

JCDecaux

The Guide to OOH Design



Creative Best Practices

www.jcdecauxna.com



Chicago - Premium Synced Shelter

01 Design

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

02 Content

- Copy
- Context
- Credibility
- Call-to-Action
- Storytelling
- Creative Wearout

03 Format

- Format Checklist
- Dwell Time
- Visibility
- Digital Formats
- Impact Formats
- Network Formats
- Innovate



“Exercise creative diligence and unlock your marketing potential.”

NYC - Fifth Avenue Digital Bus Shelter

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

Out of Home advertising is different. It confronts short attention spans with its unavoidability and high message frequency via dense networks of street furniture, billboards, airport screens and beyond. And as the global leader in OOH, JCDcaux prides itself on a growing catalog of high impact advertising spaces across the most heavily trafficked urban markets.

While our screens, posters, banners, and billboards can guarantee prime branding real estate, it's up to you to exercise creative diligence and unlock your marketing potential. Thoughtful creative planning plays just as strong a role in advertising success as the advertising space itself.

Our brand partners deserve to advertise with the confidence that viewers will recall their name, product, and purpose. That's why we've compiled our OOH expertise into these Creative Best Practices.



Oakbrook Center [Chicago DMA] - Digital Panel

01 Design

Formulate your creative concept before considering media placement.

01

Color

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

High color contrast increases legibility and heightens focus on crucial branding elements.

Avoid using all-white backgrounds on digital formats. If they are to be included, it is recommended making the white a 10% black.

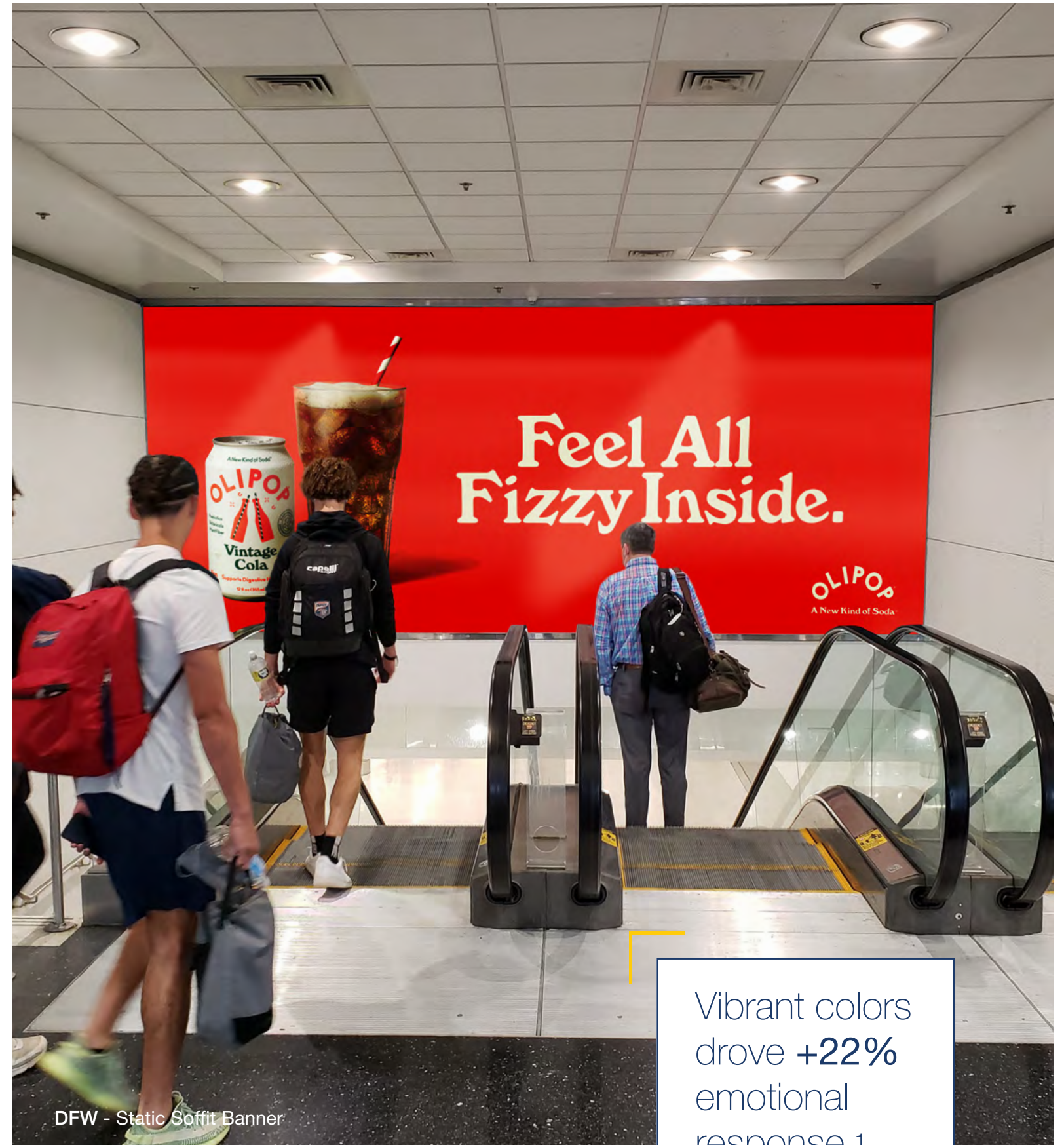
Color Pairing



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.

