

# Creating Effective OOH Advertising

## OUTDOOR TIPS

### Product Identification

Make sure you are able to read the advertiser's name.

### Short Copy

No more than 10 words total, and only five words in a headline.

### Large & Legible Type

Remember these are viewed from 400 to 800 feet away.

### Increase Line Thickness

At 600 feet, thin lines optically disappear.

### High Contrast

If you want high visibility, high contrast is key.

**CONTRAST**

**VIBRATION**

**LOW VISIBILITY**

**HIGH VISIBILITY**

### Simplify Everything

Focus on one key objective. Don't distract the viewer with multiple messages.

### View the design from 15 feet

Can you read the copy clearly? This simulates viewing from the road.

### Show it to someone for only 8 seconds

Did they understand it? This simulates driving past the billboard.

**A**CCURACY

Express the most important idea concisely

**B**OLDNESS

Present dynamic or provocative messages

**C**LARITY

Limit the number of words and pictures

## COLOR VISIBILITY

The chart below ranks the 14 most visible color combinations, with 1 being the most legible.

