

OOH
MAA

Creative Best Practice Guide

Content

Introduction

Getting it right matters

Before you start, consider this

Formats:

- What's available
 - Strengths of formats
 - Creative considerations
-

Design basics

Amplification through technology and innovation

What's on the horizon

A word from the experts

The OG's of Out of Home showcase

Final word



Intro

Out of Home is a one to many channel that when you want your message to get noticed, is the ultimate creative stage delivering Scale, Impact, Reach, Immediacy and Flexibility.

Out of Home has long been used for its ability to deliver the right message, in the right place, at the right time and at scale.

It is predominantly an 'at a glance' medium; demanding the very best from creatives. Messages need to be distilled down to its purest form; focused, succinct, and powerful, demanding to be easily consumed and digested as audiences go about their everyday life.

And the key to getting noticed is to have your message created specifically for Out of Home and the format/s you are using. Doing this simple step has the potential to increase your campaigns ROI by 41%*.

This document is a guide to effective creative and while there are exceptions to every rule, it can be used as a checklist for creating effective and engaging ads that connect and resonate with audiences in a way that builds brand affinity, talkability and memorability.

*Source: OOHMAA - An Examination of NZ media performance and the roll of Out of Home 2021



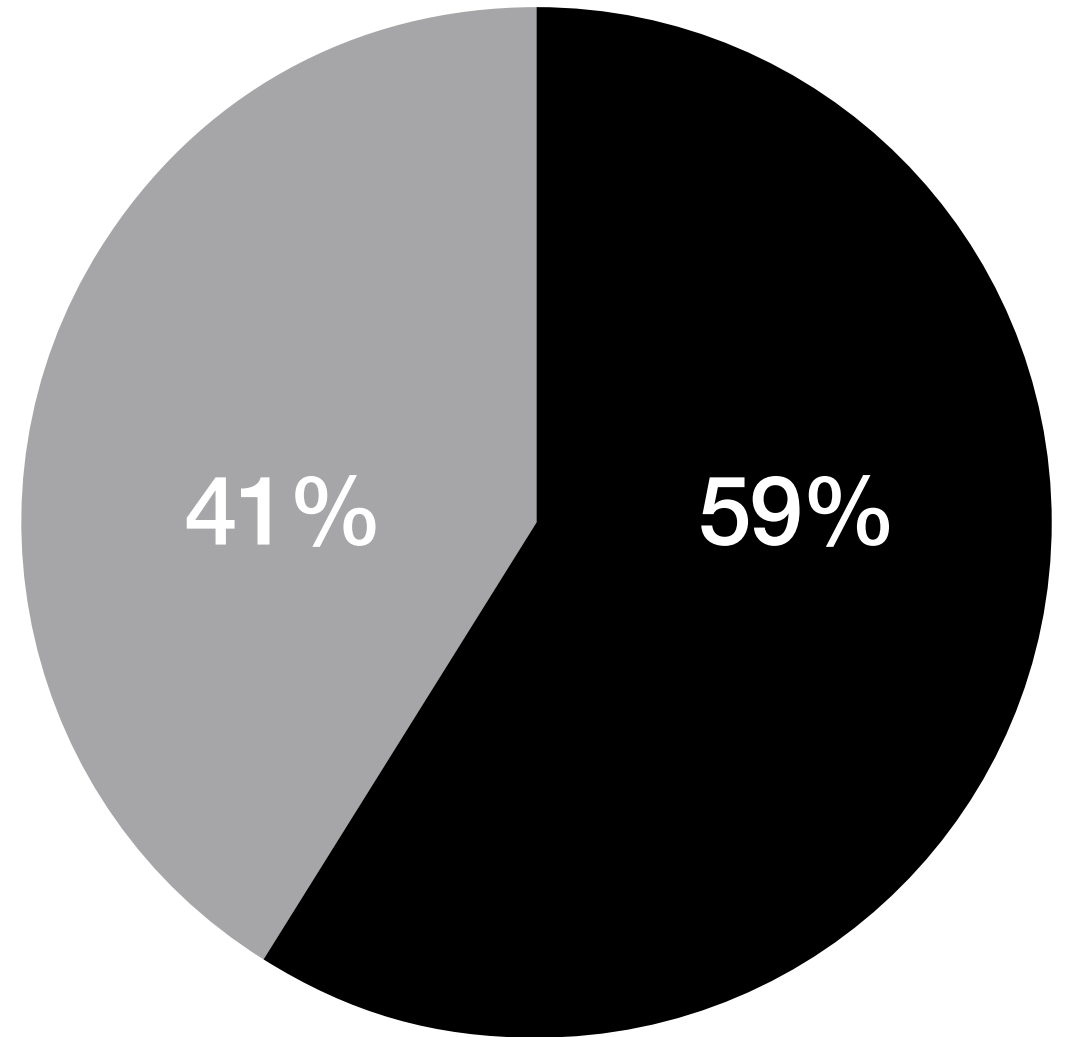
**Why getting it
right matters**

The abundance of studies from around the world focused on the impact that great Out of Home creative has on campaigns success and what determines great creative is testament to the importance of getting it right.

Executional Elements 59%
Format, Weeks in Market, Location

Copy Quality/Creative 41%
Content, Communication, Engagement

Source: Analytic Partners Meta Analysis, Australia, 2015-21



**Before
you start...**

Consider this:

‘Would I look up? Would I give a shit?’

Bruno Bertelli

Global Chief Creative Officer
of Publicis Worldwide

How much time does the audience have to engage with the format.

What is the core message of the campaign and what are the KPI's – does the creative clearly deliver on these.

Who is the target audience – will this creative resonate with them.

How should the audience respond to the campaign – is it transactional, building brand affinity.



Make it engaging. Make it simple.

Make it something that people talk about in other channels. The best work for me doesn't feel like an add-on of another campaign. It's bespoke. The idea is at its best because it's outdoor.

There's nowhere to hide, so I feel like it's one of the hardest channels to get right. But when you do, it's not just hard to ignore – it can have an impact that extends well beyond outdoor.

Jen Speirs BMF deputy ECD

Formats

What to consider by format and use

Every format has a unique set of strengths and is consumed in different ways. Because of this, using three or more formats will ensure reach levels are maximised and deliver higher ROI - an average increase in ROI of 34%.*

Understanding those strengths and how audiences engage and consume the different formats is essential when designing creative that is effective, memorable and engaging.