¹JCDecaux, Lumen, System1



Vibrant colors drove +22% emotional response.¹



San Francisco - Static Kiosk

Products that take up 50% or more of creative deliver **+38% attention.**¹

Layout

Consider the relationship between creative layout and campaign success.

The Golden Rule of Visual Processing:

<p>3</p> <p>elements</p> <p>Text, Image, Logo</p>	<p>7</p> <p>words or less</p> <p>Message should be succinct and to the point</p>	<p>10</p> <p>percent</p> <p>Minimum logo area</p>
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Less is more; because most OOH formats are viewed “at-a-glance,” simple design with large, recognizable visuals and minimal text makes for a high impact creative.

Creatives with top logo placement drove 32% higher brand recall and 20% higher brand fluency.¹

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

¹JCDecaux, Lumen, System1

01

Typeface

Prioritize legibility to ensure immediate comprehension.



Photos: (Right) Boston - Digital CIP (Left) LAX - Digital Spectacular

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”



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

Visuals

Maximize creative impact with large visuals & minimal text.



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

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.

01

Motion

Grab consumer attention & stand out among competitors.

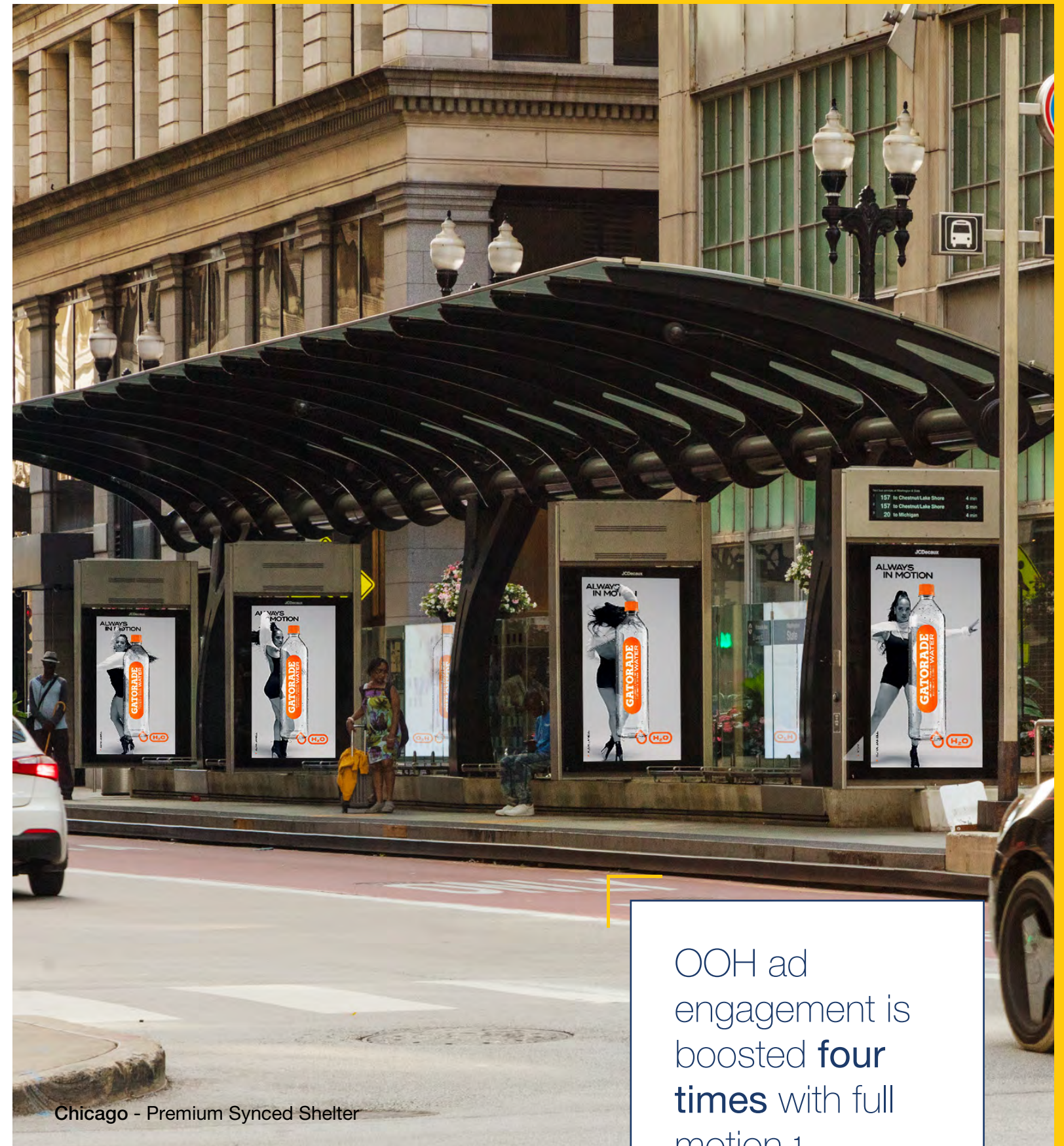
Maintain consistent logo visibility in an OOH creative that includes motion, and ensure viewers are given enough time to absorb all copy and other visual elements.



