Prologue

You're reading a guide in which we have gathered the best basic knowledge and tips on how to approach OOH poster design and enter the opportunity-rich world of outdoor advertising.

Outdoor media is one of the most demanding media in terms of design. The requirements and limits are set both by the form of the advertisement itself and also by the environment in which the advertisement is located.

Your poster is located on a street where people's attention is distracted and there are many factors that need to be noticed. You want your poster to stand out, thus it is important to be prominent and distinctive.

How to recognise a good poster design?

In our experience, it is about simplicity. Simplicity, in turn, is expressed in visuals that are understandable with a single glance, a smart message and a brand that is instantly recognizable. When all this works, advertising attracts attention and fulfills the task assigned to it.
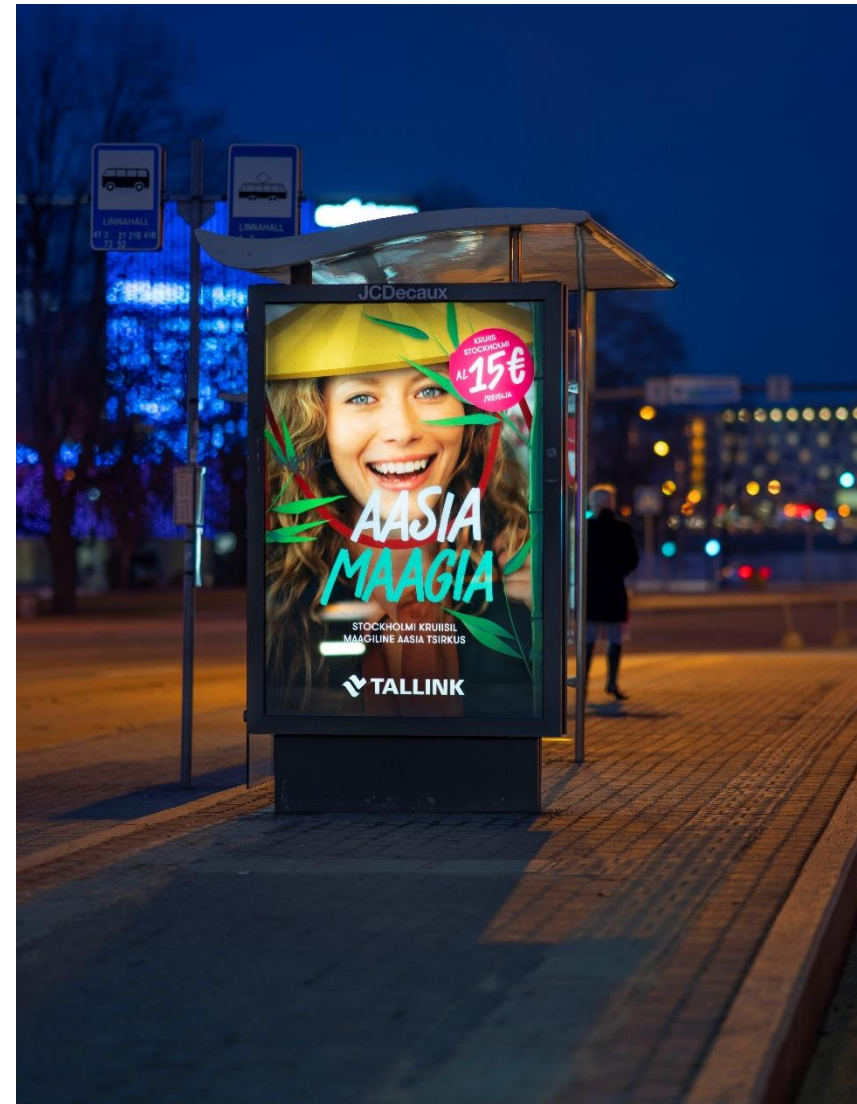
A well-made poster is not hard science, but rather a set of experience and knowledge. Our long-term experience could help you. On the following pages you will find our approach, which is certainly not the one and only truth.