*Source: Analytic Partners Meta Analysis, New Zealand, 2015-21



Billboards

Options:

6x3 - Classic/Digital

12x3 - Classic/Digital

Spectacular - Static/Digital

Smartframe - Static/Digital

Special Builds - Static/digital

Strengths:

Brand building - Fame and unavoidable canvas

Visual impact - Emotion from commanding scale

High traffic locations

Elevated positioning - Ease of viewability

Builds frequency - Viewed on obligatory journeys for mass audiences



Street Furniture

Options:

Classic (Small Format)

Digital (Small Format)

Panoramas (Large Format)

Special Builds

Strengths:

Eye level - Engagement

Scale - Reach + frequency

Close proximity to drivers & pedestrians

Ability to target points of interest

Good at building brands and impact

High frequency impact



Street Furniture EV Charging

Options:

100% Digital Small Format

Strengths:

Close proximity to drivers & pedestrians

Highly engaged audiences - EV drivers charging and staying on site for longer

Eye level - Engagement

Urban locations - Connecting with high value, premium audiences in dynamic contexts

Ability to target points of interest

High dwell times - Engagement opportunities



Transit

Options:

Bus Back -
Single & Double Decker

Kerbside -
Single & Double Decker

Roadside -
Single & Double Decker

Showstopper -
Double Decker

Showstopper Plus -
Double Decker

Special Builds

Train Interior

Strengths:

Moving - New audiences
everyday and high frequency

Distance - Mass reach
with a varied audience

Movement - Eye catching

Size - Unavoidable

High dwell time –
Engagement opportunities

Reach builder -
Incremental to roadside reach

Captive audience – Unavoidable

Direct response outdoor – Elicit
consumer action



Commuter

Options:

Small format

Internal billboards -
upper lift banners, info panels,
Newmarket wall wraps

Floor/Pavement decals

Escalator wraps

In step wraps

Activations

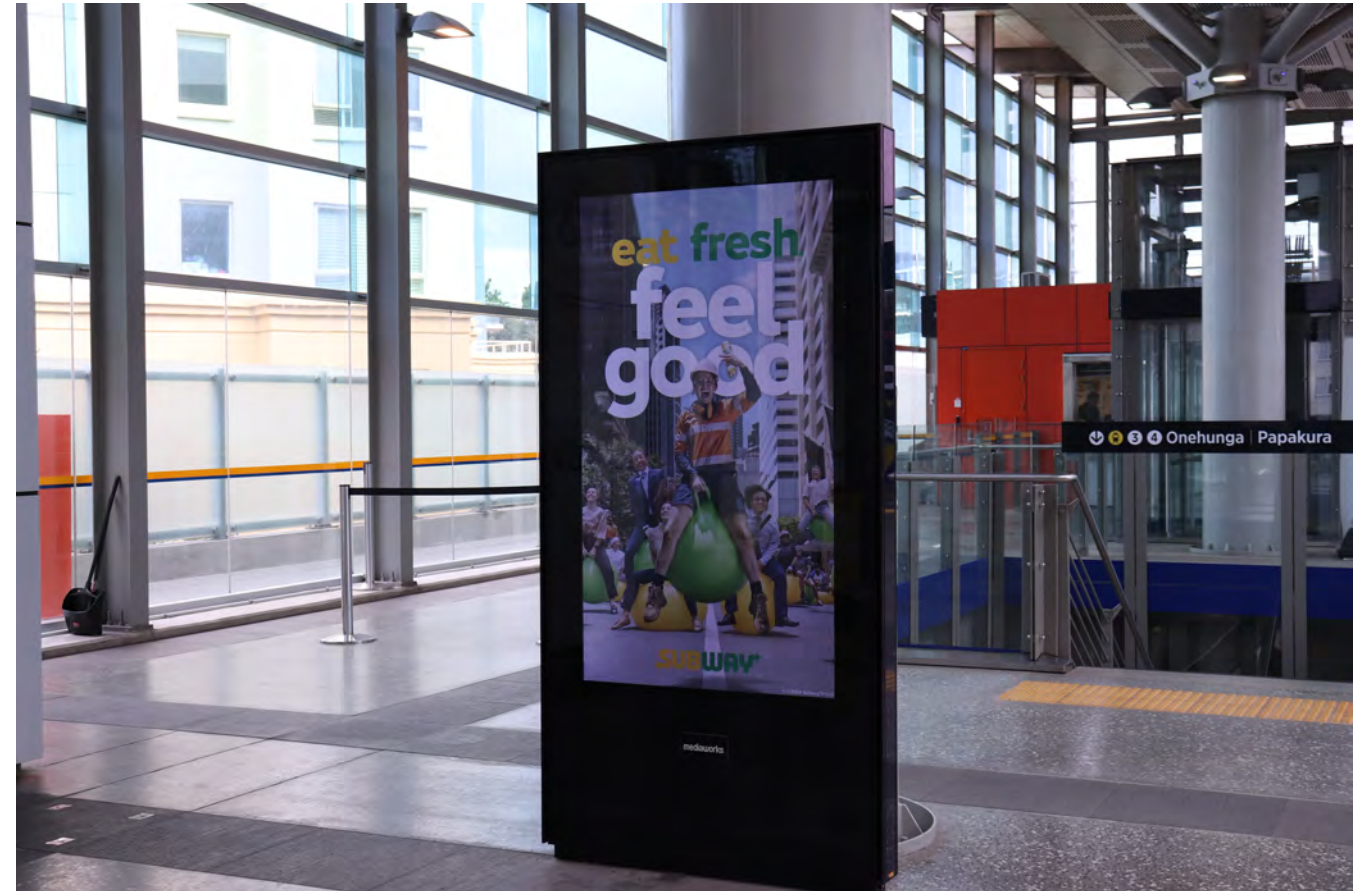
Strengths:

High dwell time -
Engagement opportunities

High foot traffic -
Increased reach capabilities

Dynamic motion -
Increased engagement

Premium environment -
High value audience



Retail In Mall

Options:

- Shopalite -
Classic (Small Format)
- Shopalive -
Digital (Small Format)
- Evoke/Entice -
Digital (Large Format)
- Excite -
Digital (Small Format Interactive)
- Special Builds

Strengths:

- High dwell time -
Engagement opportunities
- High foot traffic -
Increased reach capabilities
- Dynamic motion -
Increased engagement
- Broadcast reach
- Engaged Audience -
Primed to spend



Retail In Store

Options:

Liquor Lite -
Digital (Small Format)

Home Lite -
Digital (Small Format)

Sport Lite -
Digital (Small Format)

Strengths:

High dwell time -
Engagement opportunities

High foot traffic -
Increased reach capabilities

Full/Dynamic motion -
Increased engagement

Reach Builder -
Incremental to roadside
or broader retail reach

Targeted Broadcast

Engaged Audience –
Primed to spend



Retail Fuel & Convenience

Options:

Fuel Lite -
Digital (Small Format)

Eyeline -
Digital (Small Format)

Eyeline -
Posters (Small Format)

Strengths:

High dwell time – Engagement opportunities

High foot traffic – Increased reach capabilities

Full/Dynamic motion – Increased engagement

Reach Builder - Incremental to roadside or broader retail reach

Targeted Broadcast

Engaged Audience – Primed to spend



Airport Internal

Options:

Billboards - Digital

Flight Info Display

Small Format - Digital

Lightboxes

Baggage Carousel

Strengths:

Full motion capability
on digital screens

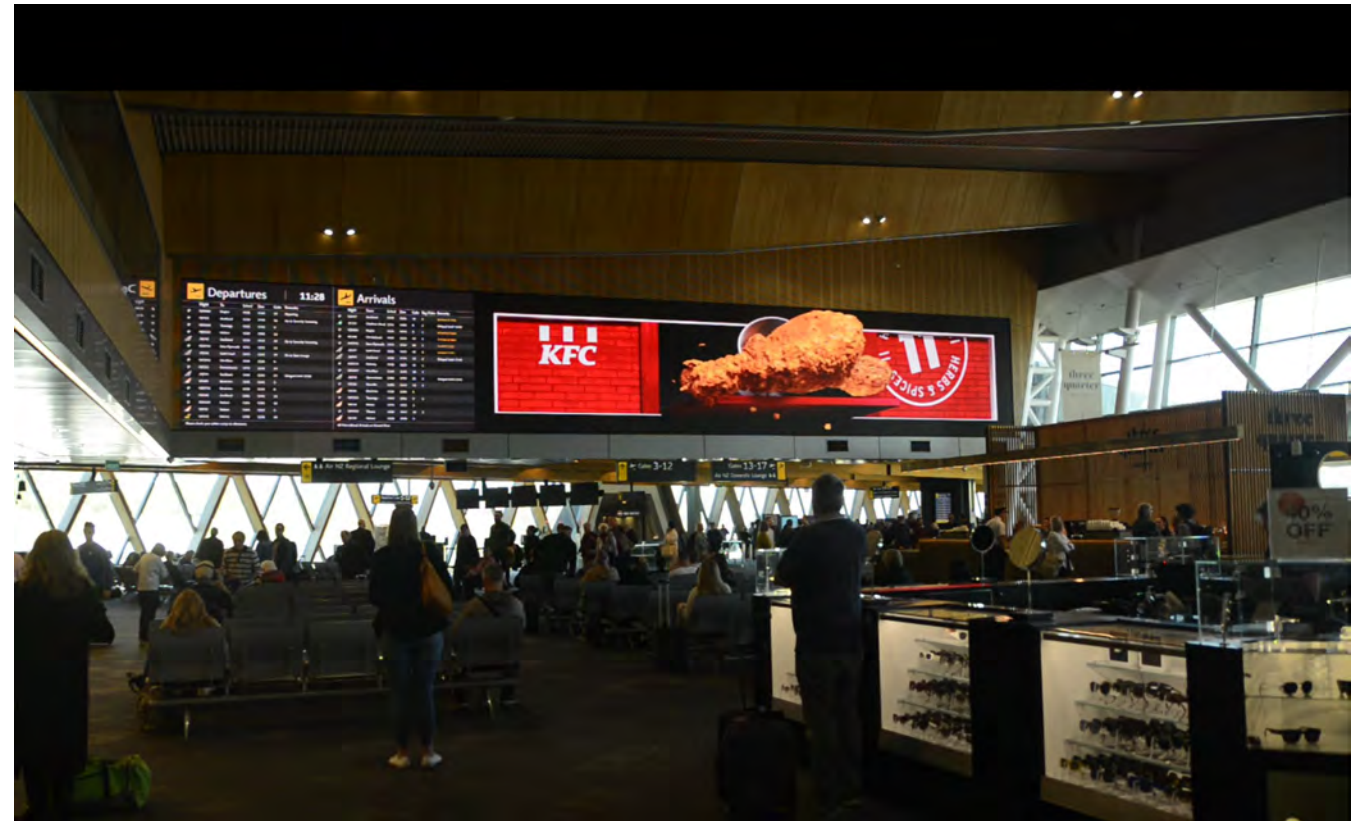
Engaged audience -
unique neuro state in Airport

High dwell time -
engagement opportunities

Reach builder -
incremental to roadside reach

Linear journey -
high frequency over travel journey

Experiential opportunities e.g.
car display, door wraps, path
to plane and air bridge