Photos: (Left) NYC - Fifth Avenue Digital Bus Shelter (Right) Chicago - Premium Synced Shelter

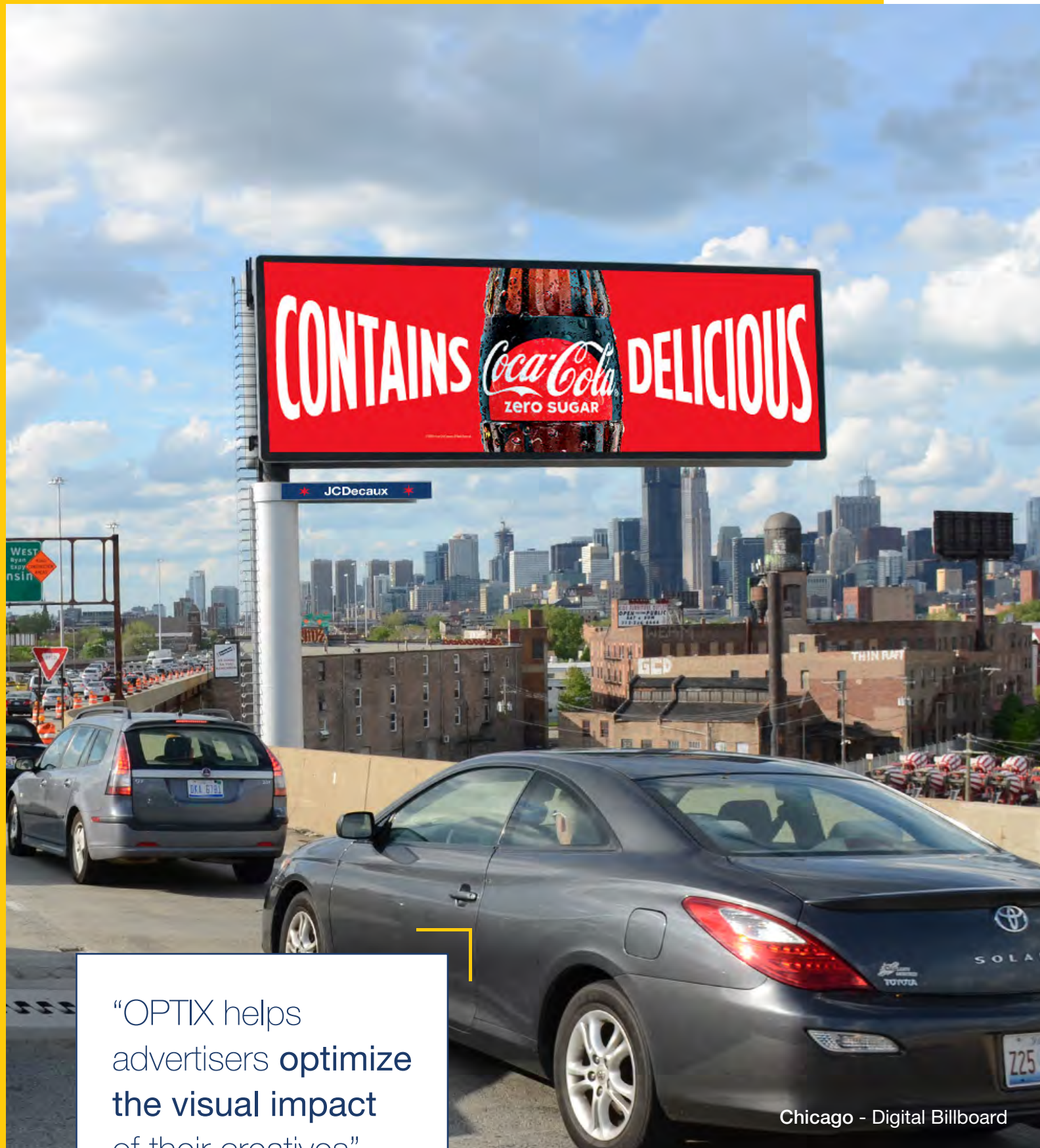
Enhance motion creatives with 3D anamorphic design, augmented reality, and dynamic content like live scoring or countdowns to increase engagement and interactivity.

¹COG Research, Bournemouth University



Chicago - Premium Synced Shelter

OOH ad engagement is boosted **four times** with full motion.¹



“OPTIX helps advertisers **optimize the visual impact** of their creatives”

Chicago - Digital Billboard

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.

02 Content

Consider how your target audience should respond to your ad.



Boston - Digital CIP



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

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. Assess the tone, familiarity, and simplicity of your language.

Leverage humor and a relatable voice to improve memorability.

