

**JCDecaux**

The Guide to OOH Design



# Creative Best Practices

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[www.jcdecauxna.com](http://www.jcdecauxna.com)





Chicago - Loop Immersion Zone Digital Panels

## 01 Design

- Color
- Layout
- Typeface
- Visuals
- Motion
- JCDecaux Optix

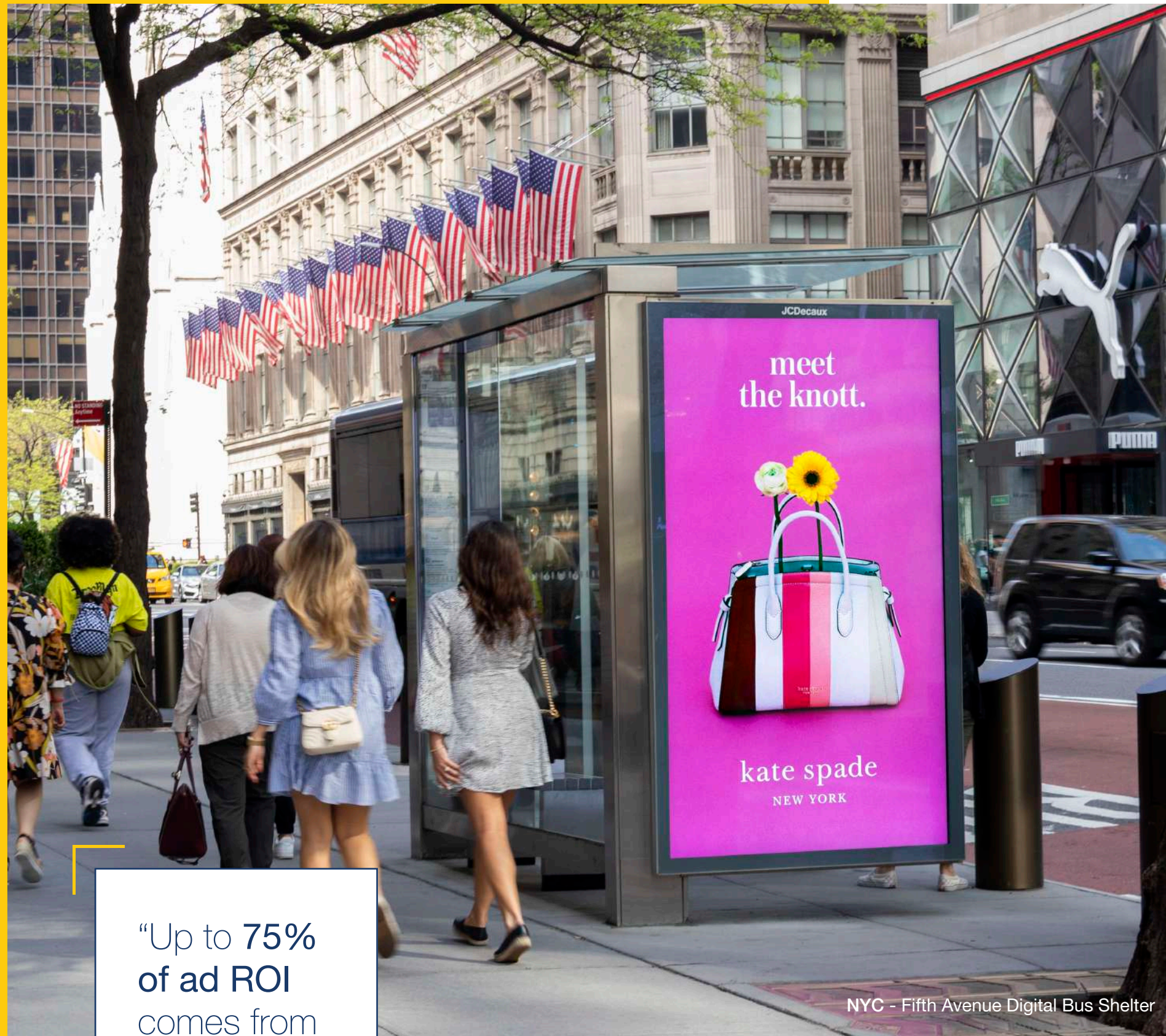
## 02 Content

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- Context
- Credibility
- Call-to-Action
- Storytelling
- Creative wear-out

## 03 Format

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“Up to **75%**  
of ad ROI  
comes from  
the creative”

NYC - Fifth Avenue Digital Bus Shelter

Innovative, thought-provoking, aesthetically pleasing, and refreshingly simple ads are proven to be the most effective – especially in OOH formats where advertisers have only seconds to make an impact.

Selecting a prime advertising space for a campaign may guarantee substantial reach, but ineffective creatives will hinder a campaign's ability to achieve valuable engagement and recall – a significant waste of potential as OOH ads typically see greater recall than all other advertising mediums according to a report from WallStreet Research.

For advertisers looking to incorporate OOH into their marketing strategy, the quality of the creative is equally if not more important than the quality of the media format. In fact, according to the Advertising Research Foundation, up to 75% of ad ROI comes from the creative. This statistic alone should be enough to convince any advertiser to take a second look at their creative strategy.

**Therefore, a well-designed creative combined with JCDecaux's unique advertising inventory makes for an ideal combination that can solidify your brand's place as an authority within its niche.**





The Mall at Short Hills [NYC DMA] - Static Panel

# 01 Design

Formulate your **creative concept** before considering media placement.



01

# Color

Key elements should cut through your creative and the surrounding environment.