Consumption: How formats are consumed

Standing by: <12 min

Commuter

Retail - In Mall

Airport Internal

Street Furniture

Street Furniture - EV Charging

Retail - Fuel / Convenience

Retail - In Store

Driving by: 1-3 secs

Billboards

Street furniture

Airport External

Transit

EV Charging

Walking by: 5-20 secs

Commuter

Street Furniture

Street Furniture - EV Charging

Airport Internal Transit

Retail - Fuel / Convenience

Retail - In Store

Retail - In Mall



Visibility: Small & Large format eye scan paths

Source: JCDecaux Eye Tracking Opportunity to See Research

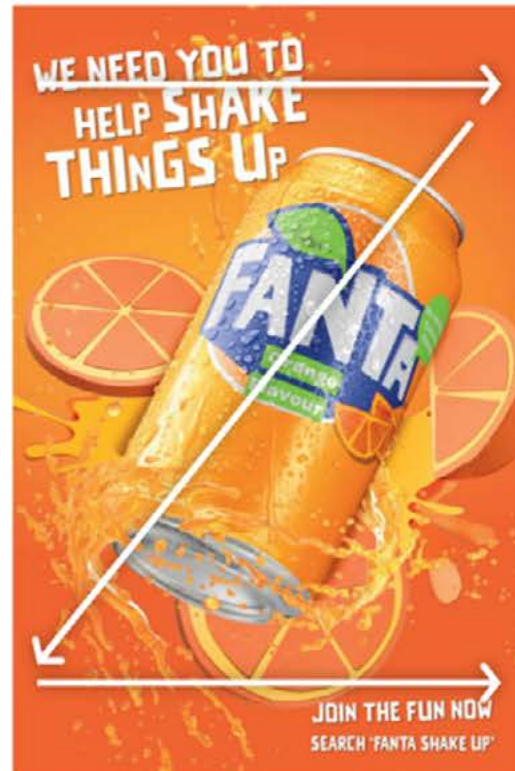
Visuals

Follow the natural reading pattern

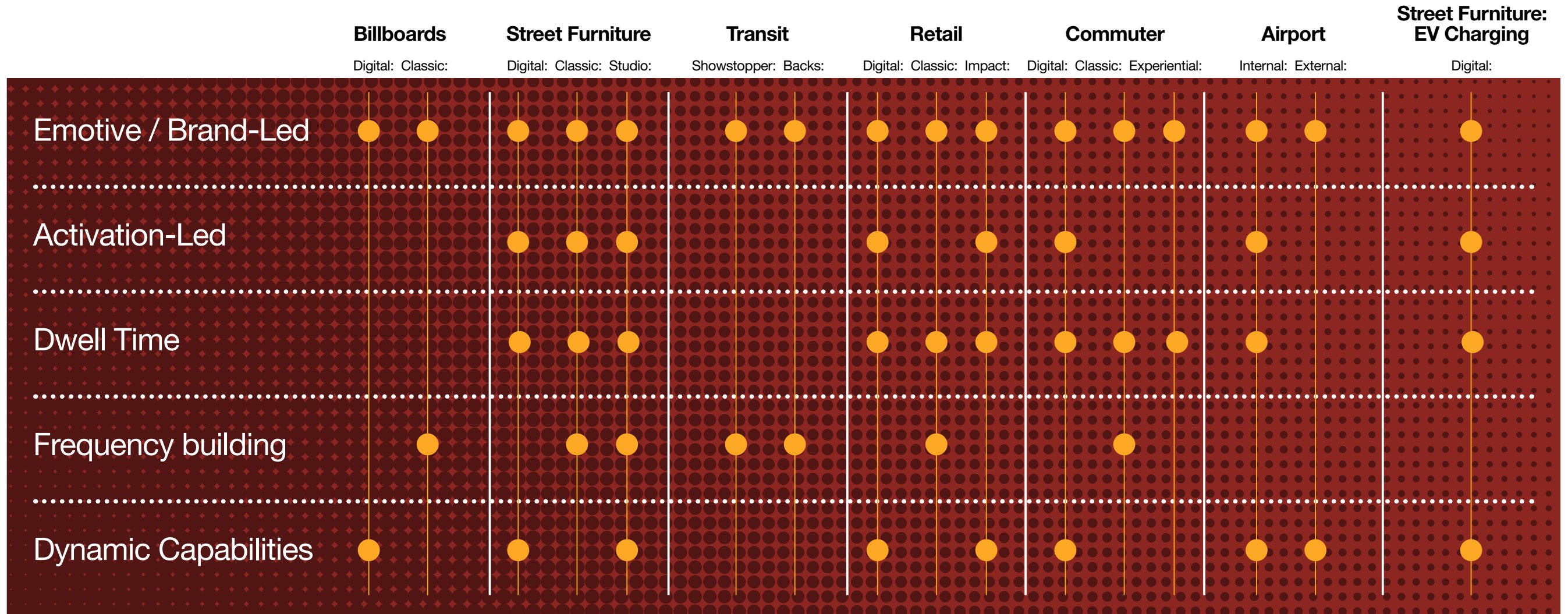
For landscape creative, position visuals from left to right. For portrait creative use the 'Z' pattern that your eyes naturally follow

Consider the hierarchy of information and work to the 'Z' reading pattern. Best position of the visual is on the left or top allowing a natural eye scan through the poster.

Landscape creatives tend to be read left to right and portrait read top to bottom.



Creative Considerations: Format and strengths



Basics

Designing effective Out of Home

The Golden Rule for visual and creative impact

Components of successful creative

High contrast means high visibility and legibility

Content that improves memorability



The Golden Rule

3

3 Elements:

.....

Text

.....

Image

.....

Logo

7

7 words or less:

.....

Succinct messaging

.....

To the point

10

10 percent:

.....

Minimum Logo area

Components of successful creative



Visuals

Single powerful image



Message

One message with simple copy



Brand Codes

Bold and recognisable brand elements



Colour

Contrast and impact for recall



Humour

Laughs deliver attention



High contrast = High visibility:

The key to achieving cut through and increasing the distance copy legibility is using colours that are either highly visible or have high contrast.



Best

Fair

Poor

“If you want to increase the likelihood the remembered ad will be linked to your brand, **you need to codify the shit out of it.** It’s not art, it’s not creativity first. It’s codes first. **First, they must know it’s me.**”

You take those codes and you put them everywhere. Most are underplaying codes because they seem obvious; but to the customer, they are gone in a second.