02

Context

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

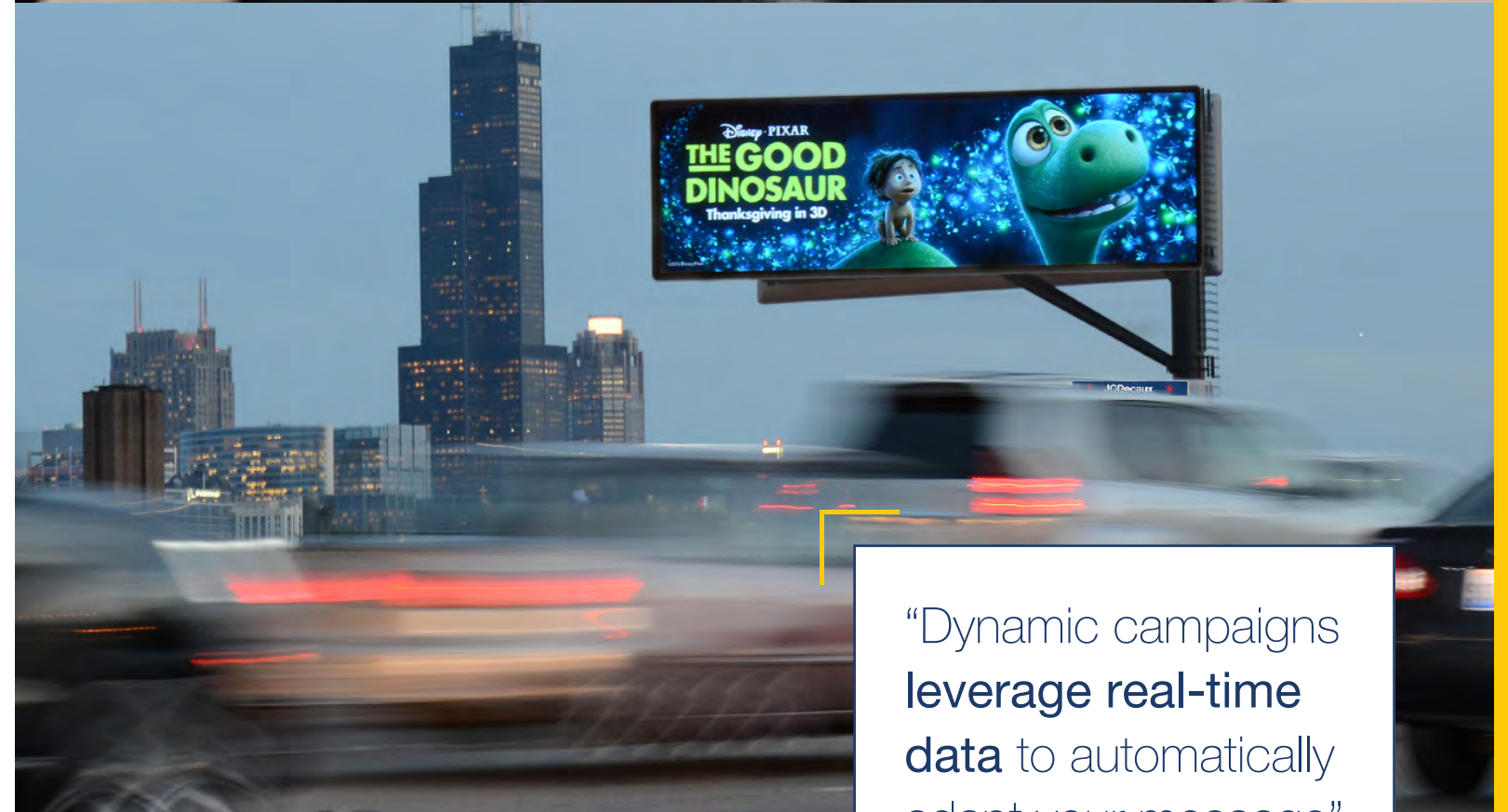


Photos: (Left) NYC - Digital Newsstand (Right) Chicago - Digital Billboard

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”



“81% of consumers say trust is a deciding factor in their purchase journey”

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.

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”



Chicago - Digital CIP

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

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.

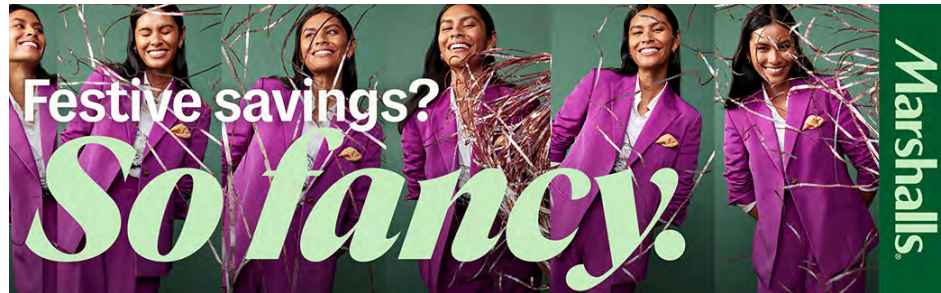
Your brand is already full of stories waiting to be shared.

02

Creative Wearout

Stay fresh and relevant in the minds of consumers.