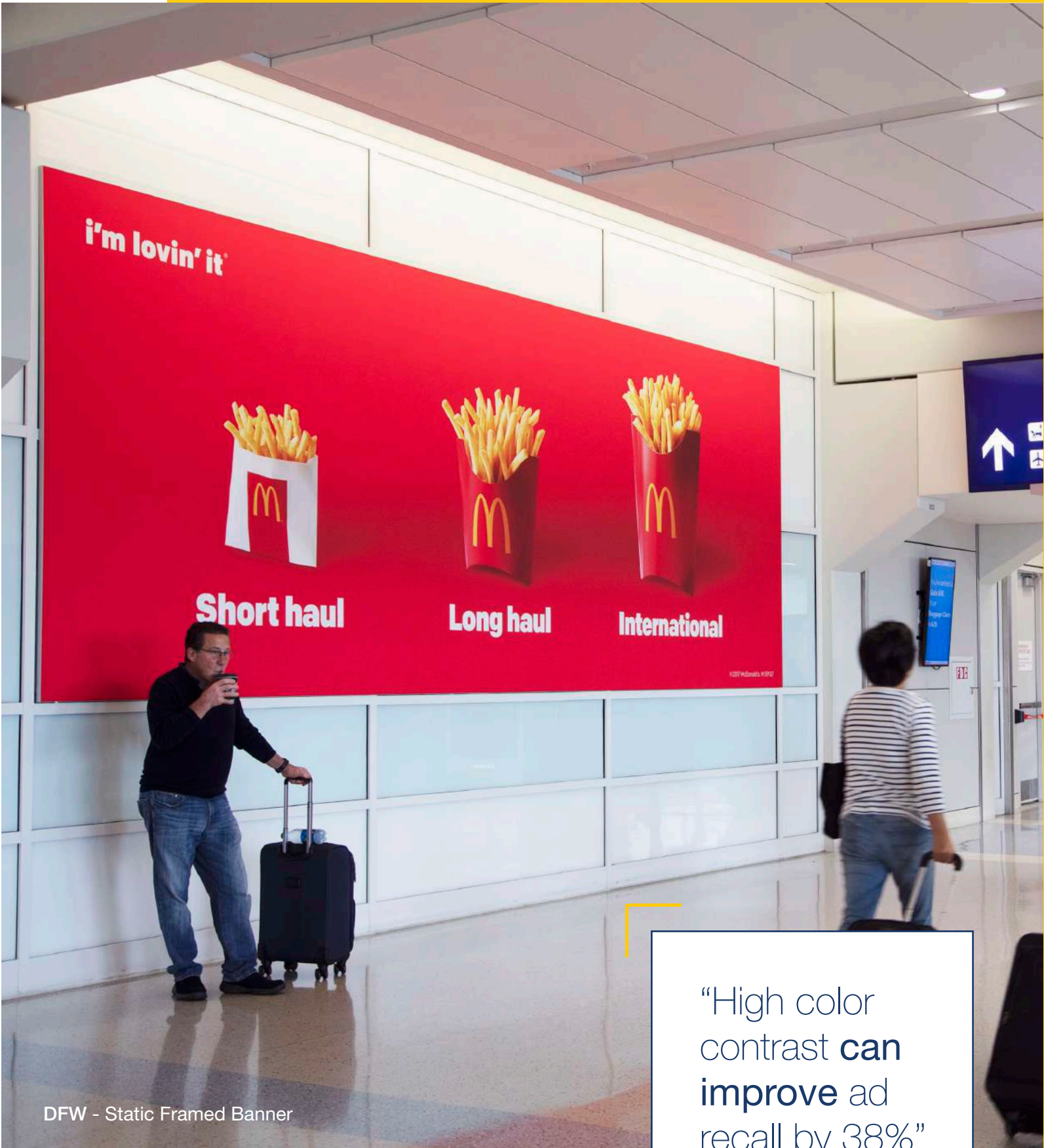
The Journal of Advertising Research has found that high color contrast can improve ad recall by 38%.  
Avoid using all-white backgrounds on digital formats. If they are to be included, it is recommended making the white a 10% black.

Color Pairing

B	B	B	B	B	B	F	F	F	F	P	P
E	E	E	E	E	E	A	A	A	A	O	O
S	S	S	S	S	S	I	I	I	I	O	O
T	T	T	T	T	T	R	R	R	R	R	R

High Contrast = High Visibility, Low Contrast = No Visibility

The best color combinations are those that deliver high contrast or high visibility. This is key to ensuring legibility from a distance.



DFW - Static Framed Banner

“High color contrast **can improve** ad recall by 38%”



# 01 Design

## Layout

## 01

Consider the relationship between creative layout and campaign success.

The Golden Rule of Visual Processing:

### 3

elements

Text, Image, Logo

### 7

words or less

Message should be  
succinct and to the point

### 10

percent

Minimum logo area



Because most OOH formats are viewed “at-a-glance,” simple design makes for a highly impactful creative.

**Less is more;** according to the Journal of Advertising Research, ads with three or fewer message elements are 21% more likely to be noticed than ads with five message elements.

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



San Francisco - Static Kiosk

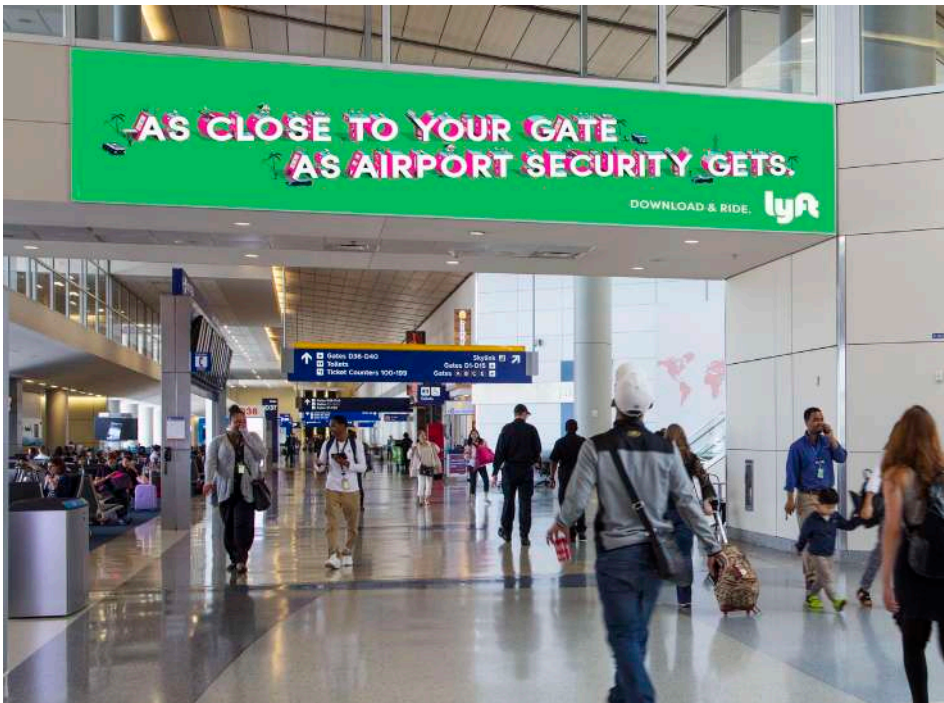
“Left or top positioning allows a natural eye scan through the ad”



01

# Typeface

Prioritize legibility to ensure immediate comprehension.



Photos: (Right) Boston - Digital CIP (Left) DFW - Static Framed Banner

Maximize the size and contrast of your text with bold sans-serif fonts that pop against backgrounds.

Restrict decorative, script, or italic typefaces for short pieces of text or as a compliment to more basic fonts – but always make sure that font pairings are harmonious.

Keep in mind that larger OOH formats will be viewed from further away, therefore large font sizes are critical to ensure legibility.



“Maximize size and contrast of your text with bold sans-serif fonts”



# Visuals

Maximize creative impact with large visuals & minimal text.



