

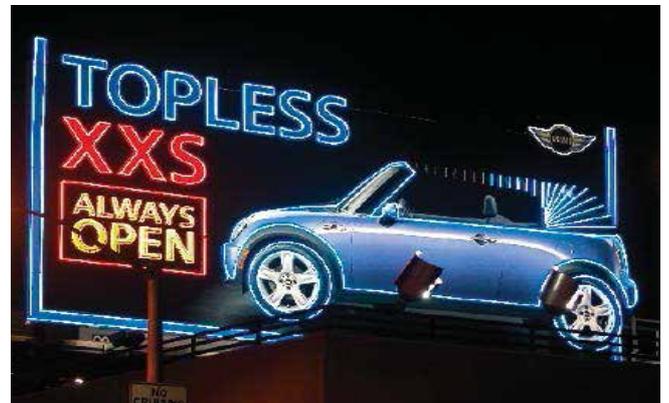
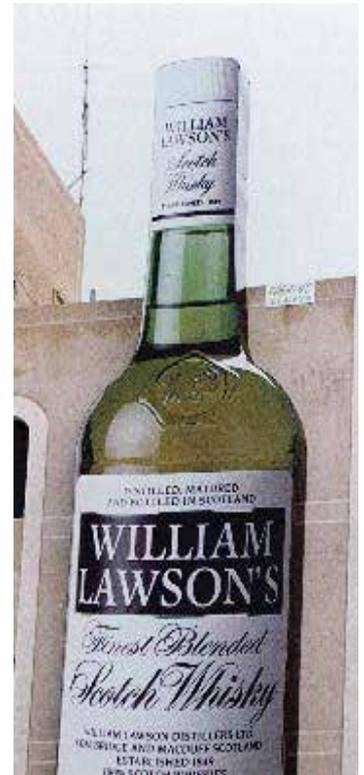
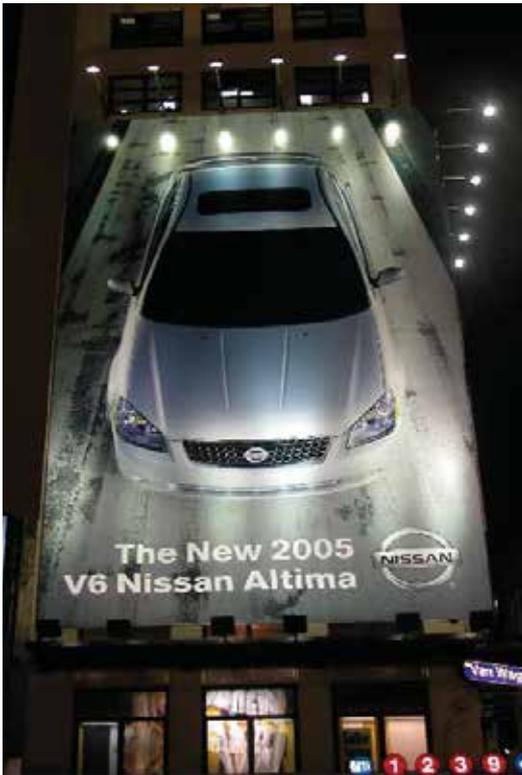


Get Creative: Outdoors.

Outdoor Ads done well get attention – they grab you, they make you look, they brand! Outdoor Advertising provides continuous coverage 'round the clock' to an ever-changing audience ready to react.

Successful outdoor ads involve consumers by establishing a link to a brand in the "blink of an eye." Creative impact is achieved when an ad is well branded and builds long-term awareness within the construct of outdoors's media characteristics. Memorable advertising is essential for the long-term success of any brand, since advertising works best when an individual consumer learns that a produce or services is a good choice for them.



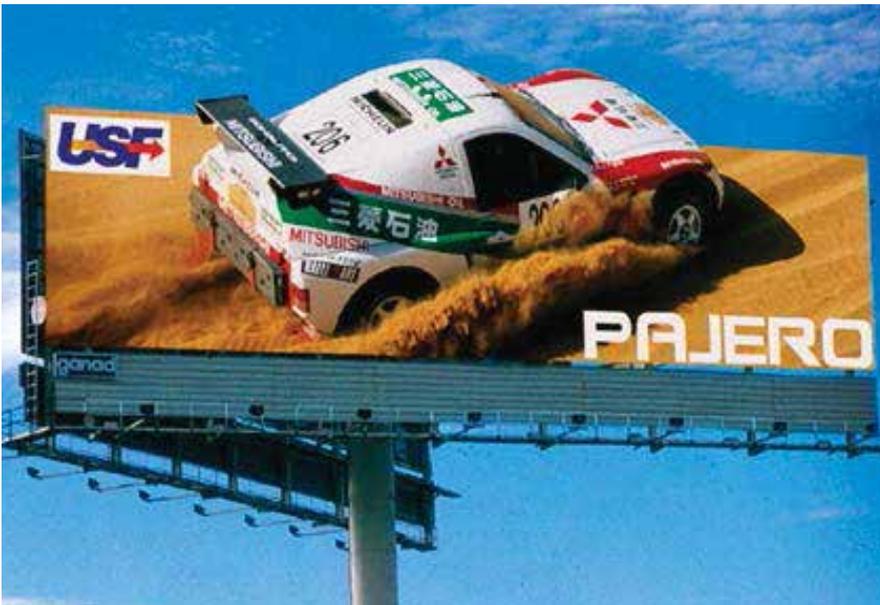


AESTHETIC - A picture is worth a thousand words.

Aesthetic designs present pleasurable images or ideas to a viewer. They may be soothing to observe or enjoyable to study in detail. Aesthetic designs are more dependent on pictures than on words.