We wish you good reading and designing!

The JCDecaux team

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1 Poster's purpose

Think about who your ad should address and what they should know or do after seeing the poster. When designing a poster, always keep in mind the nature of the planned campaign, be it a sales, image campaign or something third, respectively.

The poster is seen in the street view for an average of a few seconds. This is the time during which the poster must attract the viewer's attention and deliver the message. A good visual gets the attention on the poster, and a striking message arouses a person's interest in learning more about a particular service or product.

SALES CAMPAIGN

An attractive offer immediately attracts the consumer's attention. Present the offer clearly, use a good product photo and a clear message.

LAUNCH CAMPAIGN

Outdoor media enables fast message delivery to all target groups. Bring out the novelty of your product or service.

IMAGE CAMPAIGN

Raise awareness of your brand and product. An emotional message and a beautiful photo will also speak to your existing customers.

2 Perspective

One of the advantages of outdoor media as a media channel is that advertising posters are visually large and visible from afar. Remember that your ad should be **understandable from a distance** and the message displayed to the customer must be readable.

The more text, the less likely it is that the poster will be noticed. **Short text and a clear photo** make the ad visible from a longer distance. Also consider the speed at which people move, which affects how many seconds they can keep up with the poster and the message on it. **Test your design from different distances!**


ø7 SEK.   ø3 SEK.   ø2 SEK.

☞ Test your design in JCDecaux simulator

JCDecaux

The poster is seen rather than viewed. Make the most of the poster surface and make the design as simple as possible. This will require you to restrict the elements that appear on your ad. Already four elements are enough to create a complete poster.

Take all the elements to be placed on the poster (texts, product photos, eye-catchers, etc.) and think about why you think they are absolutely necessary. Now delete all the items you don't really need to get your message across. **Leave only the most necessary parts** to avoid competition between the elements. Never forget your logo.
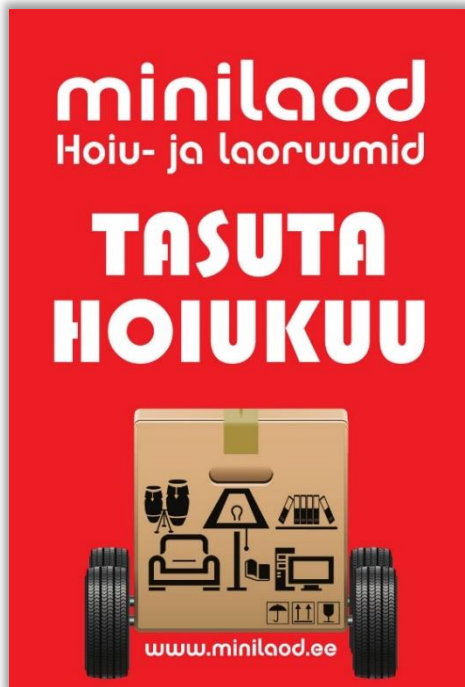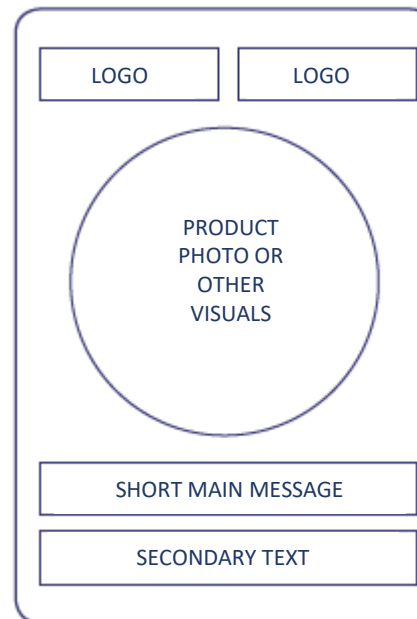
4 Layout

Once you've selected the key elements for your ad, the next step is to place them effectively. There is some difference between vertical and horizontal posters.

