

Creating Effective OOH Advertising

OUTDOOR TIPS

Product Identification

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

Short Copy

No more than 7 words total.

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 3 seconds

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

ACCURACY

Express the most important idea concisely

BOLDNESS

Present dynamic or provocative messages

CLARITY

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.