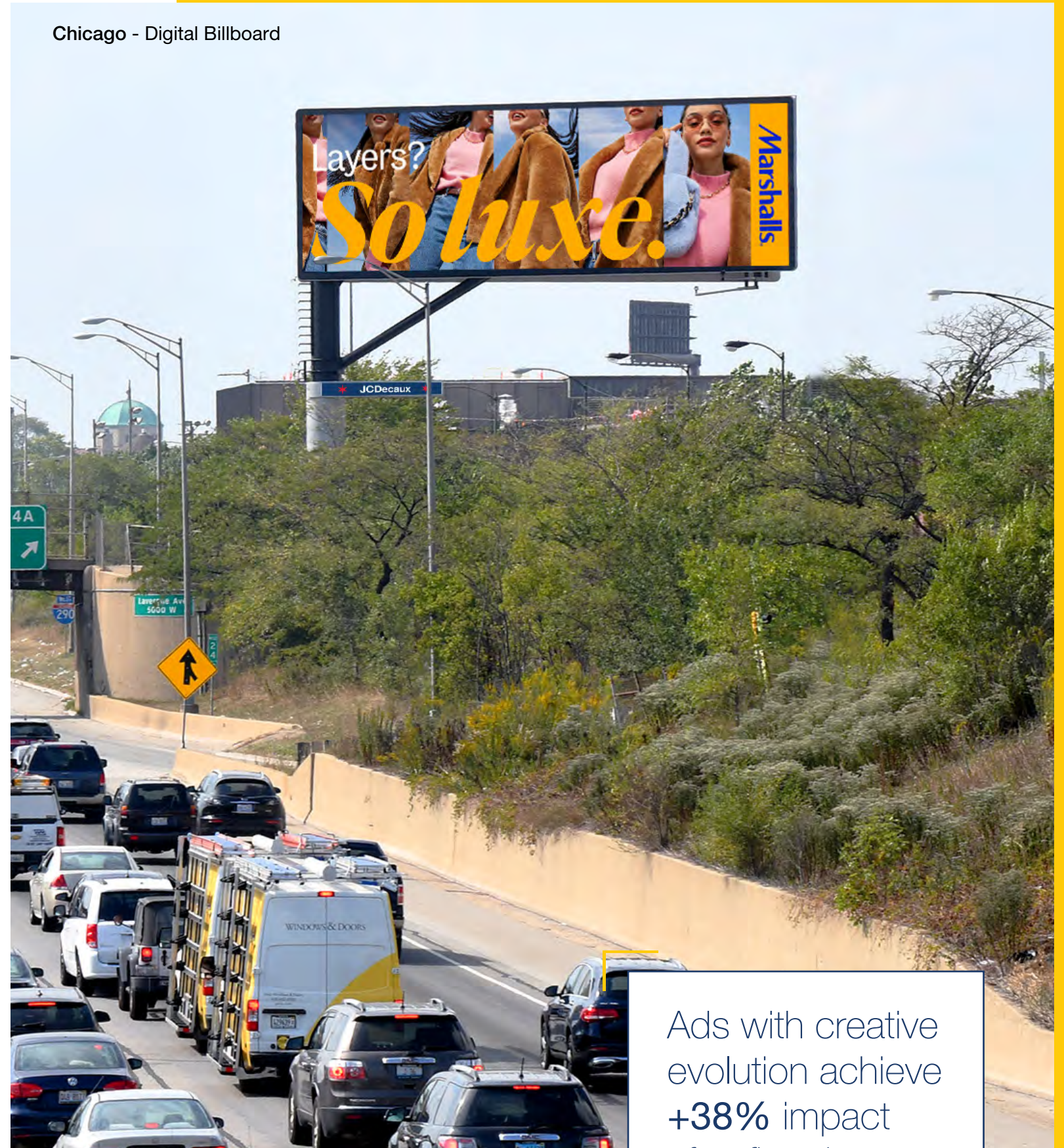
Creatives should be periodically updated to maintain high engagement, retention, and avoid becoming predictable.