Visual components should be literally and figuratively bold as well as recognizable to your target audiences.

A picture is worth a thousand words – so say with your visuals what you can't with text. Images and other visuals are not required for an effective ad, however if used they should be the largest element within the creative.

Select photos with a clear focal point that abides by the rule of thirds.

“Select photos with a **clear focal point**”

Photos: (Left) LAX - Digital Clock Tower (Right) NYC - Fifth Avenue Digital Bus Shelter



01

# Motion

Grab consumer attention & stand out among competitors.

Maintain consistent logo visibility in an OOH creative that includes motion, and ensure viewers are given enough time to absorb all copy and other visual elements.



A 2018 UK study from COG Research and Bournemouth University found that DOOH ads with motion video are four times more engaging than static ads.

Enhance motion creatives with live streaming, augmented reality, and dynamic content to increase engagement and interactivity.

[▶ View the full ad](#)



Chicago - Loop Immersion Zone Digital Panels

“Ads with motion video are **four times more** engaging than static ads”



# JCDecaux Optix

Identify what works, and what doesn't.

JCDecaux OPTIX was launched in 2021 as a creative effectiveness tool that helps advertisers assess the visual impact of their ad and identify the most prominent creative elements.



Most Prominent    Least Prominent

Based on a deep-learning model for visual saliency prediction developed by scientists at the University of Oxford, **OPTIX** produces heatmaps emphasizing the most eye-catching creative components.

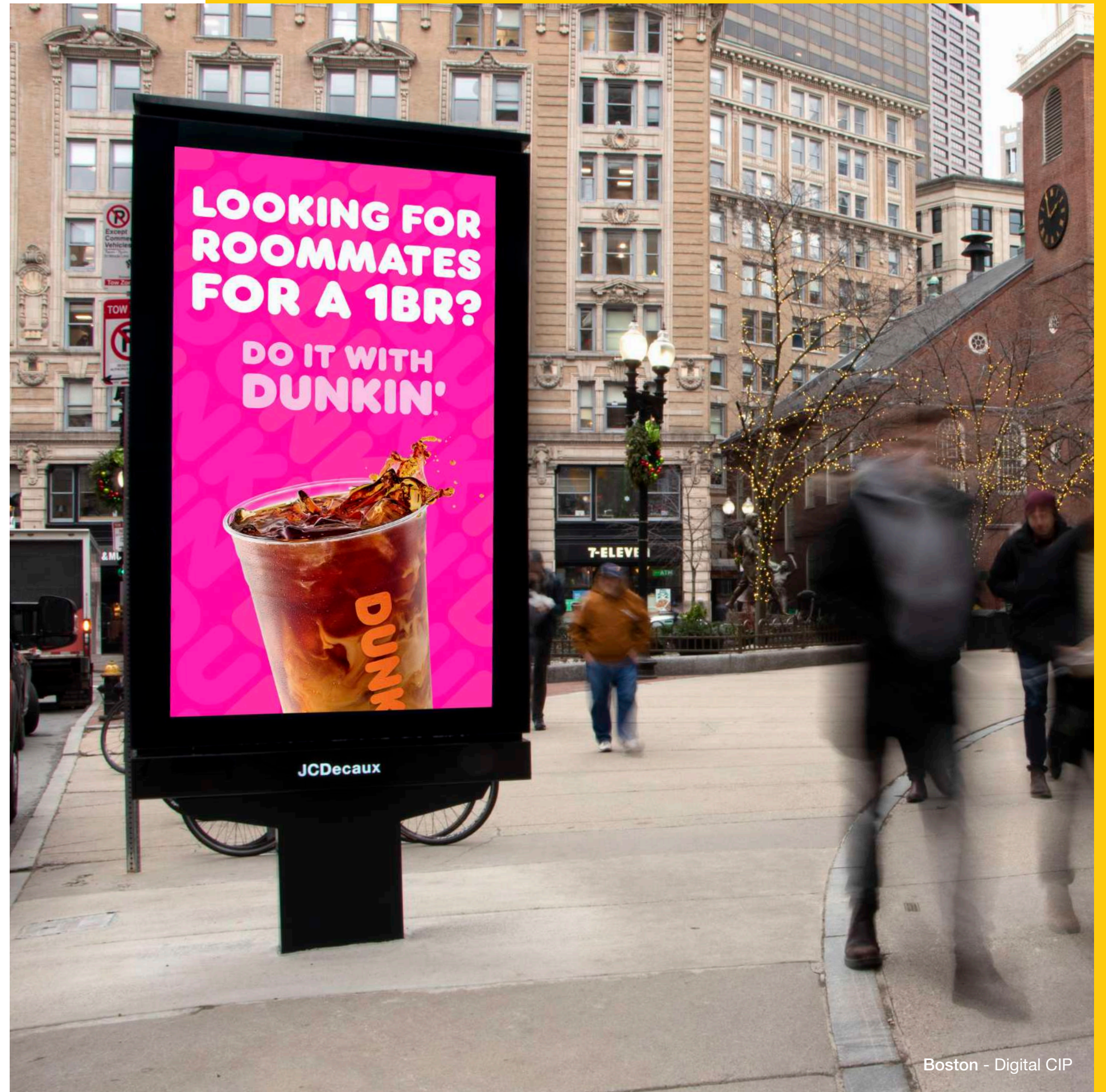
"OPTIX helps advertisers **optimize the visual impact** of their creatives"

Chicago - Digital Billboard



## 02 Content

Consider how your **target audience** should respond to your ad.



Boston - Digital CIP



# Copy

Concise, well thought-out text is key for successful retention and recall.



Photos: (Left) NYC - Static Bus Shelter (Right) Chicago - Digital Billboard

7 words or less is a good rule to stick to for OOH formats – especially larger formats like billboards with shorter dwell times.

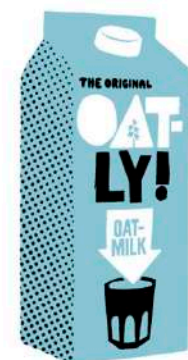
Avoid unnecessary jargon that would limit the comprehension of your message. Access the tone, familiarity, and simplicity of your language.

Leverage humor and a relatable voice to improve memorability.

“Access the tone, familiarity, & simplicity of your language”

JCDcaux  
A MESSAGE FROM THE  
OATLY DEPARTMENT OF MIND CONTROL

IT'S LIKE  
MILK, BUT  
MADE FOR  
HUMANS.





02

# Context

Deliver recognizable and relevant ads in tune with the environment and market.

