

JR PROMOTIONS LLC

OUTDOOR ADVERTISING

Effective Outdoor

Getting Started

Before you dive in head first on designing your billboard, there are a few aspects you should consider that will help greatly increase the effectiveness of your ad. The most important consideration is brevity. With outdoor advertising you only have a few seconds to make your point so being brief is essential. Your ad should have one main point (what you are trying to do). This can be directional where you are trying to direct traffic to your store or location, or it can be brand building where you are trying to establish a name and/or identity for your brand. An effective ad should contain no more than 3 main design elements. Normally these include an image to catch the attention of your audience, a short line of text as your main message, and then the logo or company name associated with your business. If you can stick to this rule of 3 you should be able to get all of the bang for your buck that outdoor advertising can offer.

Text

Try to avoid script and thinner style fonts as they are very hard to read especially from a distance. Thicker, heavy fonts will maximize readability from a greater distance. Using bold, sans-serif style fonts is a great way to make the text look crisp and stand out. Sometimes it can be effective to have some contrast between type faces so that groups of words don't run together. Here are some examples of typefaces that do and do not work.

BAD *BAD* *B.A.D*

GOOD **GOOD** **GOOD**

Color

Much like choosing the right font, color combination is key on billboards. High contrast between colors is a must to insure that your ad will be readable from longer distances. Below are some samples of effective color contrast on a billboard.



Testing It Out

After you've taken all of these tips into account and have come up with a design for your billboard it is important to test it out. The best way to do this is to print your billboard design horizontally on an 8.5x11 sheet of paper and hold it back about 8-10 feet away from you. Check the text on it to make sure it is readable from this distance. If so proceed to the next step. This time hold it up from the same distance for someone who hasn't seen the ad before and only hold it up for about 5 seconds. See how many of the elements they were able to take in and remember. If they remember everything, it is an effective ad. If they can only remember a few aspects it may still be ok, especially if they can remember the name of the company or what the board is for. If they can't really tell what the billboard is for or can't remember anything, it's probably time to go back to the drawing board.