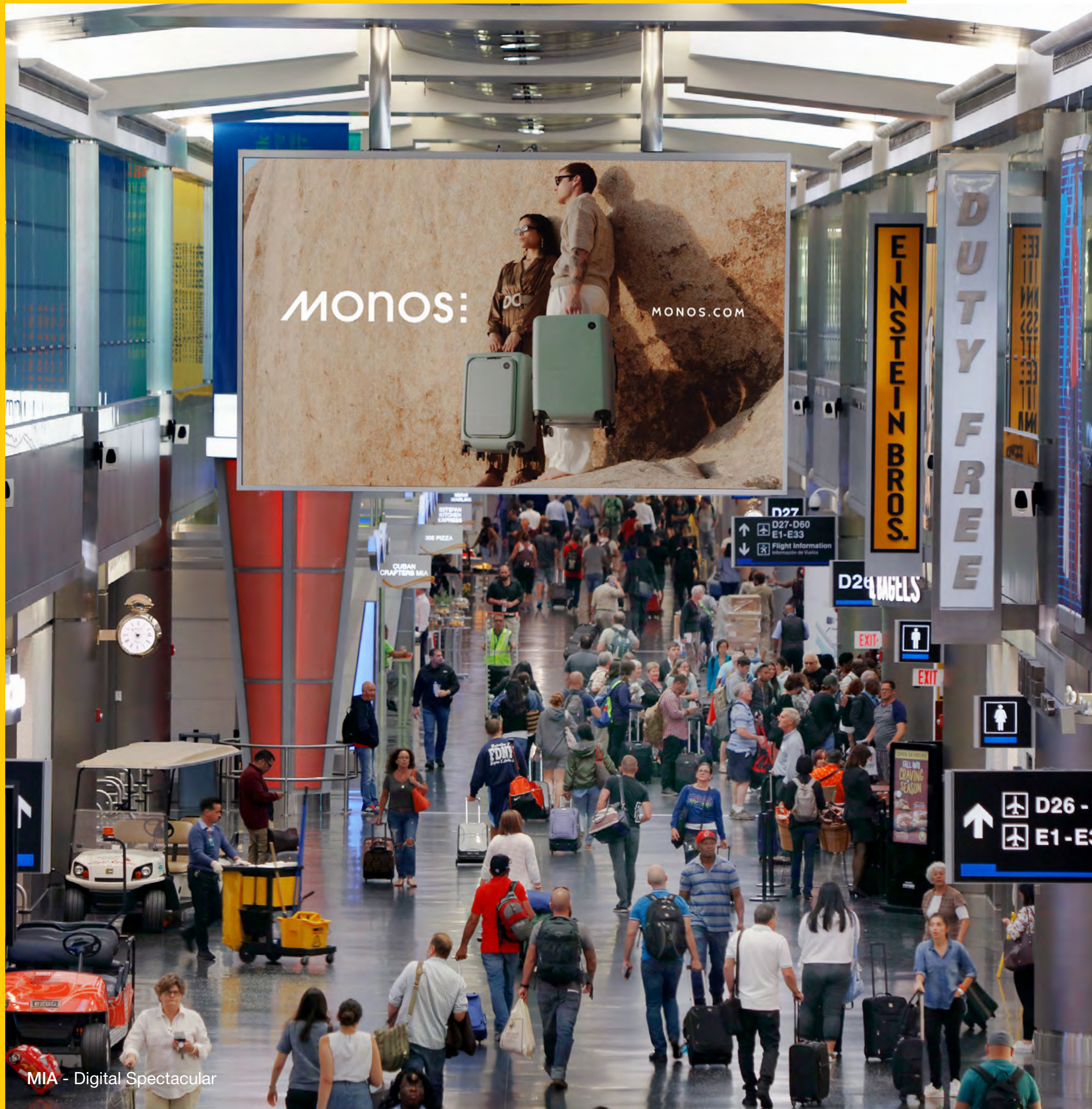
According to SocialVibe, 50% of people continue to notice the same OOH ad after one month, while 25% of people continue to notice the same ad after three months.

¹Neuro-Insight

Chicago - Digital Billboard



Ads with creative evolution achieve **+38%** impact after five days.¹



MIA - Digital Spectacular

03 Format

Assess 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	✓		✓	✓		✓	

*Motion ads available on digital street furniture in NYC and Chicago as well as digital airport and MallScape networks.





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

Dwell Time

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



Photos: (Left) LAX - Digital Portals (Right) Beverly Center [Los Angeles DMA] - Digital Panel

Longer dwell times at major airports and malls are ideal opportunities for longer messages or calls to action.

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.

03

Visibility

Design your ad with maximum visibility in mind.



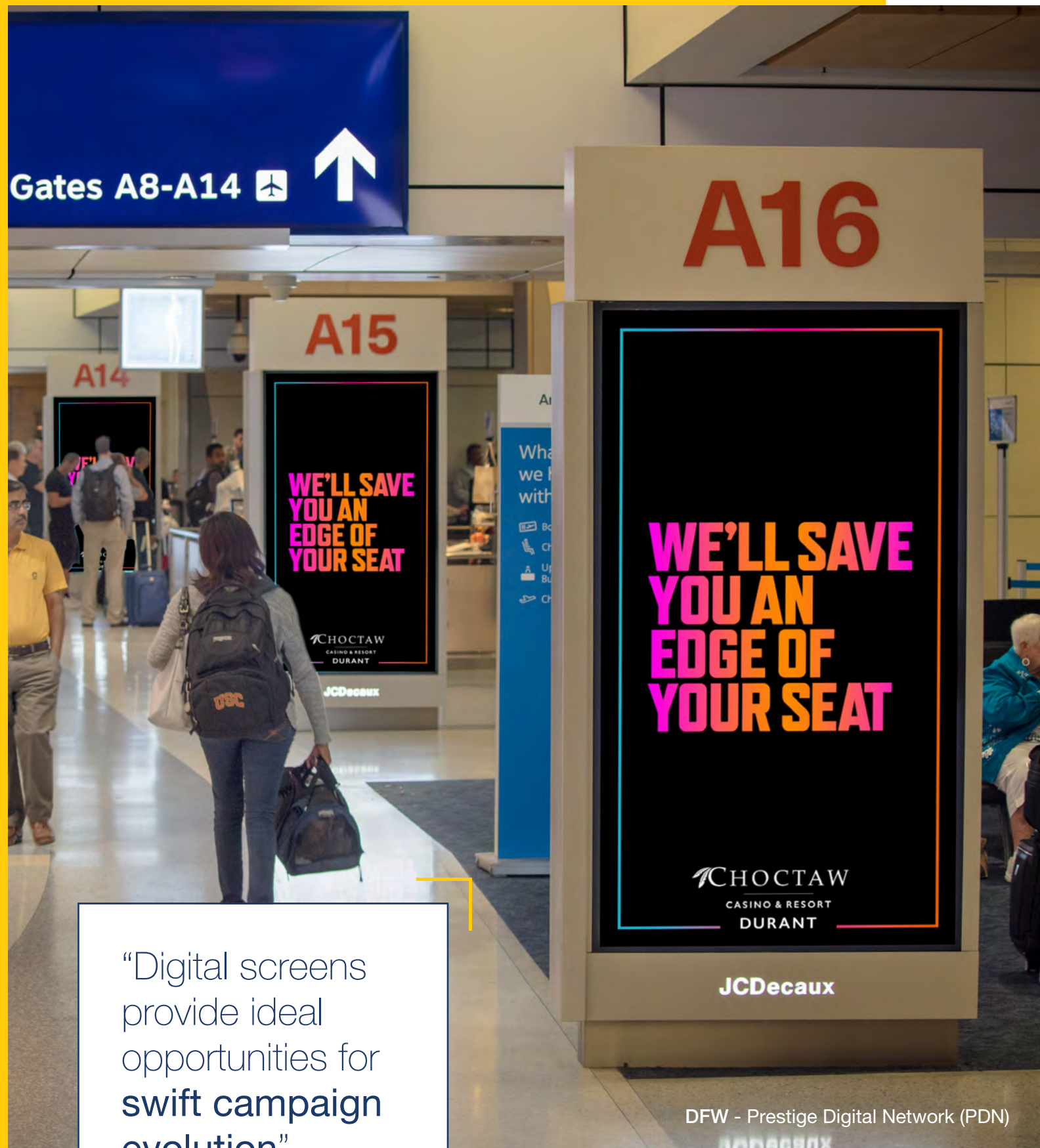
Billboards are typically read from a distance of over 500 feet, while street furniture like bus shelters and information panels are read from 5-50 feet.

