

Out-Of-Home Advertising Content Guidelines

Content Design Recommendations


wvoutdoor
WVOUTDOOR.COM
304.342.0932



BE SEEN

OOH BEST PRACTICES: KEYS TO SUCCESSFUL DESIGN



Stopping Power

- Effective ads include good color contrast, bright colors with good saturation, and an easily perceived distinction between foreground and background elements.

Readability

- More readable ads include integrated graphics, short copy lines and a variety of font sizes.
- Large amounts of text or visuals can delay product recognition.
- Short headlines and a visual product image enhance creative appeal.
- Large, legible type is key—lettering should be a minimum of one foot tall.
- Increased line thickness is recommended.

Essence of the Message

- Ads with familiar ideas are effective.
- Simple concepts are easier to understand than complex ideas.
- Clear branding and the inclusion of special product features enhances product recognition.
- Specifying a brand name in the headline or providing price information can reduce creative appeal.
- Campaigns with multiple executions deliver more impact and can extend the life of a campaign

OOH BEST PRACTICES: COLOR & CONTRAST



Color Combinations

The best color combinations enhance visibility (in order of visibility strength)



OOH BEST PRACTICES: COLOR & CONTRAST



Contrast

Good contrast is essential when designing OOH ads



OOH BEST PRACTICES: MEMORABLE OOH ADS



How Consumers Look at OOH Ads

- Consumers who see OOH ads recall ads they have seen before as references. Size and uniqueness drive recall.
- Consumers expect OOH ads to entertain them. Consumers like OOH ads that provide serial messages and expect ad copy to change often.
- Consumers are aware of the multiple OOH formats available in the marketplace today.
- Consumers consider OOH ads as being more “uncluttered” than some other conventional ad channels.
- OOH ads do not always create top-of-mind awareness but often impact subliminal behavior.