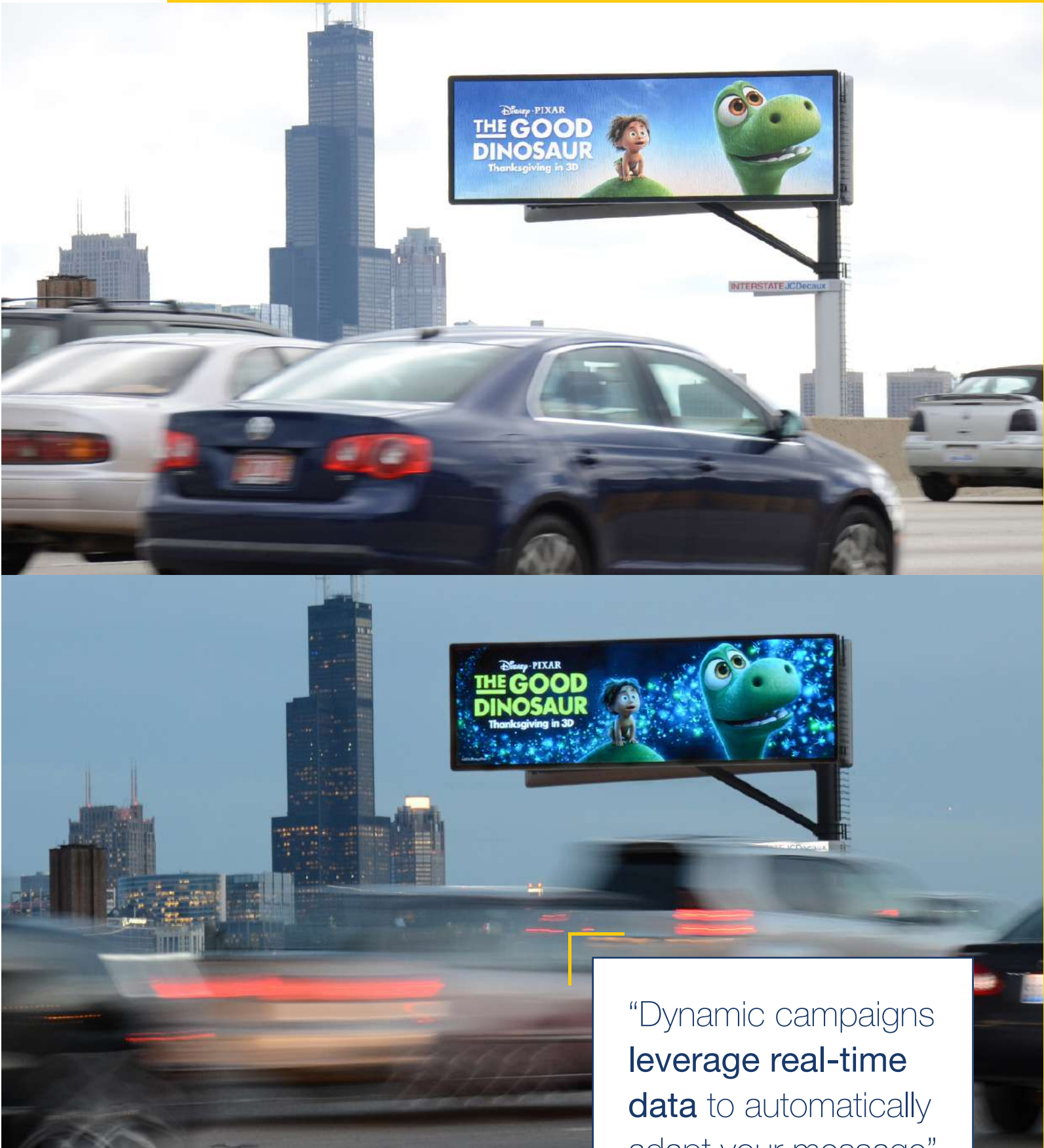


Photos: (Left) NYC - Digital Newsstand (Right) Chicago - Digital Billboard

A 2019 study commissioned by JCDecaux, Clear Channel, & Posterscope found that contextually relevant campaigns achieve 17% more effective audience response on average.

Adjust your creative in line with local sentiments, attitudes, and current events.

Dynamic campaigns leverage real-time data to automatically adapt your message to the time of day, changing weather, current traffic, geographical location, current sales, and more.



“Dynamic campaigns leverage real-time data to automatically adapt your message”



# Credibility

Earn and maintain consumer trust.



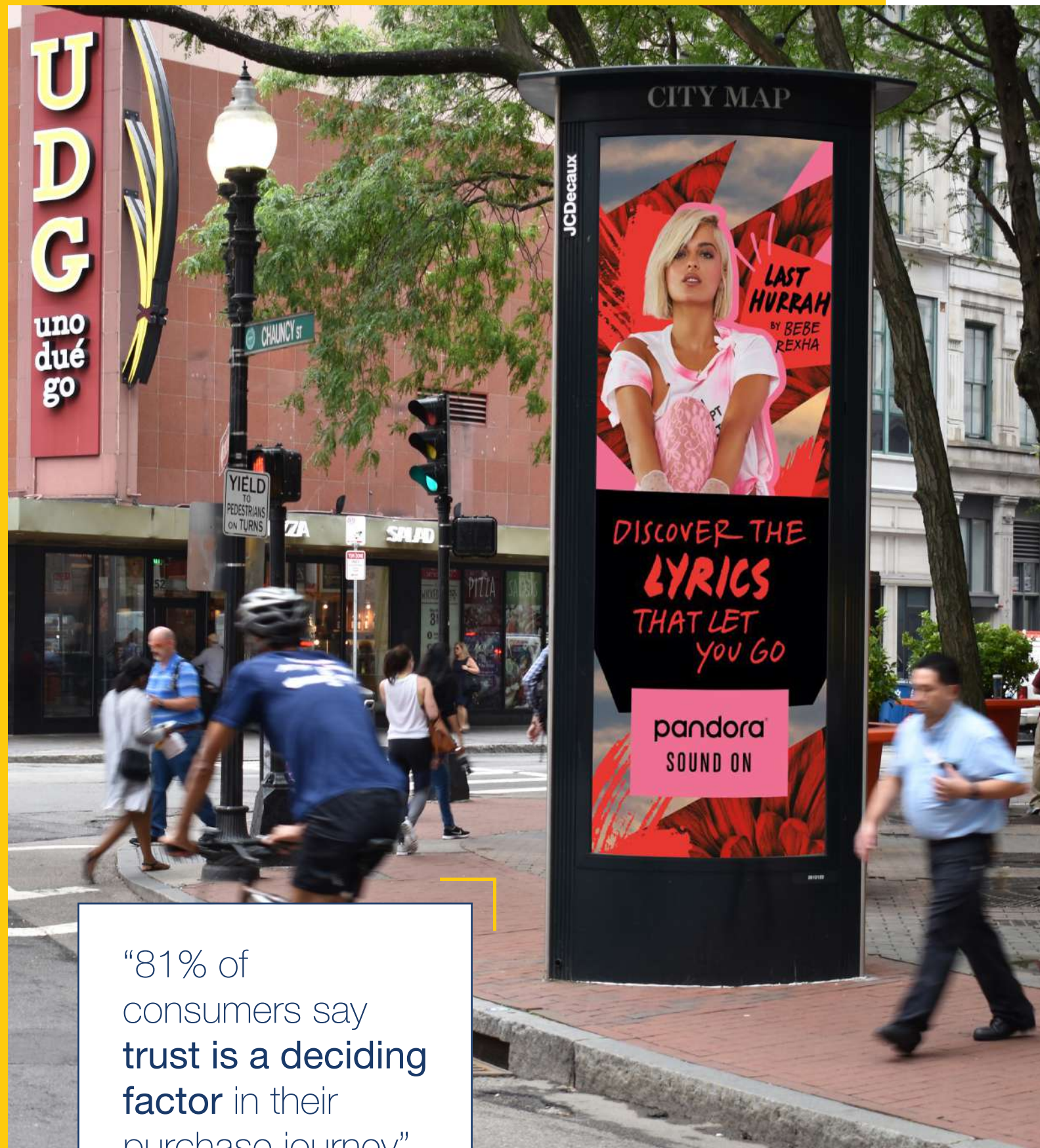
Photos: (Left) Boston - Static Kiosk (Right) Chicago - Digital Billboard