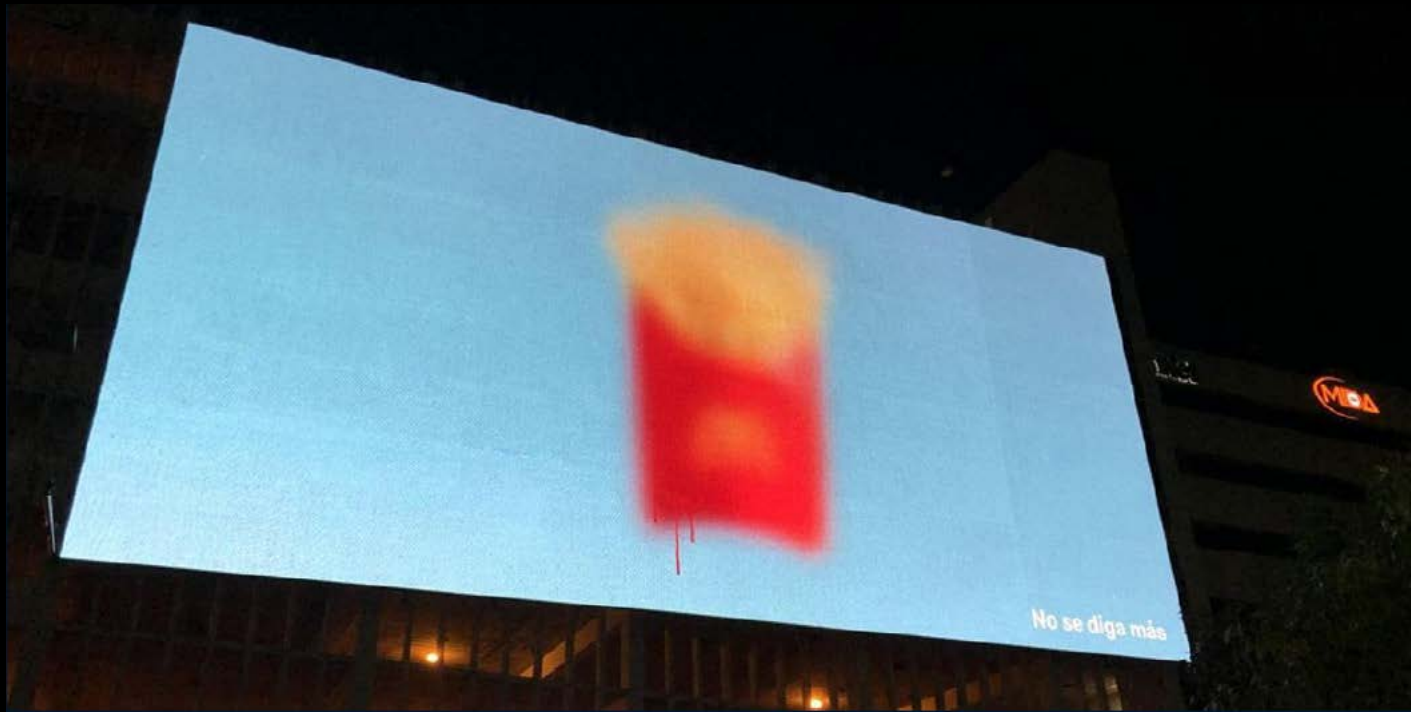
Mark Ritson



Distinctive codes are **especially critical in Out of Home.**



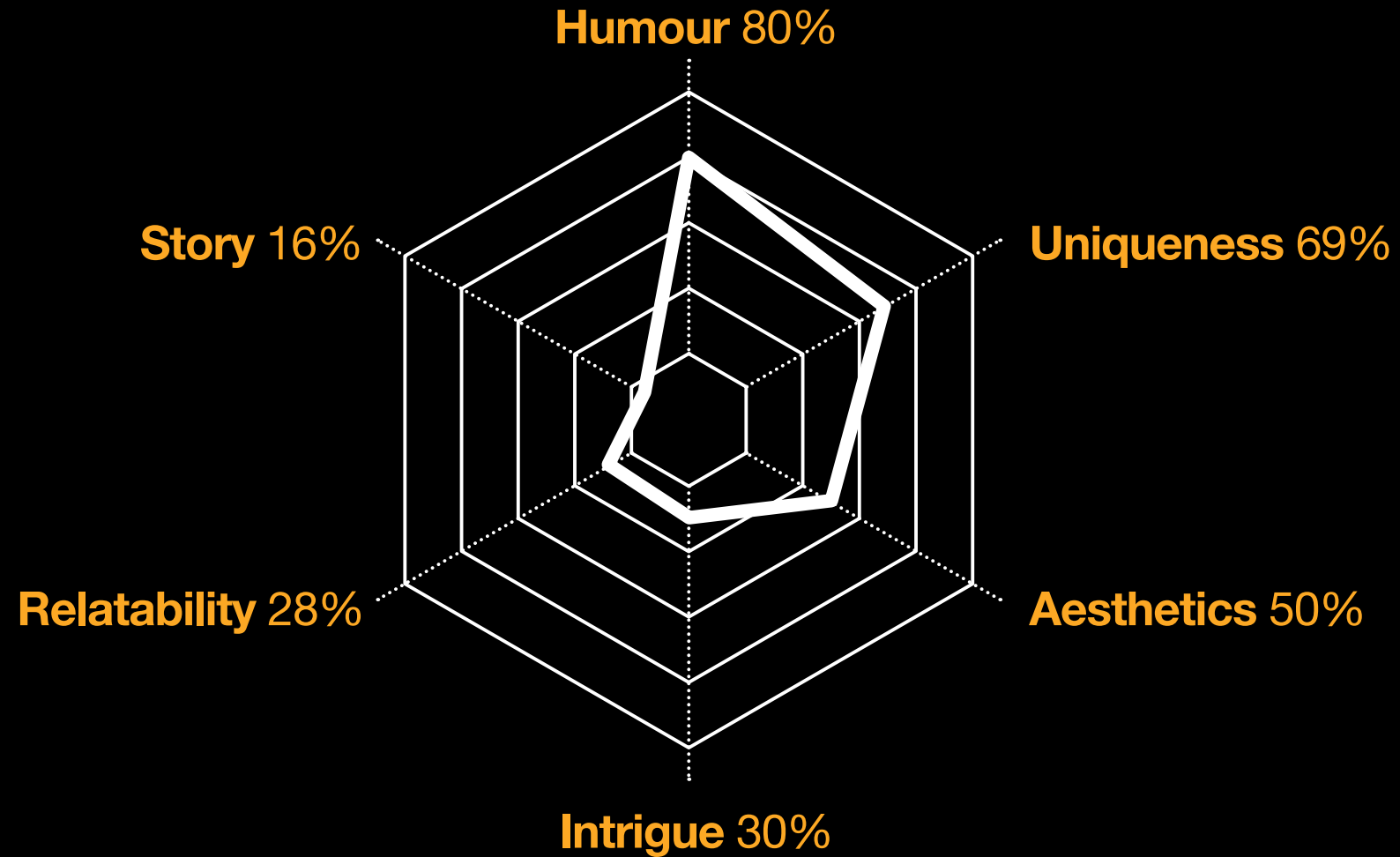
McDonald's



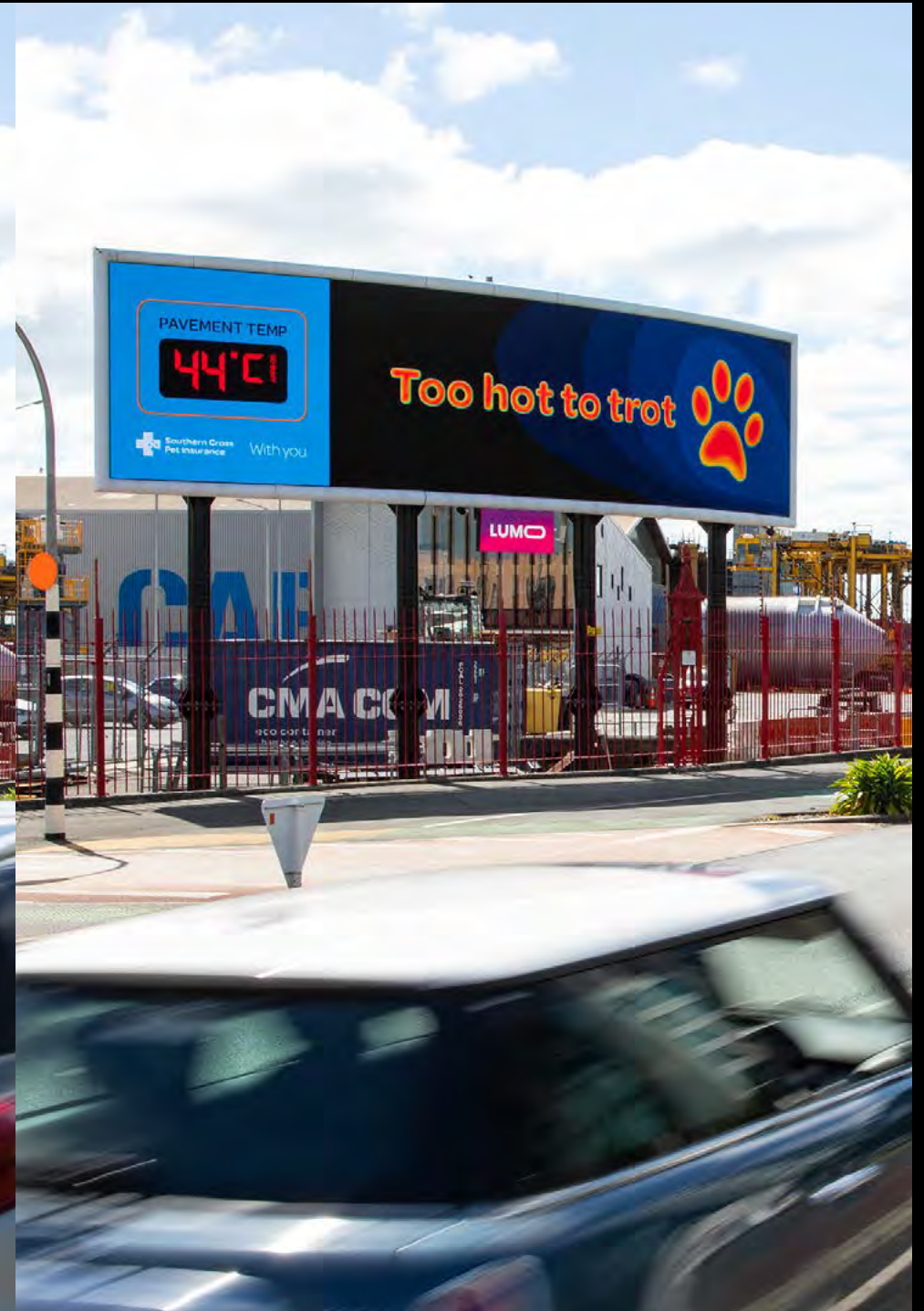
Content that improves memorability

Humour is the leading factor in audiences noticing and remembering an ad.

JCDecaux Pidgeon Project, 2021



Local examples of effective creative









No Ugly



Universal Pictures - Godzilla x Kong



Amplify

Using technology and innovation to amplify

Data-driven Digital Out of Home (DOOH) allows for messaging to be contextualised to location, weather, and time of day.

The capabilities of Digital Out of Home are continually being expanded, and with each new development, Out of Home's ability to deliver creative that is optimised to specific contexts and audiences will further drive the effectiveness and engagement of the channel.





Airports - Flight Schedules



Geo Location Data



Recognition Technology



Weather



Payments



Mobile and social media integration



Day-parting technology

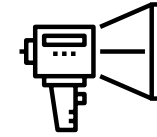
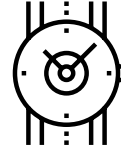
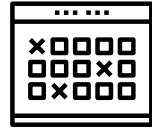
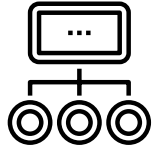


Real time content via API feed



Countdowns

Programmatic thought starters:



Network	City	Day	Hour	Audience	Contextual
Billboards	Auckland	Monday	00:00 AM	HHS	Transit Info
Airports	Hamilton	Tuesday	07:00 AM	Travelers	Traffic
Street Furniture	Tauranga	Wednesday	12:00 PM	Shoppers	Weather
Commuter Hubs	Wellington	Thursday	3:00 PM	Commuters	Events
Retail	Christchurch	Friday	8:00 PM	Professionals	
	Queenstown	Saturday	12:00 AM		
	Provincial	Sunday			

