DIGITAL CREATIVE

The following guidelines will help you strategize in the creation of your advertisement for a digital display:

AUDIENCE

Before you do anything, know your audience. Focusing on one key objective of your brand is ideal and will not overwhelm viewers. Make your message short enough so that a normal person could interpret quickly. A design that is too long or complex can confuse an audience and sometimes turn them off to what you are offering. Keep in mind that humor is a powerful advertising tool. Studies have shown that humor improves the rate of recall, especially in marketing.

LARGE FONT

Your billboard needs to be legible from at least 500 feet. Viewers will, generally, have 5–10 seconds to view and process your advertisement. The font should be at least 18 inches tall, but ideally, 3 feet tall. The bigger your text is, the stronger the message will be sent to your viewer.

GOOD CONTRAST

Thick and bold font that incorporates good contrast will help your billboard get noticed. Strong contrast will assist the viewer in reading your message, especially in vehicles at high speeds. Using complementary colors, like green and red, makes it tough for people to separate the text from the background, which could confuse your message altogether. Text outlined in black will also help isolate it from a colored background.

Good

Bad

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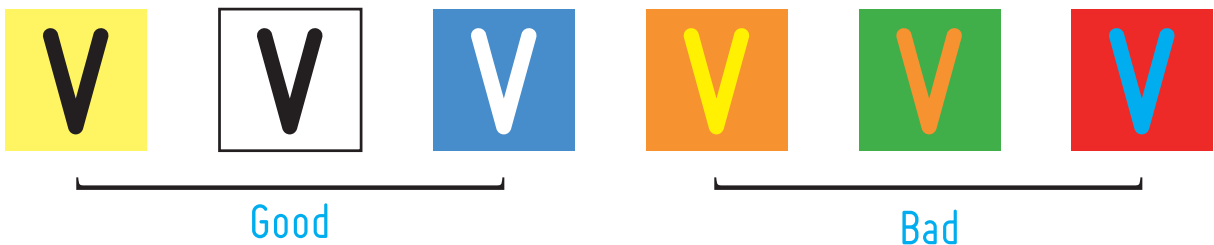
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LEGIBILITY

Use sans-serif fonts that utilize web-safe colors, but avoid complementary hues that conflict with nearby colors. Avoid using all caps unless it is a single word, as reading all caps is typically more difficult than a word that is typed out.

Serif   vs.   **Sans-Serif**

BAD   GOOD   **BEST**   BAD   **GOOD**   **BEST**

BRIEF IS BETTER

Keep in mind that your viewers only have a limited time to read your billboard; this means that your copy will most effectively be delivered in 7 words or fewer. Fewer words mean a better chance that spectators will retain and recall your message. Using short words to deliver your campaign aids in the speed of comprehension. A group of short words reads easier and ensures your audience will have time to read the full copy.

BIG, BEAUTIFUL IMAGE

The image you choose can make or break your billboard. One large image will have more of an impact and will narrow your viewer's focus to one subject. You want to evoke an emotional response from your observers to make a lasting impression, and images are a perfect way to do that. Too many smaller images can clutter your space and dilute its meaning. Use cropping effects to bring attention to a specific part of your image and be sure that it is at least [resolution].

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HIERARCHY OF PROCESSING

A person's natural processing occurs from the top left, downward, and to the right. Structuring your advertisement in this fashion is a general rule, but feel free to employ techniques outside of the norm.

THE THREE MANDATORIES

Most billboards should have three pieces of content: a headline or tagline, a logo, and an image. The goal is to capture people's attention with a compelling image, use your headline to express what it is you want your viewers to do, and then direct them with a logo or contact information.

WHAT'S YOUR MESSAGE?

Keep your message concise, focused on one topic, such as:

- Brand
- Website
- Service
- Location
- Product
- Price
- Promotion
- Event
- You

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USE YOUR REAL ESTATE

Use all of the available space on your display. Be smart with your placement, and do not force unnecessary imagery and information just to fill space.

TEST YOUR FINISHED PRODUCT

The goal is to have a finished product that can be interpreted in 5–10 seconds and can be seen from a far distance. The best way to ensure this is to test it out with the people you know. Print out your ad, stand an appropriate distance away from someone, and give him or her a few seconds to view your design. What is the message? What is the company? Where do I go to learn more? If these questions can't be answered, it might mean you need to rethink your design or placement.

DIGITAL BULLETIN REQUIREMENTS

File Size: 200px Height x 704px Width

File Type: Uncompressed JPG

DPI: 72 default setting

Color Mode: RGB and CMYK

CONTACT INFO

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