

# OUT OF HOME

## CREATIVE GUIDELINES

# LESS IS MORE

Use few short words and simple graphics to keep your message understandable.

Communicate only ONE message to direct focus.

You only have a few seconds to get your message across.

**Rule of thumb:** Use seven words or less.



DON'T





DO

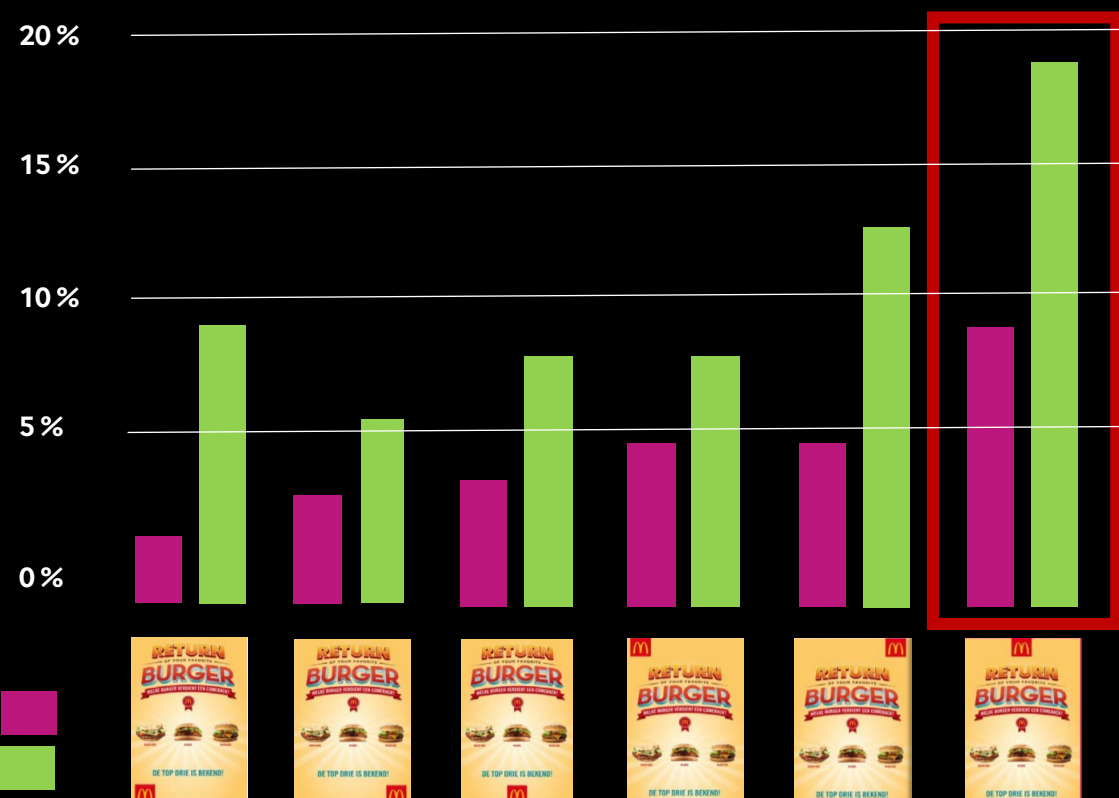
# LOGO

For this creative, the most logical logo placement was in the top middle portion of the ad.



2 seconds   
5 seconds 

## Brand Attribution Speed



# BRANDING

Ensure your ad contains clear and consistent branding, including brand colours, as well as easily visible and logically placed logos.

DON'T

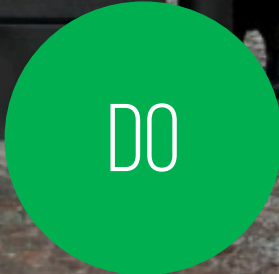


DO



# CONTRAST

Make sure there is sufficient colour contrast between text, graphics and the background.