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”

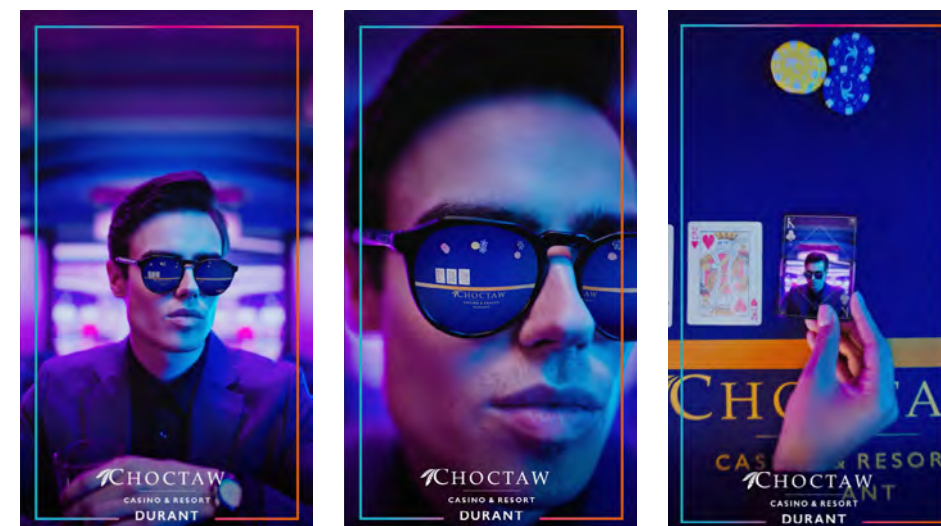
DFW - Prestige Digital Network (PDN)

Digital Formats

03

Leverage creative flexibility.

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



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

Explore the capabilities of digital OOH:

- ▶ Full Motion
- ▶ 3D Anamorphic
- ▶ Dynamic Content
- ▶ Augmented Reality

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.