Eurosize - vertical format posters

Studies have shown that a passer's gaze follows a Eurosize ad in the shape of the letter „T". First the look moves at the top of the poster and then down from there.

The most important element is a product photo, or if not, another key visual or key message - place it in the **center of the poster.** Place all other elements around the center of the poster so that the viewer will notice them next. We recommend placing the **logo at the top of the poster,** where it stands out the most.

4 Layout

Once you've selected the key elements for your ad, the next step is to place them effectively. There is some difference between vertical and horizontal posters.

Billboard - horizontal format posters

Billboards are often located on large highways where the speed of passing cars is high. Therefore, the attention of passers-by must be gained in an instant and the message must be understood from afar.

When placing items on a horizontal poster, consider the **left-to-right reading pattern**. The largest element catches the eye first - place it on the left. The viewer's gaze then moves to the right and finally to the bottom of the poster. The logo and title at the bottom of the poster usually **receive more attention** than other elements of the poster.

☞ Technical conditions for horizontal format poster design
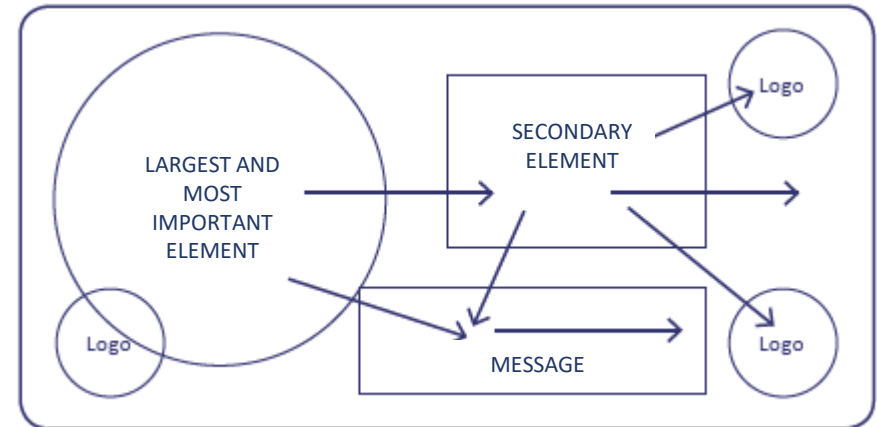
5 Message

An outdoor ad is normally viewed for a few seconds. During this time, the person can process a maximum of **three to seven words,** so choose the main message of the poster wisely.

The text written in the largest font should convey the whole meaning of the advertisement. The text is not always read in full, it is often seen only briefly from the corner of the eye. The larger the letter, the more it is perceived. The size and type of the text also play an important role in the readability of the text.

On the move, it is more difficult to grasp more complex handwriting fonts, as well as words written in large print throughout. A **complex background reduces the readability** of the text, and higher contrast allows you to use texts with lower font heights.

6 Recognition

Your ad is the business card of your brand. That's why your **logo must be immediately noticeable**, because even when viewed from a distance, the viewer should be able to catch a glimpse of what the product or service is and where and from whom it gets it.

Attention is drawn to the size of the logo, the color contrast and the position of the advertisement. Always put your logo on a clean color background. **Consistency in advertising design** and style also contributes to recognition. Familiar color scheme, typeface, key elements remembered from previous campaigns - all these factors allow for faster recognition and differentiation.

7 Product and service

Your product should be at the heart of your ad. A product image familiar from outdoor media ensures better recognition at the point of purchase. Place the product in the center of your ad and present it to the consumer with confidence.

When advertising services, **add a visual element associated with your service**. This adds clarity to your message. Another possibility is to write the text so large that it itself becomes the central object of observation.

Don't forget the call-to-action! Your ad speaks to and activates the consumer, thus guiding his or her next step. Show the web address, the location of the store, direct to your e-shop, make an offer.