A 2021 survey by JCDecaux and Clear Channel found that 81% of consumers say trust is a deciding factor in their purchase journey, while only 34% of consumers say they trust the brands they use.

Because it is in the public eye, OOH is perceived as inherently honest and truthful as compared to oversaturated online formats.

A brand's status as an authority within its niche can be elevated with noteworthy facts, corporate partnerships, relevant consumer data, and celebrity endorsements.

"81% of consumers say **trust is a deciding factor** in their purchase journey"





02

# Call-to-Action

Draw a clear path for consumer engagement.



Photos: (Left) NYC - Digital Bus Shelter (Right) NYC - Digital Newsstand

Limited-time promotions, website and directional information, hashtags and social media handles, app store logos, and QR or Quick Release codes all work to achieve specific consumer action.

Identify a call-to-action that compels your audience to act in line with your campaign’s objective.

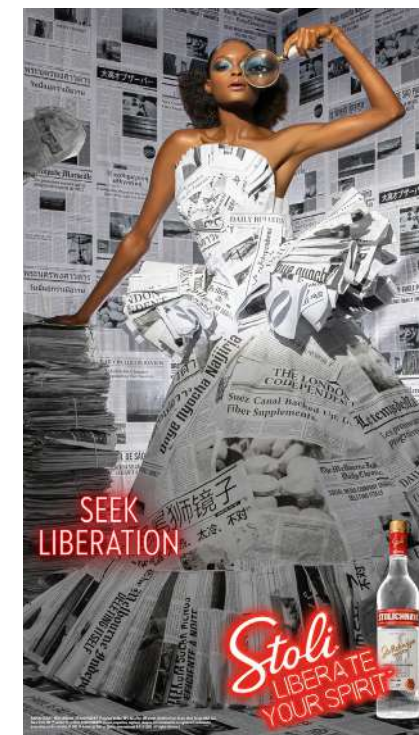


“Identify a call-to-action that compels your audience”



# Storytelling

Improve retention and recall by uplifting your brand's narrative.



Consumers are more inclined to make purchases from brands they feel a connection to.

Think of your brand's history, the problems it helps to solve, the needs it helps to fulfill, and the contributions it makes to daily life.

Your brand is already full of stories waiting to be shared.

“Design ads that convey part of a story, leaving your audience awaiting the next chapter”

Chicago - Digital CIP



02

# Creative Wear-out

Stay fresh and relevant in the minds of consumers.

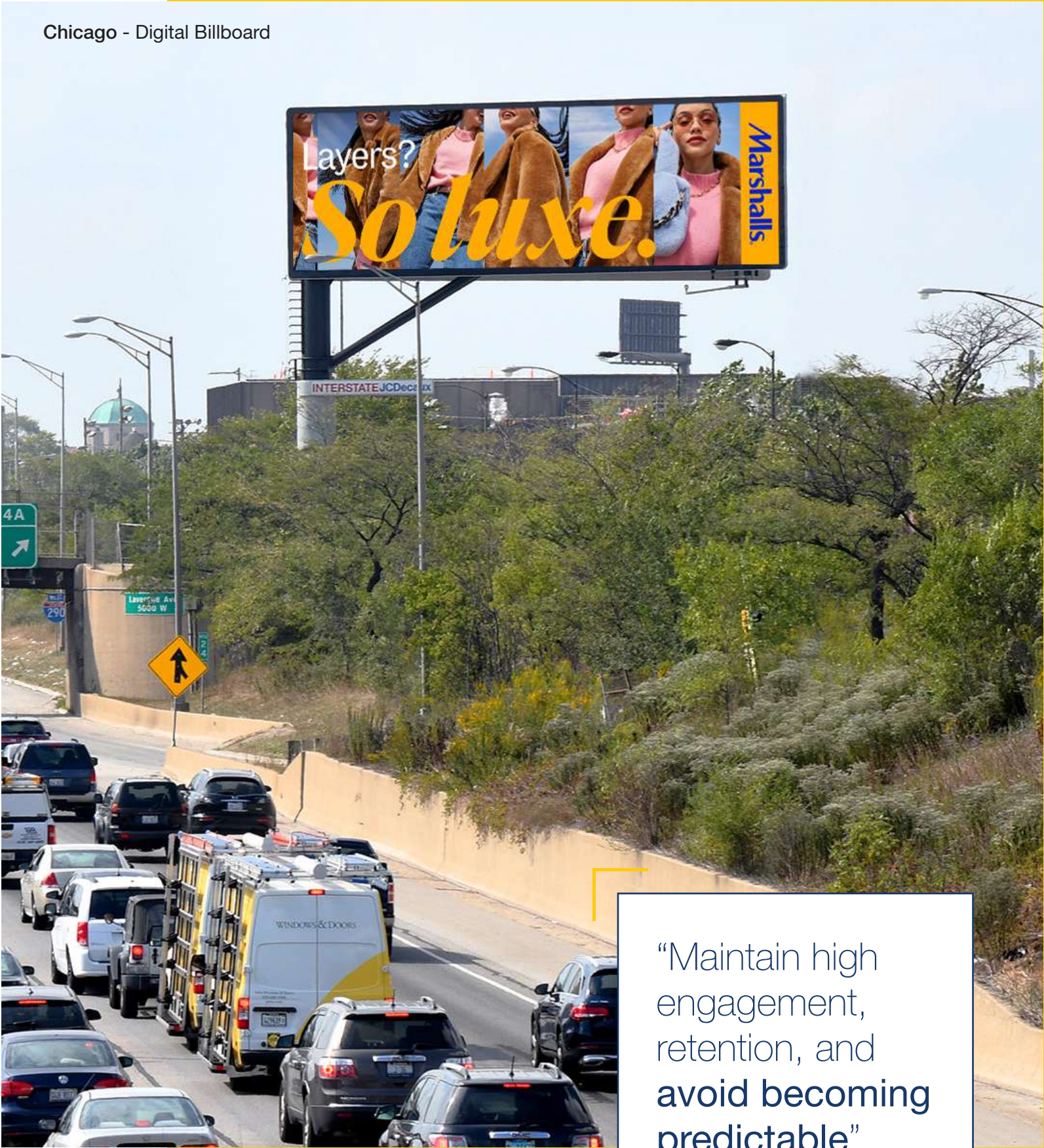
Creatives should be periodically updated to maintain high engagement, retention, and avoid becoming predictable.



