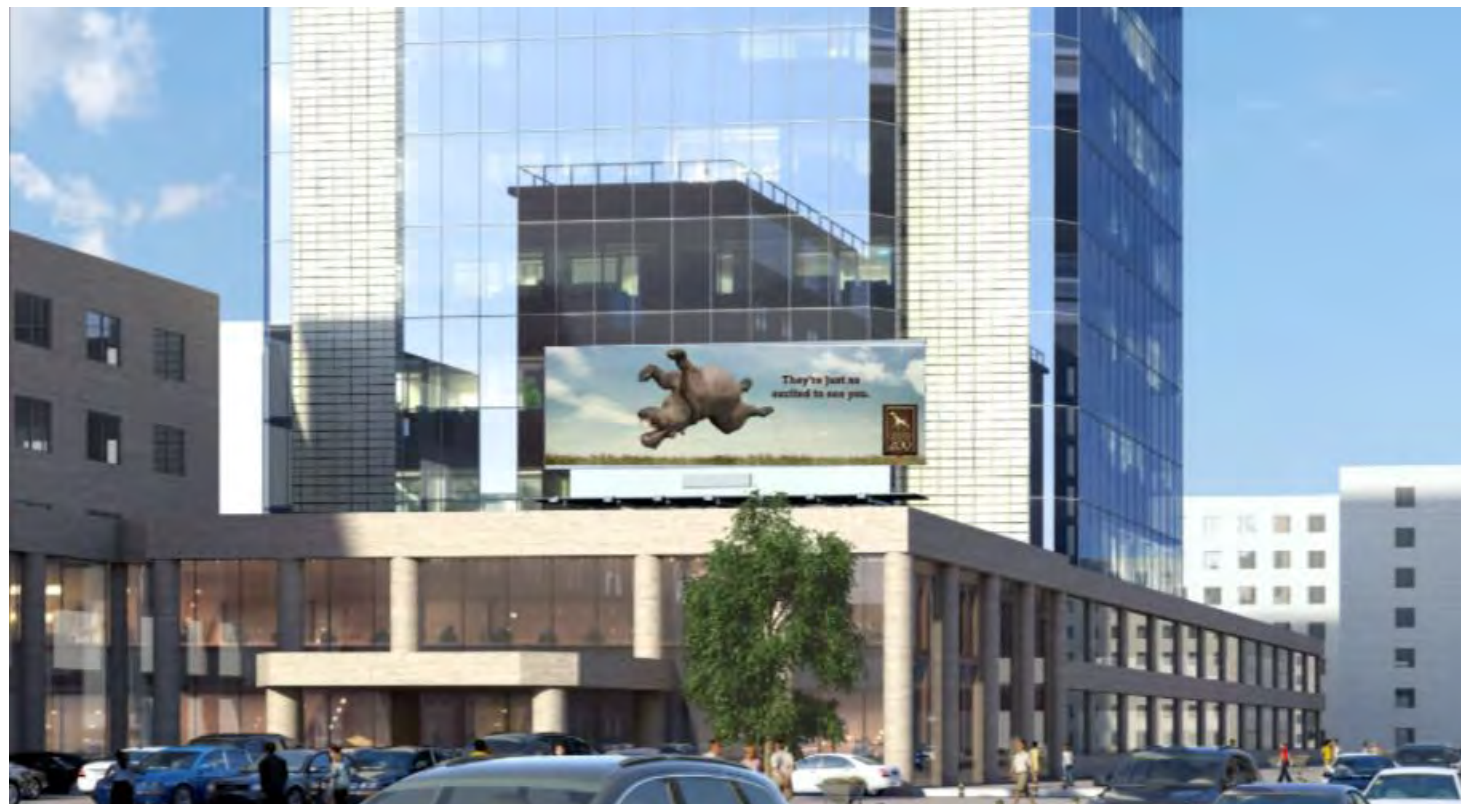
Viewing Distances



100 feet



300 feet



500 feet



700 feet

Typography

Appearance is everything, font weight, leading, and kerning must be examined. When used properly, font choices for outdoor advertising include Serif or Sans-serif.