Example:
Buy a Street Furniture network in proximity to retail stores

Example:
Target business travellers re-turning to business hubs

Example:
Focus on key flight arrival days

Example:
Activate in the lead up to dinner

Example:
Target business professionals working in the CBD

Example:
Activating campaign messages that change with weather conditions

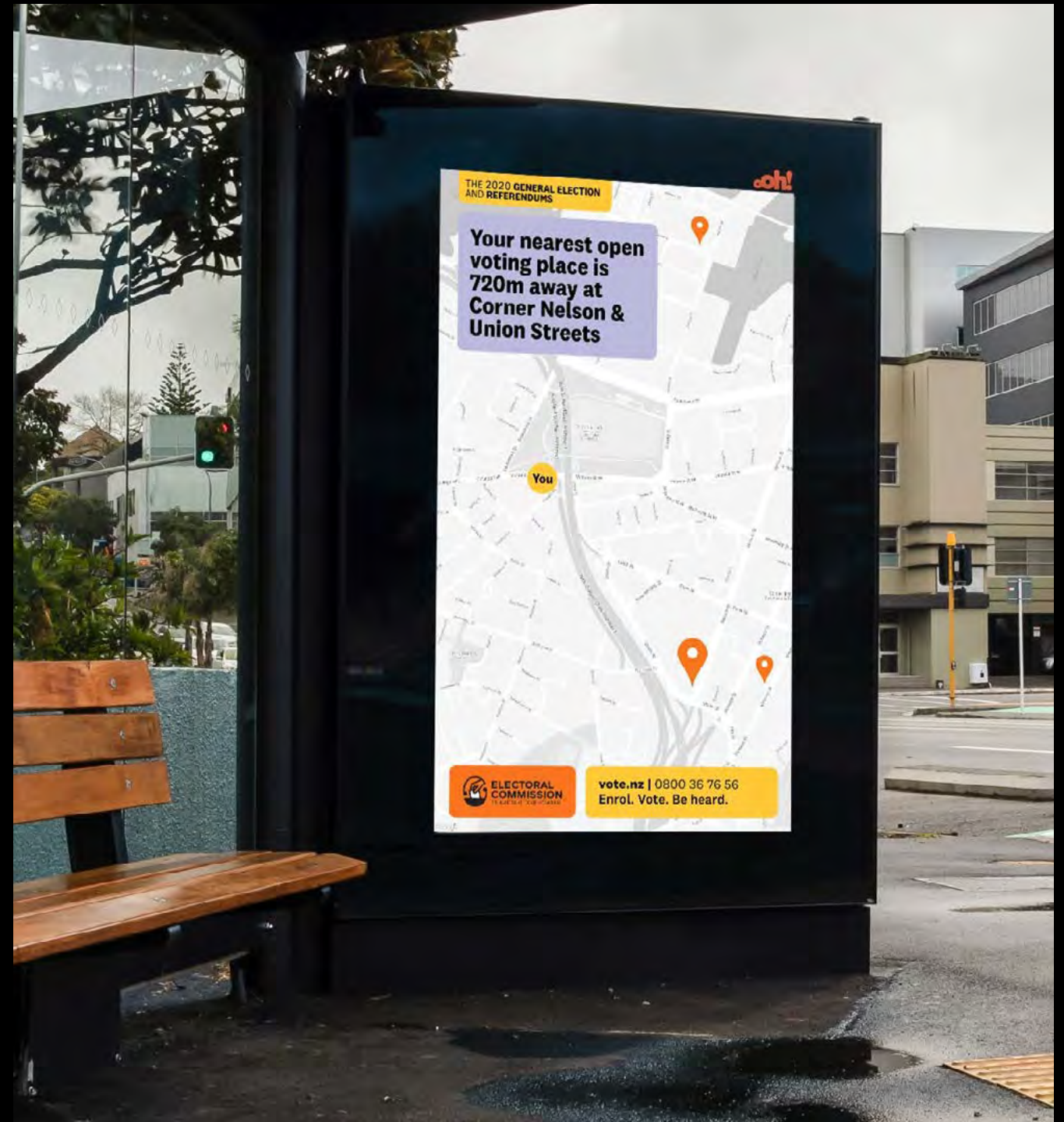


Geo Location Data

Electoral Commission

To encourage voting EC made polling booths easy to find with creative showing:

- Using Google Maps to show the nearest Voting Booth and exact distance
- If it was open (right then and there)...
- Or if it wasn't, the next time it would be open



Burger King

Burger King wanted to leverage proximity geofencing and dayparting capabilities to connect with their target audiences, while they were on the move to increase footfall traffic into their restaurants.

Burger King leveraged dayparting capabilities to further optimise their campaign by activating contextual creative based on meal times and peak hours. They served 7 different creative variations featuring different menu items contextually within a specific time frame (3pm to 10pm) on specific days.



Weather

Trademe Jobs

A weather triggered widget altered the creative messaging. Once temperatures reached a certain level, with no rain forecast the outdoor mahi message would run.



Payments: Including donations & e-commerce

Breast Cancer Foundation NZ

Carrying cash is getting rarer which is impacting fundraising companies. Breast Cancer Foundation found a way around this with a tap and go donation built into Street Furniture allowing kiwis to donate while on the go.



Mobile & social media integration

McDonald's

McDonald's set up an online portal where NZer's could send through messages of support for Team New Zealand – these messages were aggregated, moderated, and pushed through to the Out of Home screen - taking the one to one messaging of online and amplifying it via the one to many that is Out of Home.



Day-parting technology

Using day part technology was this campaign from oOh!media who joined in on the fun of taking New Zealand kids on a bear hunt through neighbourhoods while in COVID lockdown.

The Teddy changed to have cutlery at lunch time or a sleepy bear for later in the day.



Real-time content via API feed

TradeMe

Built an Online Platform where TradeMe could 'free text' in whatever messaging they wanted, giving them the ability to react in near real-time to current events e.g. there were bus strikes in Wellington so they pushed out that 3,000 electric scooters for sale on TradeMe.



Countdowns

Emirates Team New Zealand

Emirates Team NZ ran a dynamic countdown to the 36th America's Cup, generating excitement and building a sense of anticipation for the start of the race.



Flight Schedules

Spark

A purpose-built API feed brought together real time International Arrivals flight data with bespoke language creative. Using the real time flight data flight times were monitored and messaging rescheduled if a flight was delayed or landed earlier than expected.

This solution also allowed for tailored messaging to be as relevant as possible and to run multiple executions if a number of different flights with messaging opportunities arrive around the same time. The passenger journey was mapped from the arrival gates to understand the average walking time from landing through to customs so that minimal wastage was experienced for each specific translation as flights continue to come in across the day.



What's on the horizon?

Out of Home is continually developing its technology resulting in more opportunities for campaigns to use this technology to achieve greater impact and engagement via creative.

Emerging/developing technology:

3D screens [Find out more here](#)

Augmented Reality [Find out more here](#)

Virtual Reality [Find out more here](#)

Greater Interactivity - Social & Facial/movement recognition [Find out more here](#)

Full motion - On external formats

Amplification of mobile campaigns - retargeting exposed devices programmatically

Improved data - psychographic audience data for greater contextual relevance

How does one of Aotearoa's best creatives approach Out of Home

400 years ago I was finishing a design degree in Wellington when Clemenger BBDO gave our class a live brief for their client LTSA (now Waka Kotahi New Zealand Transport Agency).