According to SocialVibe, 50% of people continue to notice the same OOH ad after one month, while 25% of people continue to notice the same ad after three months.

Neuro-Insight and QMS have found that advertisements with creative evolution achieve 38% higher impact after five days.

Chicago - Digital Billboard



“Maintain high engagement, retention, and avoid becoming predictable”





MIA - Digital Spectacular

## 03 Format

Access the relationship between your ad, its canvas, and the surrounding environment.



03

Format Checklist

Each of our OOH formats comes with its own strengths, therefore it is important to consider the potential creative impact of different ad spaces.

	Roadside			Airport		MallScape	
	Digital Street Furniture	Static Street Furniture	Digital Billboards	Digital Panels	Static Panels	Digital Panels	Static Panels
Dwell Time				✓	✓	✓	✓
Frequency Building	✓	✓	✓	✓	✓	✓	✓
Motion*	✓			✓	✓	✓	✓
Creative Optimization (Optix)	✓	✓	✓	✓	✓	✓	✓
Detailed Messaging				✓	✓		
Storytelling	✓	✓	✓	✓	✓	✓	✓
Turnkey Campaign Activation	✓		✓	✓		✓	

\*Full-motion available on Chicago street furniture, airports, and digital MallScape networks. Only slow-motion available in NYC. Only static available in Boston.

Oakbrook Center [Chicago DMA] - Digital Panel





# Dwell Time

Consider how long a person will be exposed to your ad.



Photos: (Left) LAX - Digital Portals (Right) Dolphin Mall [Miami DMA] - Static Panel

Longer dwell times at major airports and malls are ideal opportunities for longer messages and multiple visual elements.

Eye-level street furniture and large-format billboards are characterized by their shorter exposure windows, so it is important to maintain design simplicity with these formats.

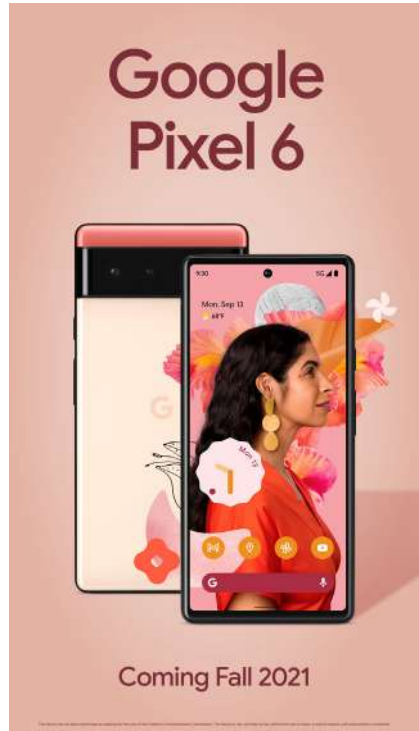
“It is important to maintain **design simplicity**”



03

# Visibility

Design your ad with maximum visibility in mind.



Billboards are typically read from a distance of over 500 feet, while street furniture like bus shelters and information panels are read from 5-50 feet.

It's recommended that critical elements of your creative are kept in the upper two tiers of street furniture ad space to prevent vehicle obstruction.



NYC - Fifth Avenue Digital Bus Shelter

“Bus shelters and information panels **are read from 5-50 feet**”





“Digital screens provide ideal opportunities for **swift campaign evolution**”

DFW - Digital iVision Panels

# Digital Formats

## Leverage creative flexibility.

While static placements offer 100% share-of-voice, digital screens provide ideal opportunities for subtle animation, creative variants, and swift campaign evolution.



Ensure that your message can be successfully conveyed in the 10 second length of a digital OOH spot.

Explore the capabilities of digital OOH:





03

# Impact Formats

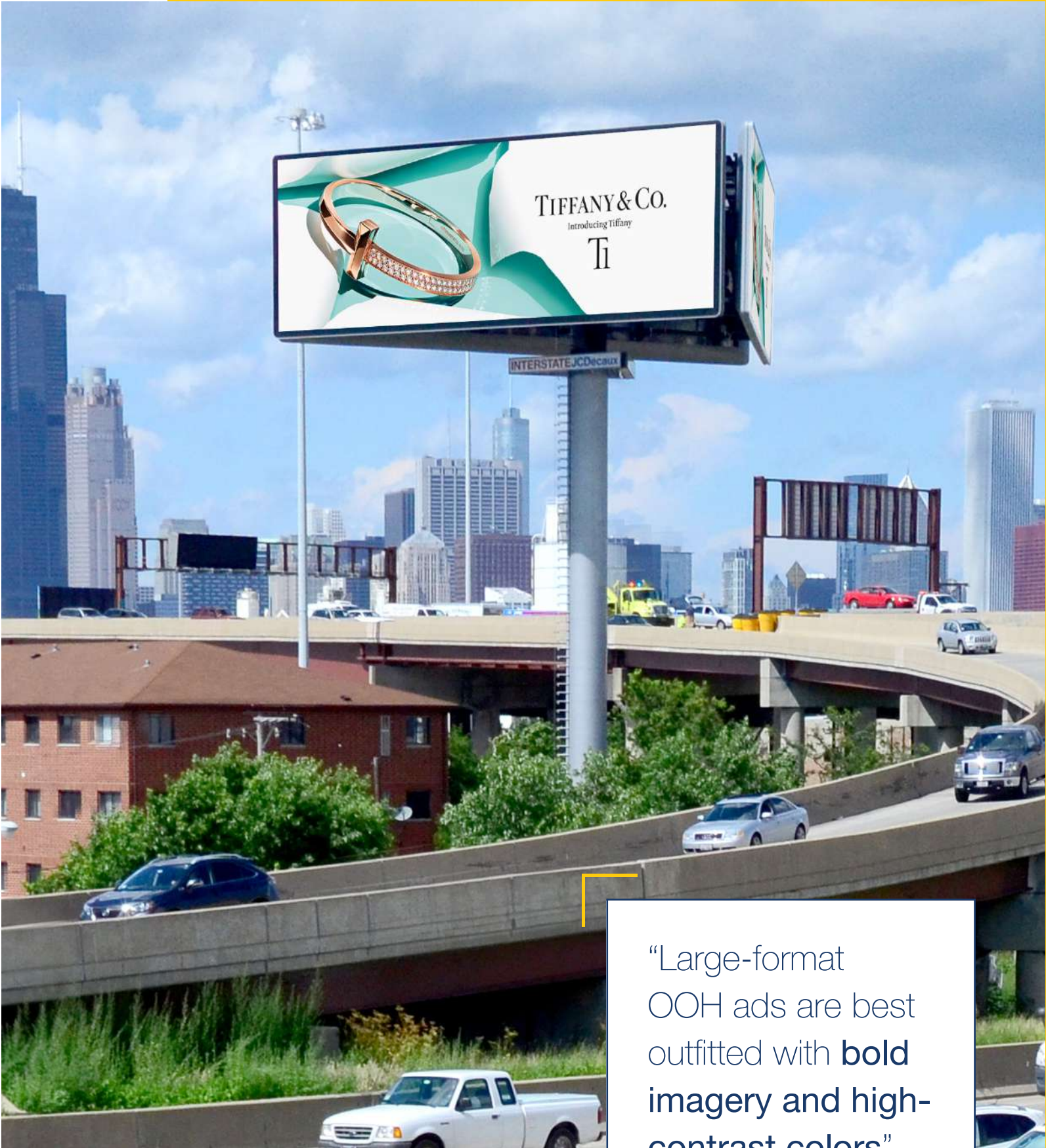
Share big-picture ideas on high profile canvases.