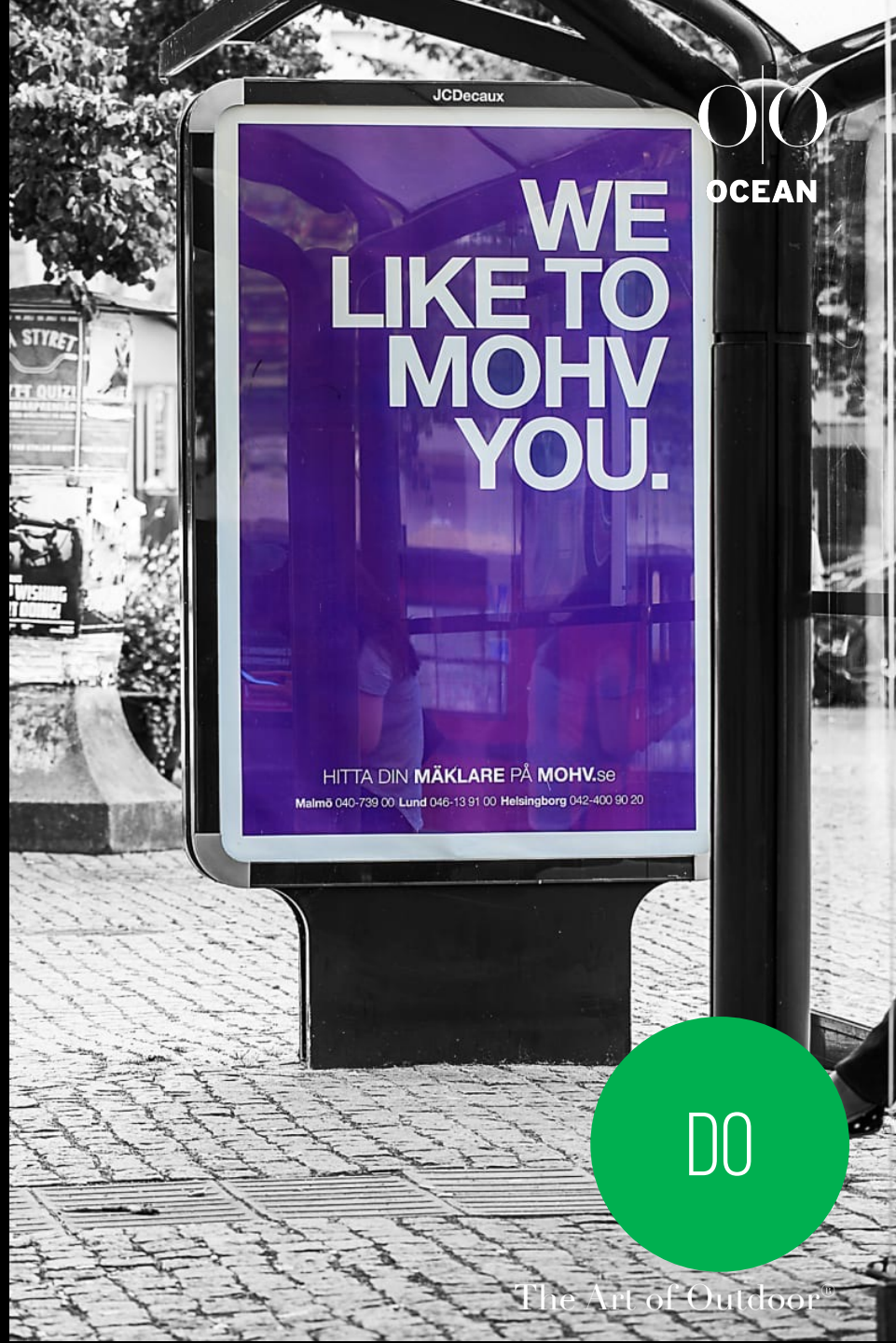
# FONT

Use a clear, bold and large font to communicate your message.

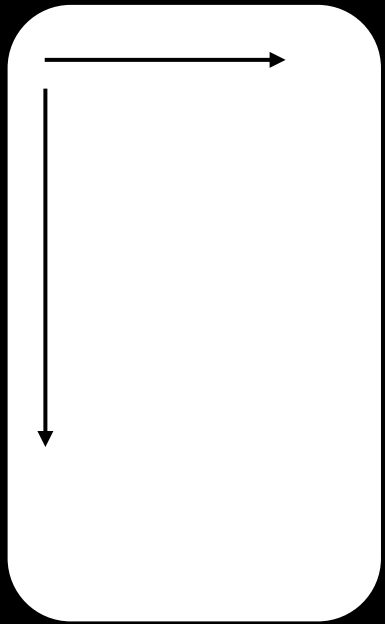
This ensures it can be read quickly and from a distance.



