

out-of-home

creative guidelines

Out-of-Home (OOH) provides the ultimate creative stage. It's big, bold and everyone will see it. Technology makes us stronger and inspires creatives to think outside the box, using a variety of OOH formats as their canvas.

Good creative is subjective, but here are a few tips to make sure your message is loud and clear.

• MAKE IT SHORT AND SHARP

- ✓ Focus your message
- ✓ Present one strong idea

• LET YOUR BRAND STAND OUT

- ✓ Brand clearly and strongly
- ✓ Proportion your logo correctly

• GET ATTENTION FOR THE RIGHT REASON

- ✓ Engage your viewer
- ✓ Use humour, wit and intrigue

• CREATE IMPACT

- ✓ Use colour and contrast
- ✓ Clear typography and less copy
- ✓ Strong visuals

• CREATE INNOVATIVE BUILDS

- ✓ Interact with technology
- ✓ Give people a reason to engage with your brand

• CAMPAIGN INTEGRATION

- ✓ Ensure your campaign creative is adapted to suit the OOH environment

“oh how difficult it is to be simple” – Vincent Van Gogh