Photos: (Left) LAX - Digital Welcome Wall (Right) Chicago - Triple Crown Digital Billboard

Standalone, large-format OOH ad spaces are best outfitted with bold imagery and high-contrast colors.

Inventory like our triple-sided billboard, street-level newsstands, digital landmarks, and airport spectaculars offer advertisers a one-of-a-kind stage to reach a large, diverse audience in key locations.

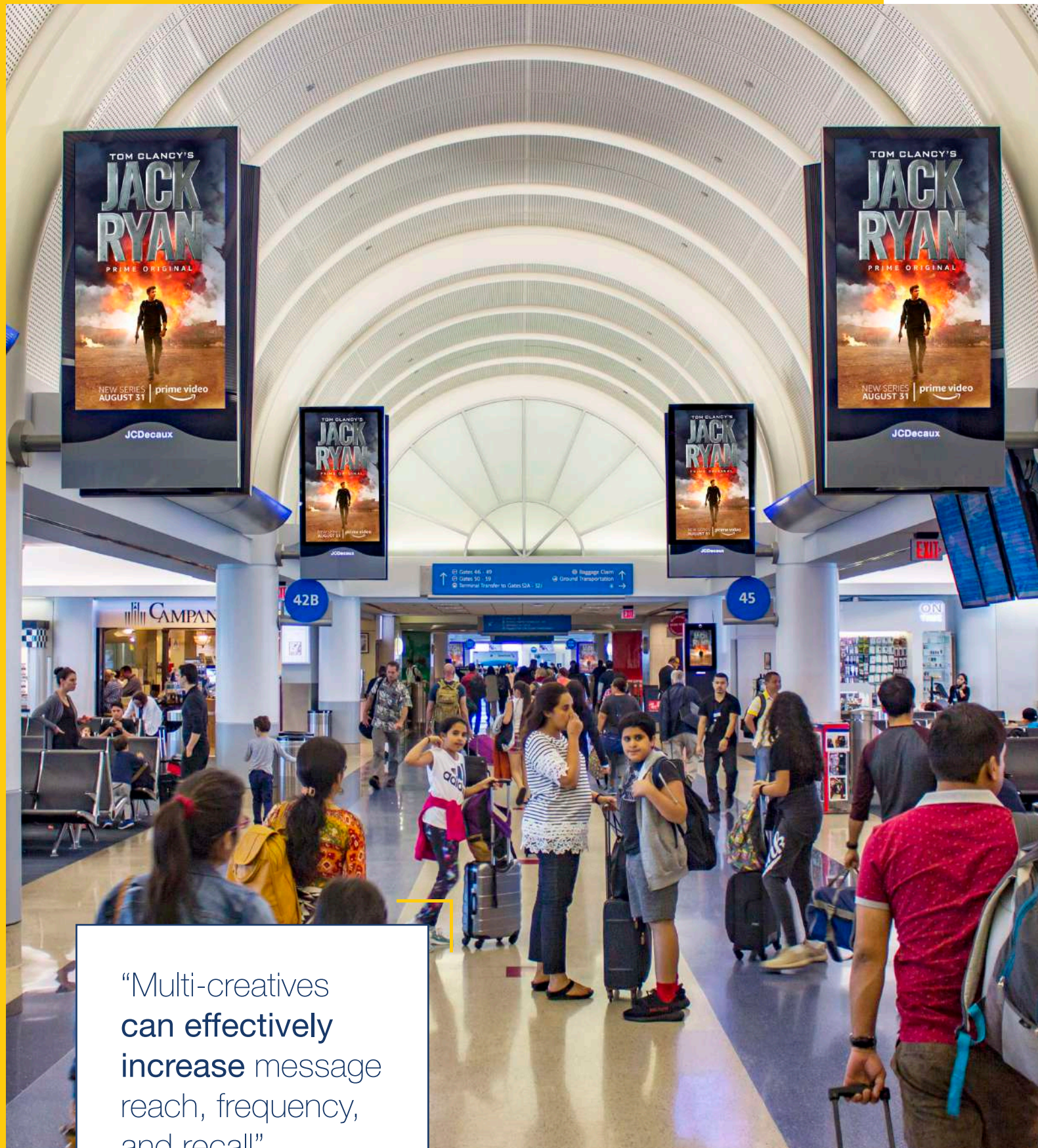


“Large-format OOH ads are best outfitted with **bold imagery and high-contrast colors**”