DON'T



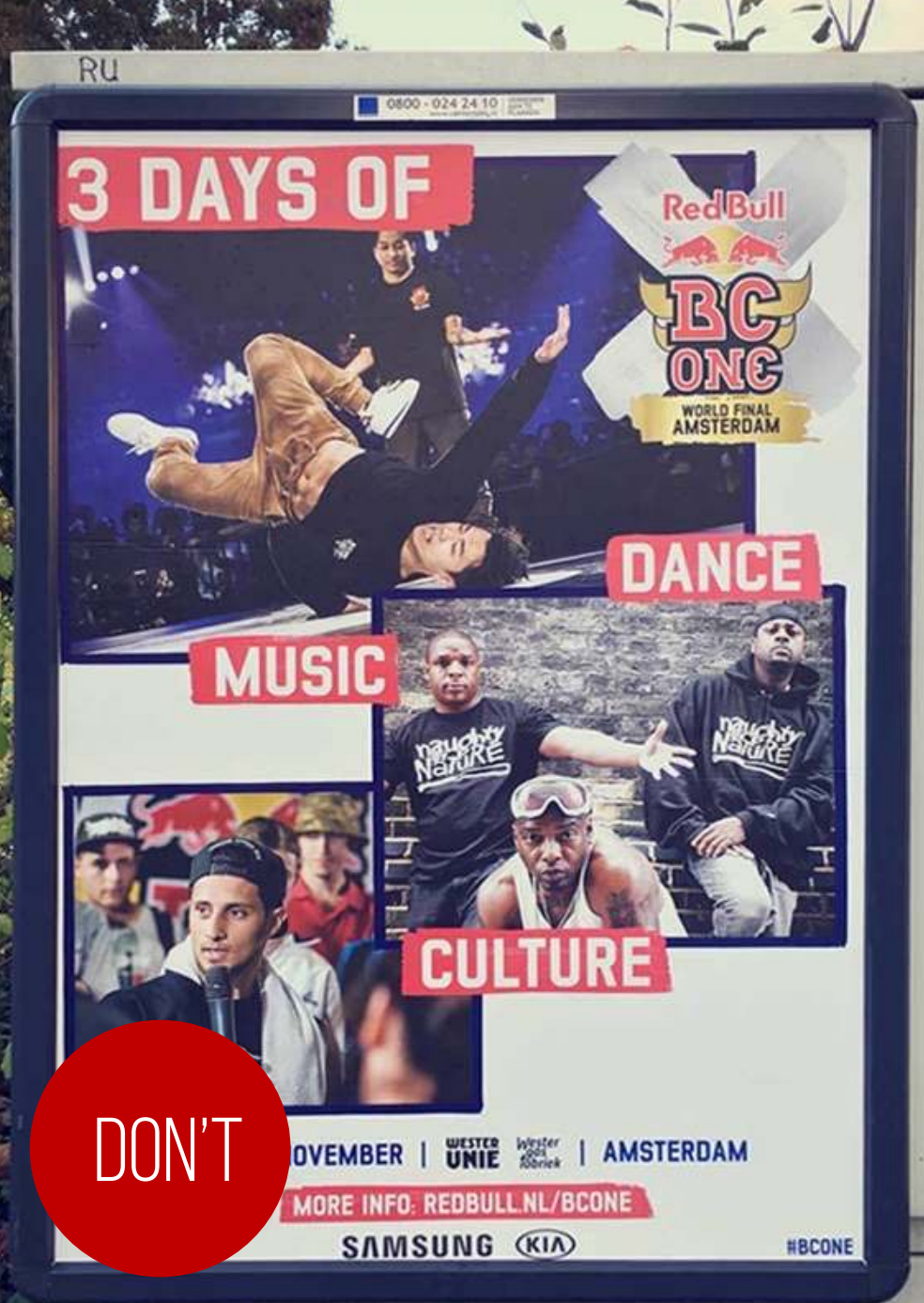
DO



# LAYOUT

Always consider the most logical way consumers read OOH displays when designing your ad.

We suggest creatives go from top to bottom and left to right.



DON'T



DO

# PACKSHOT

The product or service should be one of the main focuses of the ad.

Pack shots on advertisements are an essential stimulus to sales, with the goal of triggering in-store, on-shelf product and brand recognition.








DON'T



DO



# SUMMARY CHECKLIST

-  Short and simple copy
-  Strong colour contrast
-  Prominent logo placement
-  Clear and bold font
-  Layout follows the natural reading order
-  Pack shot is large enough (if applicable)
-  Synergy between OOH creative and other media types



O|O  
**OCEAN**