

WHAT WORKS IN OUT-OF-HOME

A GUIDE TO DESIGNING EFFECTIVE
OUT-OF-HOME CREATIVE

SIMPLICITY

Throughout its long history, the integral ingredient of effective Out-of-Home creative has not changed. The essence of Out-of-Home is simplicity. Think of it as the Haiku of mass media. A creative challenge.

With these thoughts in mind, we offer the following guidelines for the design and delivery of your Out-of-Home creative.

“Poster design is predicated on movement. You are passing it. It is passing you. The poster is the thinking creative person’s medium. It is the toughest creative challenge. Solve the marketing communication problem in a poster and you’ve probably cracked it for all media.”

- David Bernstein



KEEP IT SIMPLE

A simple, single-minded message has great street presence. With only a few seconds to create an impression, it is essential to clear away the extraneous. Focus is the key.

INVOLVE THE VIEWER

Out-of-Home creative brings the street to life. The use of humorous, intriguing, or aesthetic images are very effective in capturing audience attention.



HUMOUR

The use of humour in Out-of-Home is one of the most effective ways to increase campaign recall levels. Subtle or direct, humour can generate a smile or cause your audience to laugh out loud. Street entertainment.

INTRIGUE

A puzzle, a mystery, a teaser: the message may not be immediately apparent. The use of intrigue engages the viewer in solving the message. Street smarts.



AESTHETIC

An invitation to daydream or fantasize: strong visuals appeal to the viewer's senses. Aesthetic creative is often pleasurable to look at and to study the details. Street art.

CONSIDER DISTANCE

Distance is a variable that must be considered. Because the audience is often in motion, the viewing time of an Out-of-Home product is sometimes limited to just a few seconds.

Effective Out-of-Home design depends not only on the style of type or the combination of colours used, but also how these elements work together when viewed at a distance.

A headline must be legible at any reasonable distance, from close by to at least 400 feet away. When designing, consider how the design looks from the other side of the room - and how it looks as you walk briskly past it.





HIGH CONTRAST = STRONG VISIBILITY



LOW CONTRAST = POOR VISIBILITY



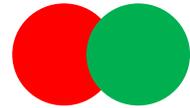
THE USE OF COLOUR

Effective use of colour is one of the most important considerations when designing for Out-of-Home.

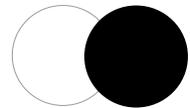
Designers should seek out colours with high contrast in both hue (the identity of the colour, such as red, green, yellow), and value (the measure of the colour's lightness or darkness). The greater the contrast between colours, the greater the impact achieved, while colours without contrast blend together and can obscure the message.



Blue and yellow work well together because they have high contrast in both hue and value.



Red and green have a strong hue difference but in values they are very similar and therefore have poor contrast.



White goes well with any dark value colour, while black is good with colours of light value.

CHOICE OF TYPOGRAPHY

Colour contrast, type choice, style and size are all critical factors for legibility in Out-of-Home.

Feelings and opinions about typeface choices and styles of lettering can be subjective. Common sense dictates that they should be simple, clear and easy to read. Type faces in upper and lower cases tend to be easier to read than all capital letters.

✓ **SPACE
SPACE**

SPACING

Word spacing and letter spacing need considerable care. With too little spacing, letters tend to merge together when viewed from a distance.

Style Style
STYLE

STYLE

Simple type faces are recommended for use in Out-of-Home. As a general rule, ornate faces, those with thick or thin strokes, outline fonts and drop shadows do not read well from a distance. Sans Serif fonts tend to be more legible, since Serif fonts pose the problem of overlapping when spaced too close together.

✓ **Style**

LEGIBILITY

Whatever type face is selected, the ultra-bold or ultra-thin variety are not recommended. Heavy type faces become blobs from a distance, while very fine strokes tend to fade and disappear.

Legibility
✓ **Legibility
Legibility**

OUTFRONT Media offers a wide range of creative services to assist our customers with the planning, design and execution of their Out-of-Home campaigns.

CREATIVE CONSULTATION

Creative excellence is the very essence of Out-of-Home advertising. OUTFRONT Studio, our in-house creative boutique is available to assist you in developing your campaign from start to finish. Spec art, creative development and final art are just some of the areas where we can provide input.

DISTANCE TESTING

Make sure your creative delivers the impact you are looking for. To ensure legibility on the street, consider a Distance Test. OUTFRONT Media offers photographic mock-ups at varying distances which simulate actual on-the-street viewing by vehicular traffic.

CREATIVE LIBRARY

OUTFRONT Media's creative reference library holds over 150,000 images of Out-of-Home campaigns searchable by product, category and year.

PRODUCTION SERVICES

OUTFRONT Media owns and operates a full-service in-house production facility that specializes in Out-of-Home. We know what works and why, and we share that knowledge with you to ensure that your creative has maximum impact where it counts - on the street.