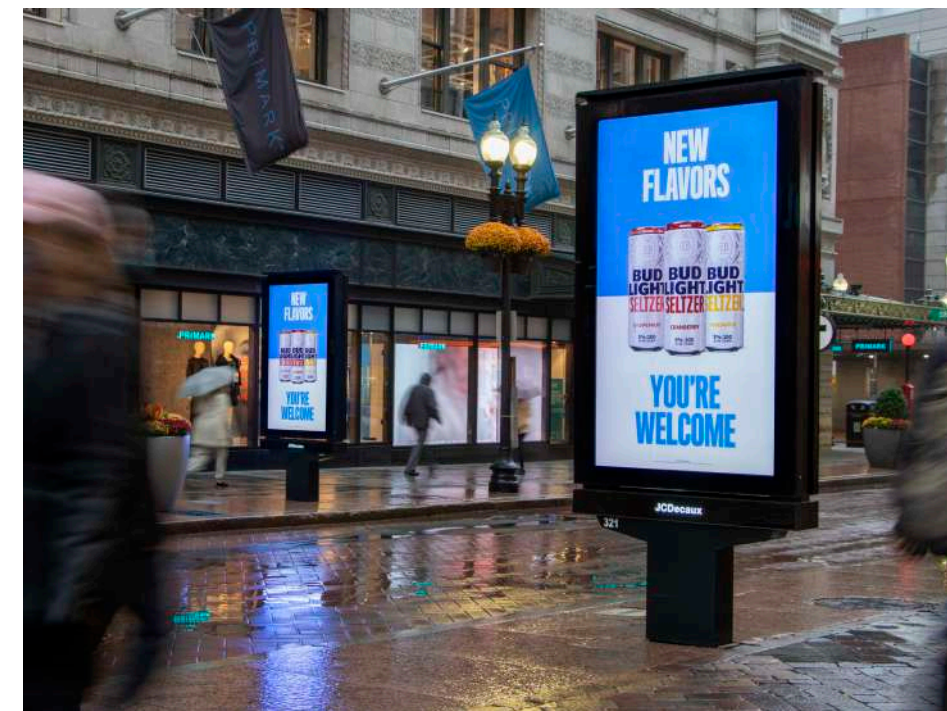


# Network Formats

Achieve maximum exposure to cement your brand's message.



“Multi-creatives can effectively increase message reach, frequency, and recall”



Photos: (Left) LAX - Digital iVision Panels (Right) Boston - Digital CIPs

A comprehensive network or cluster of OOH frames can effectively increase reach, frequency, and subsequent recall.

Our digital street furniture, billboard, MallScape, and airport networks are ideal for evolving multi-creatives with common branding, as well as synced motion creatives across multiple screens in high-traffic areas.



03

# Innovate

Offer an interactive, entertaining, and above-all memorable consumer experience with one of JCDecaux’s signature Innovate OOH campaigns.



Photos: (Left) Boston - Kiosk Extension (Right) Chicago - Showcase

From eye-catching custom bus shelter build-outs to engaging dispensers and everything in-between, Innovate campaigns like these add exciting new dimensions to traditional OOH ad spaces.



“Innovate campaigns add **exciting new dimensions** to traditional OOH ad spaces ”

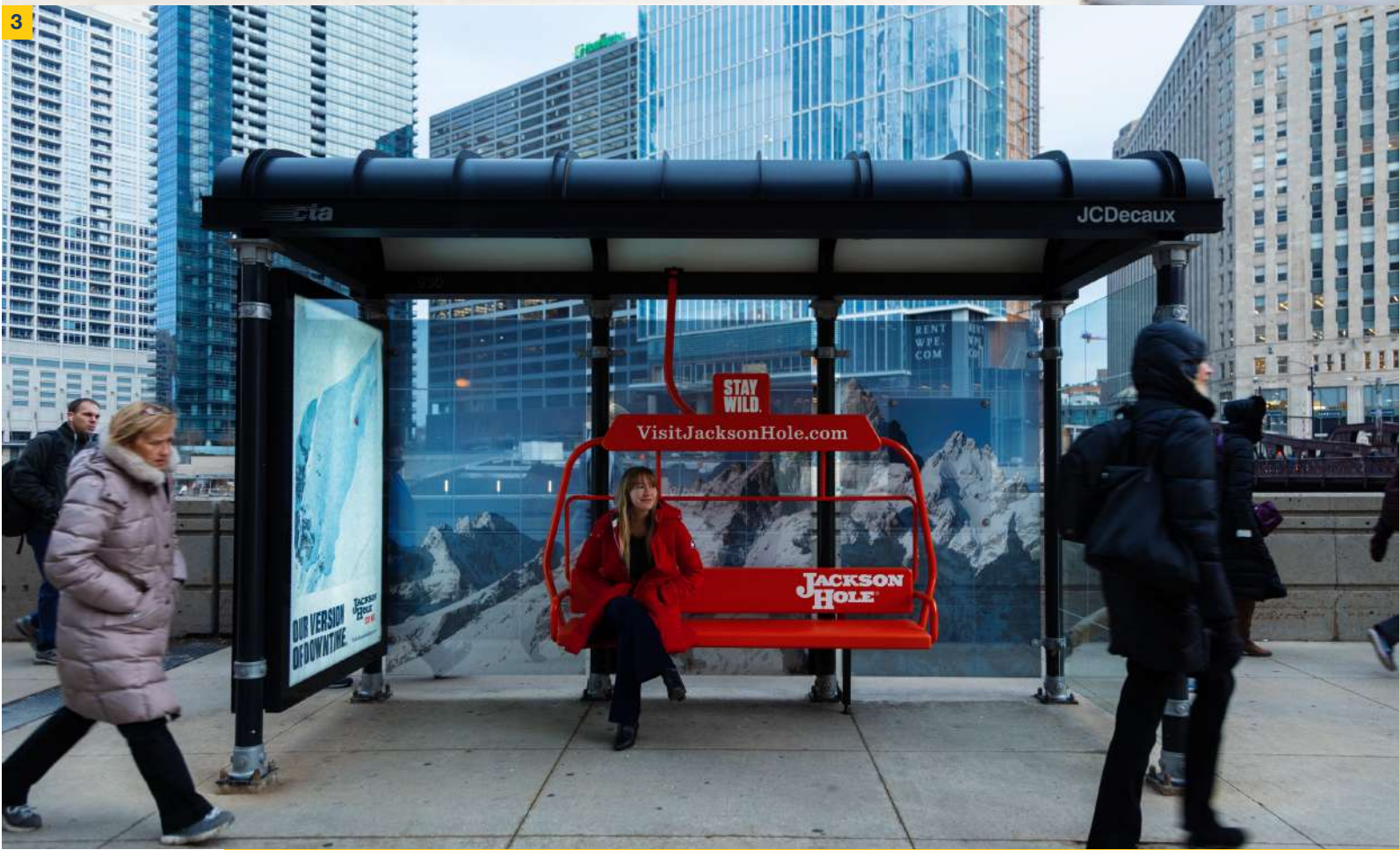


# Innovate

More creative solutions.



Photos: 1. MIA - Experiential, 2. Chicago - Bus Shelter Takeover, 3. Chicago - Bus Shelter Bench Replacement





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