8 Colors and contrasts

Colors attract attention and are an essential part of a good poster. Use them boldly, but at the same time be careful and do not overuse them. Too many different tones in one ensemble can start to interfere and cause confusion.

Also, experiment with different combinations of contrast to make your ad and message stand out even more from the rest of the gray mass. In addition to the contrasts between the elements of the poster and the background, keep in mind the environment around the poster.
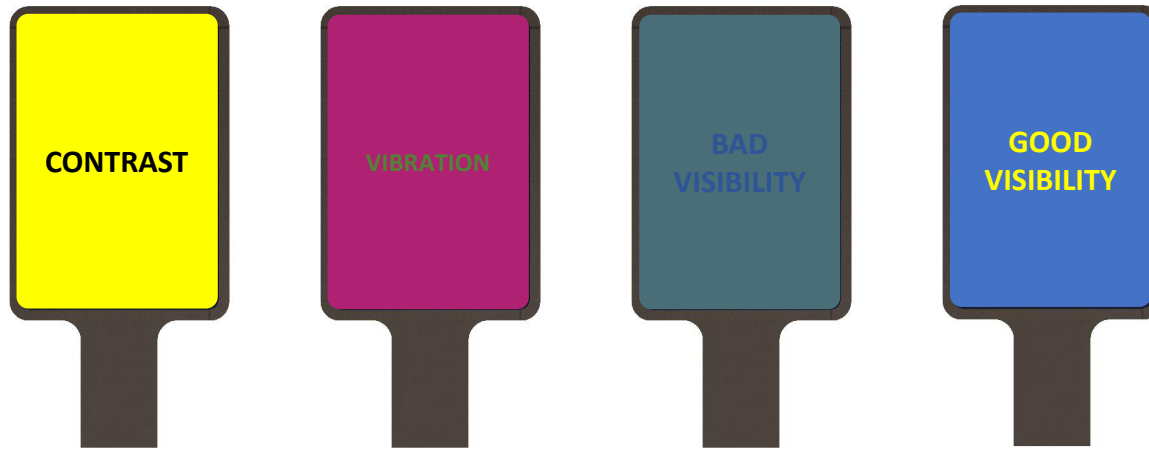
When combining colors, consider their contrast, which is affected by the tone of a particular color and its brightness or darkness.

HIGH CONTRAST	JCDECAUX	JCDECAUX	JCDECAUX	JCDECAUX
LOW CONTRAST	JCDECAUX	JCDECAUX	JCDECAUX	JCDECAUX

JCDecaux digital display network DigiTallinn is mostly seen by car users. The ad is noticed while on the move and the length of the contact is a few seconds.

The standard length of a digital poster is 10 seconds. **The main message must be comprehensible without seeing the full ad.** In order to recognize and remember the advertiser, it is important that the logo or product is visible for the whole duration of the ad.

Focus the ad on one idea and present the main message in a large text that is easy to read on the screen. Use smooth animations to capture attention with movement.

What to avoid?

Outdoor media digital poster is not TV advertising. The digital poster must not disturb traffic. The whole design cannot be in constant motion at all times, the animations must be slow and smooth.

Intentionally startling effects are not allowed. Use one smoothly moving frame.

👉 Technical conditions of digital poster design

AEG TEHA KOHVIPAUS!

CIRCLE K DIGIPLAKAT

HEI SÕBER! OLE KAH KÄPP!

MESIKÄPP DIGIPLAKAT

MORE EXAMPLES

EPILOGUE

In the world of advertising, you don't have to constantly invent a bicycle. It's perfectly normal to find inspiration from other designs for your poster.

Walk through the city with your eyes open. Which posters stand out? Which poster would appeal to your target audience? What elements could you use on your poster?

We hope you find our suggestions helpful. If necessary, our representatives will give you personal advice and help you choose from the design versions.

We wish you good ideas and success in designing!

"Your ad design is only ready when no further elements

can be removed.„

Robert Fleege, creative director and copywriter