

CREATING EFFECTIVE OOH ADVERTISING

The Creative Challenge

Designing for OOH advertising is visual storytelling. The expression of an idea can surprise viewers with words or excite them with pictures. Through the use of humor or drama, OOH designs can influence consumer decisions and sell products.

According to noted media researcher Erwin Ephron, "The ad on an OOH unit is the face of the medium. Creative becomes an active media variable. Not in terms of attention paid or engagement with, but by the message itself attracting eyes to the medium by being noticeable."

However, creating for the OOH medium is a challenging communication task that requires the expression of a concept with clarity and austere focus. When OOH advertising is well designed, it will entertain and intrigue consumers with arresting influence.

The environment in which OOH advertising appears is considerably different from other media, as there is typically no programming or editorial associated with the medium. It is pure advertising. That's why innovative, aesthetic, or humorous OOH executions can often be more memorable than literal advertising. People are intelligent, and good OOH designs engage viewers by stimulating their imagination to solicit a response. Good advertising is storytelling. Dramatic tension or suspense influences viewer interest, which can be expressed on three different cognitive levels: rational, emotional, and cultural.

Humor



Chipotle

Intrigue

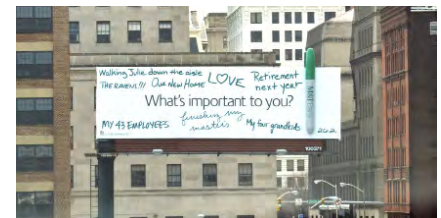


New Mexico Health Insurance Exchange

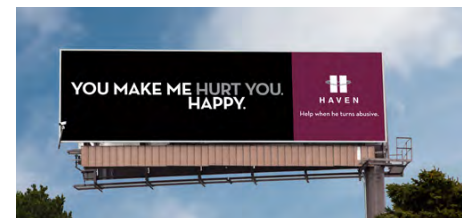
Surprise



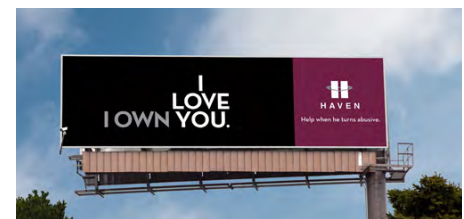
M&T Bank



Complexity



HAVEN "Nice Guy" Campaign



Seeing is Believing

Color

CONTRAST

LOW VISIBILITY

VIBRATION

HIGH VISIBILITY

Accuracy

Express the most important idea concisely.

Boldness

Present dynamic or provocative messages.

Clarity

Limit the number of words and pictures.

The ABCs Of Simplicity

Good Serif

Bad Serif

Good Sans Serif

Bad Sans Serif

Bad Script

Bad Script