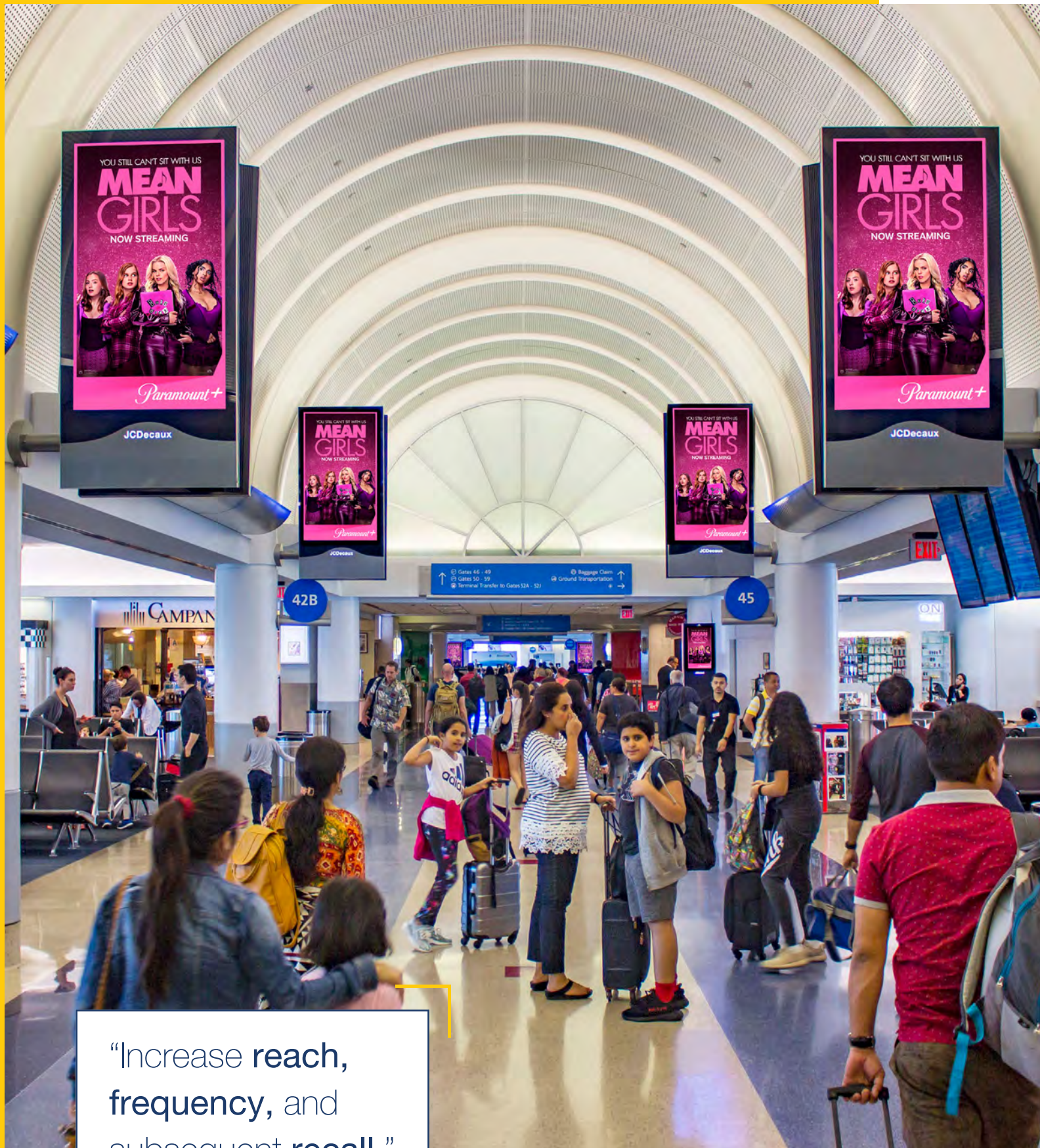


“Large-format OOH ad spaces are best outfitted with **bold imagery and high-contrast colors.**”

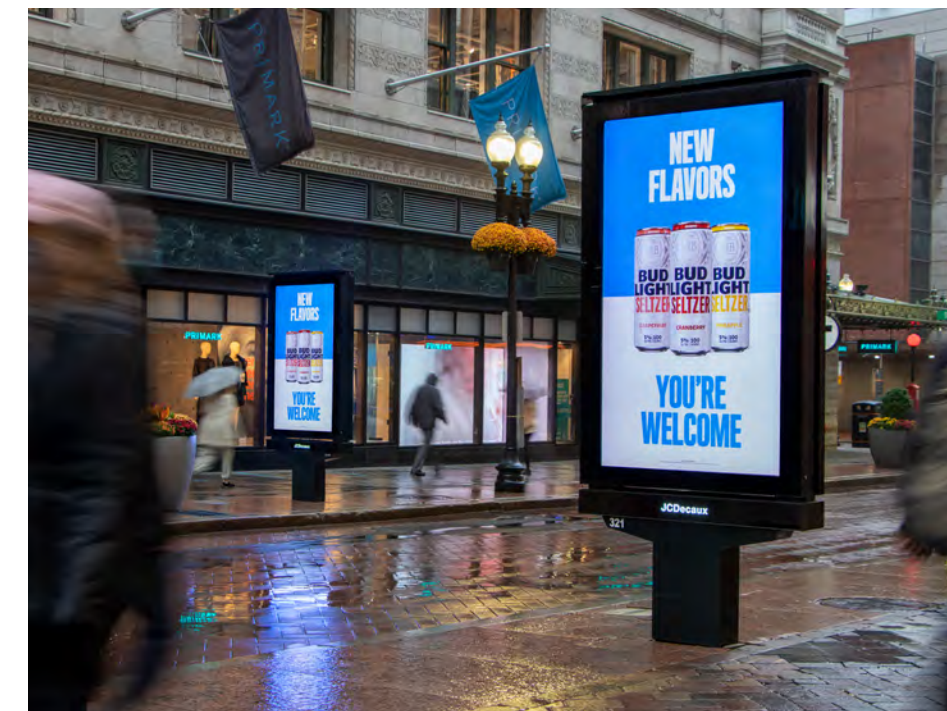
03

Network Formats

Achieve maximum exposure to cement your brand's message.



“Increase reach, frequency, and subsequent recall.”



Photos: (Left) LAX - Prestige Digital Network (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

JCDecaux North America

350 5th Avenue, 73rd Floor
New York, NY 10118
646.834.1200

