

# Creative TIPS

## KNOW YOUR OOH OBJECTIVE

Before you start the creative process, it's a good idea to nail down the objective you want to achieve. Does the public know you have a business? Do you have a new product or service? Do customers know the location of your business? Do you have an announcement to make?

Here are **FOUR POWERFUL WAYS** Out-of-Home can help you achieve your advertising goals.

### [1] NAME RECOGNITION

With creative ads and your company's name prominently displayed, Out-of-Home works wonders for name recognition. 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.

### [2] PRODUCT OR SERVICE KNOWLEDGE

Do you have a new Product or Service you want your customers to know about? Outdoor is an excellent way to get this information on the streets. When launching a new product, you have to let your customers know what it is and where they can get it. What better way to do that than to have that product displayed larger than life? Out-of-Home works because everyone has seen a bottle of this or that, but they've probably never seen it over 14 feet tall! Out-of-Home is just too big to miss!

### [3] SPECIAL ANNOUNCEMENTS

Are you having a grand opening? Opening a new location? Moving to a new location? Under new ownership? Let your customers know what's happening. What's better: a 4 x 5 inch ad in the newspaper, or a 14 foot by 48 foot billboard informing all the traffic headed to your business that you've moved, or opened a new location? When you need to start buzz, bigger IS better!

### [4] DIRECTIONAL BOARDS

Out-of-Home provides landmarks and directions to your place of business. Directionals are like the "You Are Here" maps you've seen at a mall, but on a much larger scale. Offer directions to your place of business from all the major roads in your area. Let customers know they are going the right way and how far your business is from where they are.



# Creative TIPS

## CREATING EFFECTIVE OUT OF HOME ADS

The ideal out of home ad contains three basic elements:

**1 IMAGE/GRAPHIC**  
Grabs the viewer's attention and makes them look at the ad.

**2 COPY LINE**  
Describes the product, service, or message being advertised

**3 BUSINESS NAME**  
Lets the viewer know where they can get the product/service.

### Is your ad effective? Try *The Brevity Test*

Print your design on an 8.5" x 11" piece of paper. Stand **6 feet away** from a friend and hold up the ad for **5 seconds**. Cover the ad and ask them to recall what was on it.

**IF** all design elements were digested, you have an effective ad. Great job!

**IF** only the advertiser is recalled, the ad is not perfect. If the viewer remembers your name, it's not a total loss.

**IF** the part recalled does not directly relate to the advertiser in the design, it's time to re-think the ad. Remove any unnecessary information. Emphasize the main points of the design, the copy line, the advertiser's name, or even a directional if that's the main purpose of the ad.

### THE KEY TO EFFECTIVE OOH DESIGN IS **BREVITY**.

**Simple, clear, and concise** designs are the best way to get the most bang for your outdoor buck.



### COPY

The average viewable time of a bulletin is around 7 seconds, and many drivers are unable to pull their eyes off the road for the full 7 seconds. Try to limit copy to 9 words or fewer. Detailed descriptions and long lists of products and services work better on websites, mailers, and brochures where viewers have more time to read them.

### READABILITY

Use typefaces that are easy to read. Fancy and ornate fonts should be used sparingly, if at all. Keep viewing distances in mind as you select type for your ad.

Aa Bb Cc Dd  
*Aa Bb Cc Dd*  
Aa Bb Cc Dd

Aa Bb Cc Dd  
Aa Bb Cc Dd  
Aa Bb Cc Dd

### COLOR

Strong color contrast is an important aspect of OOH design. The greater the contrast between the background and copy, the easier it is to read from a distance. Use dark text on light backgrounds and light text on dark backgrounds.



Low contrast hurts readability.



Strong contrast helps readability.

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## LETTER HEIGHT GUIDE

### LEGIBILITY

Fonts selected for out-of-home designs must be easy to read from variable distances. Use large and legible typefaces. Choose fonts that are easily read at long distances. Fonts with thin strokes or ornate script will be difficult to read.



### REMEMBER



**Readability is also dependent on color contrast.** Higher contrasts will allow smaller text size. Complicated backgrounds behind text will also reduce readability. For more in-depth information on how to optimize contrast, reference the "Creating Effective OOH Ads" Creative Tips Sheet.

| DISTANCE (FT) | EXAMPLES                                     | READABLE TEXT HEIGHT (IN) |
|---------------|--|---------------------------|
| 100' – 200'   | Posters, Surface Streets                     | 4" – 8"                   |
| 200' – 300'   | Posters, Surface Streets & Highway Bulletins | 8" – 10"                  |
| 300' – 350'   | Posters, Surface Streets & Highway Bulletins | 10" – 15"                 |
| 350' – 500'   | Highway Bulletins                            | 15" – 20"                 |
| 500' – 600'   | Highway Bulletins                            | 20" – 24"                 |

### EXAMPLE

Below is a sample of how the letter size looks in proportion to two standard sizes:





# Creative TIPS

## CREATING EFFECTIVE OUT OF HOME ADS

**Highly effective billboards are simple, clear, and concise.**

They are designed with the core concepts of copy, color, and readability in mind.