Font weight is the value of your text that determines how bold or light your text will appear. Choosing the [correct font weight](#) will determine your creative's legibility based on your location.

Leading represents the vertical spacing between lines while kerning is the spacing between characters. Kerning that is too tight can result in a misread or confusing creative.



Contrast

Strong contrast in hue and value is essential for creating a good out of home design. Hue is the identity of color, while value measures a color's lightness or darkness. Contrasting colors are best when viewing out-of-home designs from far distances.

The 14 color combinations below represent the best use of color contrast for readability on traditional or reflective content. Example one is the most legible color combination, while example 14 is the least legible.



Contrast

Light rays have varying wavelengths and frequencies. Some pigments absorb light while others reflect it. Reflected frequencies are perceived as color.

Any combination of similar color values (even without vibration), will produce low visibility. Choosing colors with high contrast in both hue & value can improve OOH advertising recall by 38%.

Contrast

Vibration

Low Visibility

High Visibility

Digital Media

Digital outdoor media has had exponential growth over the past ten years. If there is a market you want, it most likely has digital. All of the same guidelines apply as traditional with some minor adjustments.



Digital Media


Digital Media formats include:

- Billboards
- Airports
- Gas Stations
- And more!



Digital media consists of computer-controlled displays that can present static or video content. Ads rotate every 6-8 seconds and provide high impact and exposure in many different markets.





Digital Media Guidelines

Keeping it Simple

- Like traditional, you want to keep your creative simple, but you have more functionality and adaptability with digital.
- One aspect most advertisers don't take advantage of is that digital media allows you to keep your creative fresh with constant updates.
- You can keep a common theme, background, and typography while switching out multiple different products.



Typography

The [same viewing rules](#) for text still apply to digital. Text will be clearer and easier to read but keep in mind that some digital is video capable. If there are moving elements, make sure your text is still prominent to avoid possible obstruction.



Contrast

As opposed to print, designing digital OOH ads must be done in RGB color. It's always good to avoid solid white backgrounds for your ads. White backgrounds can sometimes bleed into the sky or nearby surroundings.

Low Contrast



High Contrast



Dynamic Content

One of the most underused features of digital is the ability to utilize functions using content management software such as countdowns, time, temperature, or even live RSS feeds. Allowing you to change your message weekly, daily, or hourly.



Conditional Triggers:

- Weather changes
- Time of day
- Pollen counts
- Traffic



Data Integration

- Sports scores
- Time and temperature
- Countdown clock
- Breaking News



Social Integration

- Hashtag aggregation
- Social media content
- Moderation
- Reposting



Day Parting

Daypart advertising is a tactic in which you schedule ads for certain times of the day or certain days of the week to more effectively target audiences. For example, you can use dayparting to ensure that your ads only show when your store is open.



Lifestyle Media

Lifestyle media captures your audience as they go about their daily lives. Reach individuals where they shop, work out, and socialize.



Lifestyle Media

Lifestyle Media formats include:

- Fitness Clubs
- Cinema Ads
- Bar Advertising
- Mall Advertising
- Salons
- Pizza and Coffee Shops
- And more!



Lifestyle media gives way to more complex and elaborate creativity due to longer dwell times. This is because the media format is physically closer to your audience.



Keeping it Simple

- Since your audience will be absorbing your creative for an extended period of time. Lifestyle media can be packed with lots of information.
- Lifestyle media will be in an unmissable and unskippable format. Whether on a cinema screen, in a salon, or a gym.
- This format allows you to keep the same simple message on your creative while also adding your website, a QR code, and contact information.