My execution was selected to be made.

The idea was to feature images of young males (target audience then and probably still now) post drink driving car crashes, bloodied bodies galore, laid up in hospital beds, accompanied by a fact written as a headline. Something like: Men between the ages of 18-24 are three times more likely to die from driving drunk than anyone else.

Pretty ho-hum really. But what sealed the deal was the addition of (then) current slogans of NZ's most popular beers graffitied unceremoniously over the billboards.



Slogans like “What it means to be a man” over a guy lying in his hospital bed and “Red Men” over a bloodied drunk driver added (for the time) a pretty edgy commentary to the problem of teen drink driving.

I spray painted the graffiti in the middle of the night, up a ladder, direct onto the already hanging billboards. I got busted by two sets of cops who I think only just believed me and thankfully let me finish. It was exhilarating cheating the law and getting paid (in chips and beer) for it.

Next day the thrill of seeing my first real advertising campaign up for all to see was sealed with an award in an outdoor competition.

My excitement was extinguished almost immediately however when the beer companies whose slogans I had misappropriated flexed their legal muscles and sued the agency for about \$60,000.

To the agency's credit they paid the dough and the resulting publicity saw the work get even more exposure.

That's when I fell in love with outdoor advertising.

There's no real secret to what makes good outdoor advertising creative: it's just that often you've got less time to do it. Mind you with Auckland's traffic you probably get better dwell time than other media.

But the goal should always be to immediately provoke, inform or entertain by presenting product truths in interesting ways.

And we can do that by being simple, witty, shocking, surprising and relevant. By making the familiar unfamiliar and the unfamiliar familiar.

By leaving someone feeling different than before they saw it.



The Fiji billboard in the middle of a shitty rainy Ponsonby day with the live temperature in Suva made me want to fly right then and there.

The classic Mini billboards which ranked corners around the city forced me to start ranking all corners I went round and struck a chord as I remembered fanging up Constitution Hill by the Law courts before they closed it off, in an original Mini - my first car.

Or Special's now famous Vote for Me Green party election campaign. The 'familiar' was (and still is) cheesy and overly airbrushed mugshots of politicians. In this campaign the protagonists 'unfamilarly' became children - and as everyone knows; the children are our future. Genius.

Campaign-ability.

In these times of tidal marketing department churn and reduced budgets it's even more important to build brands over time rather than reinvent everything every couple of years. This means creating and committing to long term campaigns (not a dirty word) and creating distinctive visual assets. Think about the incredible Cuisine magazine "We do amazing things with..." campaign - billboards that people couldn't wait to see next, the Tui "Yeah right" beer billboards that did the same in their heyday, or the God speaks billboards. These started with an anonymous donor wanting to give God a bit of positive spin and started with nine billboards. Ended up with over 10,000 across the nation in 42 states. Irrefutable proof perhaps that God does actually exist?



Establishing a campaign look feel and tone was something we tried to do when we worked on Vogel's bread and one we've continued with their cereals and crackers brands. It's terrific to see the bread client and their new agency still utilising this highly visual platform that draws from their famous stripes presented in a dynamic fashion - all under the tagline: Very Vogel's.



Our amazing clients at Graze Good Snacks equally know the value of building brand assets over time.

Three new and different products, brought to life with their own quirks but undeniably a family with visual consistency. Not having to make a viewer start again every time a launch happens has also helped contribute to knockout sales. Oh yeah they're also bloody delicious...

Special builds.

We've all got bottom drawers full of them but don't waste the special build card.

Be relevant. Don't be gimmicky. If you're gonna do it, be audacious and make it count.



A few years ago a client, Deadline Couriers, came to us with a billboard booked.

Could we provide some creative to fill it?

We said yes then did what any good creative team does and went and talked to the heart of the agency; the reception desk. We asked the team what they loved about Deadline.

They said that the best thing is that they always come when they say they are going to come and deliver when they say they are going to. A powerful truth we took advantage of by telling people on the billboard that we'd blow it up at an exact time. When the clock hit zero the billboard self-destructed in an explosion created by nitramine dry powder, strobe grenades and smoke bombs - reinforcing the brand promise of Deadline Couriers – when we give you a time we mean it.

The dramatic explosion, which was witnessed live by thousands of people, was also captured via a live streaming webcam of the countdown linked to Deadline's homepage. (all pre social media). An estimated total of 1 million people saw the explosion.

It also got Josh and I to the Cannes advertising festival where Colenso founder Roger MacDonnell nicked a hand painted menu from the famous La Colombe d'Or restaurant for us. But that's another story.

Summing up, outdoor is really thriving. It's a true broadcast media with incredible data now available around eyeballs to make it a pretty decent choice to get the message to the right people.

The move to digital sites is also super exciting with the ability to rotate a number of messages, have beautifully backlit imagery and to easily and cheaply swap out tactical creative the obvious benefits.

Lastly, like pretty much every media choice, outdoor shouldn't be a means to itself. It should facilitate an ongoing conversation with the viewer.

It's about demonstrating what brands do rather than just what they say.

And that's pretty cool.

My dad had it right when he got sick of me and my brother wrestling in the living room growing up:

“Go outdoors you little b%\$*#@s!”



The OG's of Out of Home

Cannes Lions 2021 Outdoor Grand Prix Winner: Burger King - the beauty of no artificial preservatives



LIA Winner *Bronze*: McDonald's - We Deliver





Extra Special

McDonalds



Air NZ: Explore Vivid Sydney



Adidas: Stan Smith



Channel 4: Dracula

Full transformation video [here](#)



Pizza Hut



Corona

Full transformation video [here](#)



**Final word by
Natasha O'Connor
CEO, OOHMAA**

Ideas turn mediums into experiences
and experiences are what connect people.

Having that one idea that made people pause and take notice. The idea that enamoured clients, consumers and competitors. One that was so simple and clear. One that evoked positive emotions in all that saw it. When the talkability of this idea was so great it transcends channels.

This is the holy grail that most creatives aim for but few achieve.

OOHMAA has developed this Creative Best Practice Guide to help creatives reach these lofty heights. I encourage media planners, designers, creative and advertisers to engage in this guide before creating your next Out of Home campaign.

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| Out Of Home
Media Association
Aotearoa

.....
oohmaa.co.nz