# Creative TIPS

## INTERSTATE BILLBOARD DESIGN



### 1 HAVE AN OBJECTIVE

Name Recognition  
Product or Service Promotion  
Special Announcement  
Directional

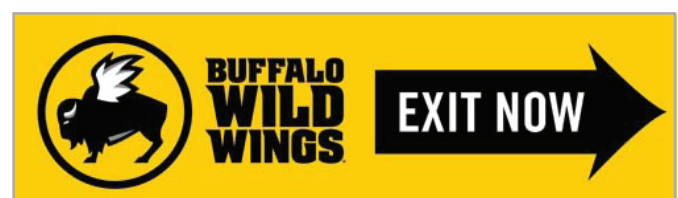
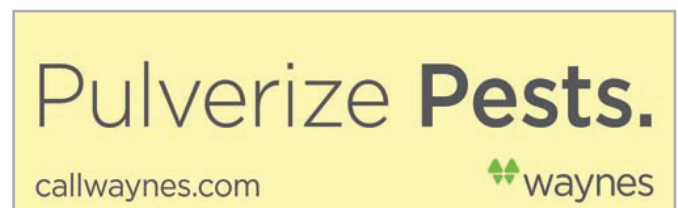
### 2 BE CONCISE

Read time is **4-5 seconds**.  
Strive for only **7 words**.

### 3 PUSH READABILITY

Simple Fonts  
Big Text  
Contrasting Colors

OAAA Creative Testing Tool  
[lamar.com/HowToAdvertise/DesignTips](http://lamar.com/HowToAdvertise/DesignTips)







# WHY USE LAMAR PHOTOSHOP TEMPLATES?

Lamar templates are a great tool for the development and production of artwork. Built in Photoshop for color accuracy, these templates will give you a good idea of how your final product will look. Using our templates ensures a seamless hand-off of files, expedites the production process, and minimizes inefficiencies resulting from improperly formatted artwork or missing assets.

## COLOR MODES



**CMYK** stands for Cyan, Magenta, Yellow, and Key (Black). These are the ink colors used to create images when printing and are often referred to as “4-color process.” Lamar’s static products use CMYK.



**RGB** stands for Red, Green, and Blue. These are the colors of light that Lamar Digital Displays use to create images on the boards.

## DIMENSIONS & RESOLUTION

Since artwork for billboards at 100% size is quite large, templates for static products are **scaled down at high resolution**, reducing the file to a more manageable size. Our templates also make it easy to see if your artwork is high quality or if it is pixelated. Simply view your art in the template file at 100% in your design program. If it looks good on-screen, it will look good on the structure.

Proper production and installation of creative also requires artwork to include bleed, which is the extra space needed for the creative to be installed without any “artwork edges” showing.

Lamar Photoshop templates already have scale, bleed and resolution set up correctly, so you don’t have to start from scratch!

### SCALE

**Static Bulletins:** ½" = 1' @ 300ppi (translates to 12.5ppi)

**Static Posters:** 1" = 1' @ 216ppi

### BLEED

**Static Bulletins:** 6" bleed on all sides

**Static Posters:** ¾" bleed on all sides

Lamar Digital Displays do not require scaling or bleed since artwork is electronically transmitted to the board. Our templates ensure easy scheduling by making sure your file is the correct size. Digital Bulletins are **1400px x 400px**. Digital Posters are **840px x 400px** and both products have a resolution of **72ppi**.

## SAVING OUT PRINT-READY FILES

Simply click “File>Save As” in Photoshop, select the “Photoshop PDF” file type, uncheck the “Layers” box, and click “Save.” When the dialogue box appears, select the “High Quality Print” preset and uncheck the “Preserve Photoshop Editing Capabilities” box, then click “Save PDF.”

When saving out of other graphics software like InDesign, Quark, Corel, or Illustrator, export your file as a print-ready PDF or a flattened TIFF.

Most files will be small enough to email, but if your files are too large, you can send them for free with a file transfer service such as WeTransfer, Google Drive or Dropbox.

For more information, visit [www.lamargraphics.com/lgn/Prod-Temp.asp](http://www.lamargraphics.com/lgn/Prod-Temp.asp)