Experiential Media

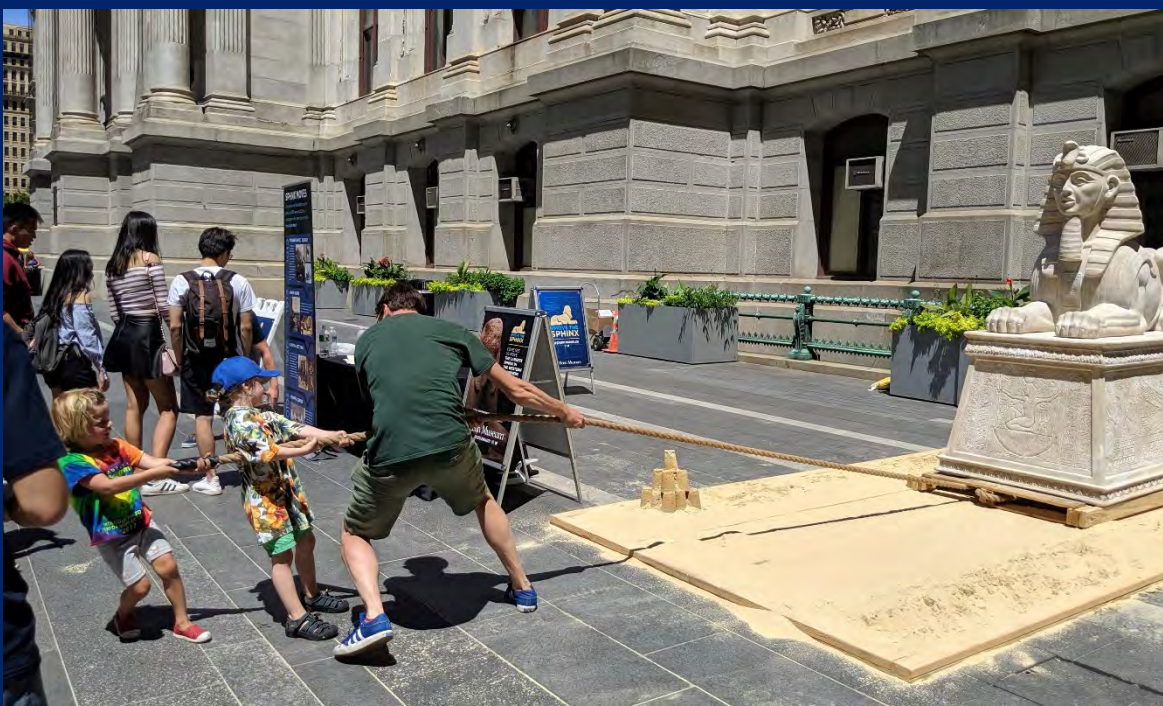
Experiential media will bring your campaign to life! This media format enables you to color outside the lines of traditional out of home advertising.



Experiential Media

Experiential Media (EXP) formats include:

- Mobile Tours
- Pop Up Footprint
- PR Stunts
- Immersive Experience
- And more!



Think of experiential media as your creative playground and bring unimaginable ideas to life. The only limit experiential possesses is the limit of your imagination.



Before You Start

- One of the first things that you will think about when planning an experiential activation is the “where” question. Where is this event going to take place?
- The answer will generally fall into two main categories:
 - Create your own event
 - Build off an existing event
- 93% of consumers found that they were more connected to a brand after an experience and 94% say they are more likely to remember a brand after an experience



Designing for Experiential

- Like creative design for OOH, don't try to say or do too many things. Don't dilute your EXP with too much busyness.
- What is the message that you want to communicate? What is your main goal? Build around that.
- Remember, you cannot say and achieve everything with a single experiential event. Staying simple across an integrated media and experiential effort will equal success.



Summary: What Have We Covered?

Sales Funnel

How does OOH drive your business objectives?

Traditional Media

The most basic form of OOH Media.
Place your ads where people go!

Contrast

What colors contrast the best when designing your creative?

Digital Media

Digital displays allow constant creative change, flexibility, and high-impact advertisements.

Lifestyle Media

Longer dwell times mean more information absorption. Allowing for more complex and elaborate creative

Experiential Media

Have some fun! Bring your brand or campaign concept to life in a real tangible way!

Want to Learn More?

Visit our [website](#) or [contact us](#)



Does Your Creative Meet The Guidelines?

[OAAA Mockup Generator](#)