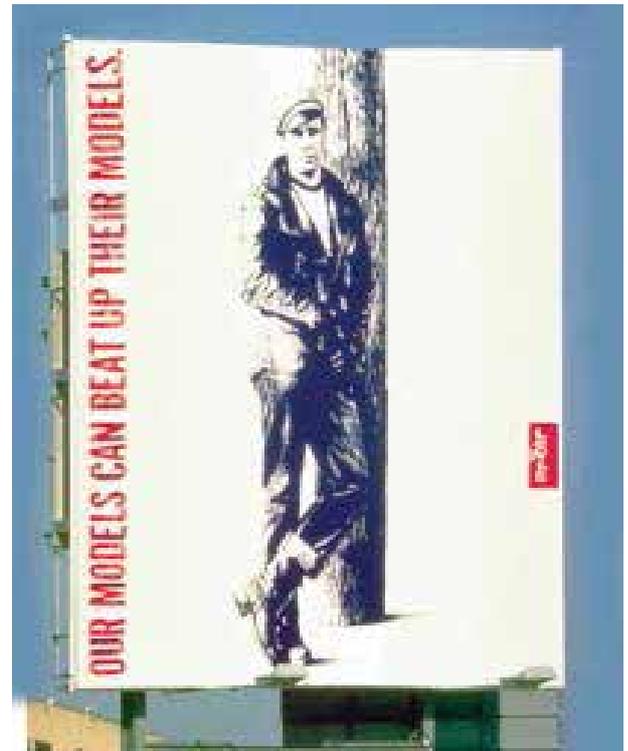
Although vivid, colour photography can aesthetically enhance outdoor designs, high quality illustrative work can be equally as effective.





IMPACT - The outdoor audience is mostly mobile - driving, riding, walking, talking - that is why it is the simplest ideas are often the best. Using a strong visual or a 3D element to capture attention.

Less is more, much more when using out-of-home advertising to communicate a message. The most effective designs focus on a single idea. Out-of-home advertising should be a quick burst of essential information. Too many elements may confuse a viewer or make them work too hard to understand the meaning of the message.

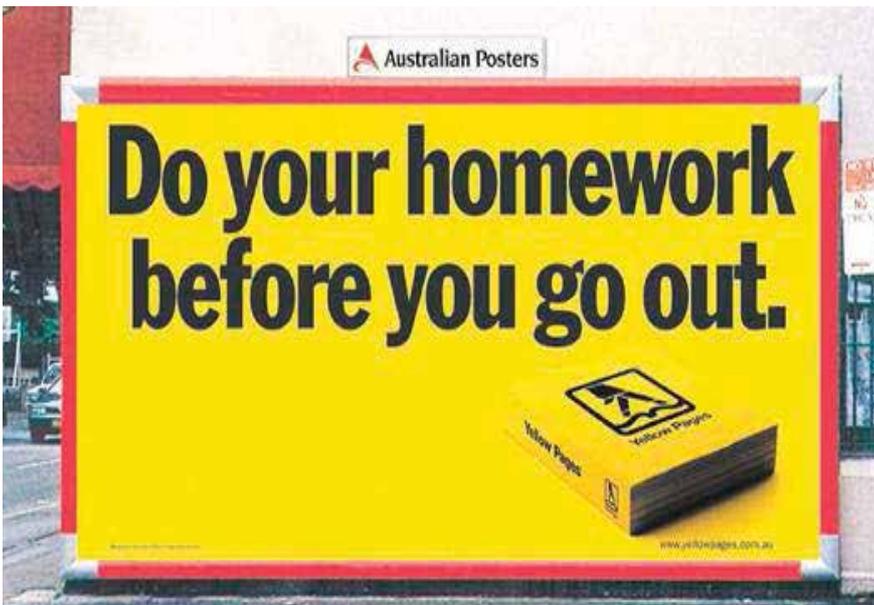


"A day without laughter is a day wasted."

- Charlie Chaplin



HUMOUR - Humour arouses the most favourable response among viewers. Humour often includes wit, an essential component for ensuring an effective response to intriguing or aesthetic designs.



Alternating colours such as blue & yellow, produce the best combinations since they have good contrast in both hue and value.

High Visibility

Low Visibility

Vibration

Contrast



COLOUR - One of the most important considerations in the creation of an outdoor campaign design revolves around the effective use of colour.

Colour also affects both the visibility and the legibility of a design.

The stronger the contrast between colours, the more vibrancy created.

5 COMMON MISTAKES

1. OVERCROWDING

Compressed type or too many words will reduce the clarity of a message.

2. CONFUSION

Too great a contrast between thick and thin elements leads to confusion.

3. ANEMIA

Strokes which are too fine do not utilize fully the basic shapes and fade into the background, becoming invisible at a distance.

4. OVERWEIGHT

Bulky typefaces become blobs at a distance and lose their basic shape when the viewing distance is increased.

5. ILLEGIBILITY

Script and similar styles sacrifice the basic shapes for their decorative aspects, reducing the effectiveness of an out-of-home advertisement.



GOOD EXAMPLES OF FONT USE



Good Use of Spacing.



Simple Typeface.



Easy to Read.

FONTS - As outdoor advertising must be read at variable distances the font **MUST** be easy to read. Enhance visibility by leaving adequate space between letters, words and lines and carefully consider the relative size of letter characters. The typeface should not be too thin or too bold as heavy typeface blurs from a distance and very fine typeface tends to fade and disappear. The style of the typeface should not be too ornate, simple typefaces are recommended.



300 FEET

400 FEET



DISTANCE vs. COMPREHENSION - Comprehension of an outdoor advertising design depends not only on the style of the type or lettering or on the combinations of colours used, but also upon how these elements work together, at a distance. Distance itself is a variable, which must be considered because the audience is in motion.