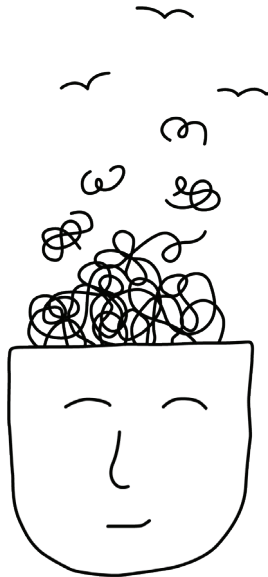


**GOOD  
THINGS  
TO KNOW/**

ABOUT OOH

**OUTFRONT/**



## **BEFORE YOU START, THINK ABOUT THIS.**

Everyone has their process, & this book isn't about that (*thank God*).

This book simply asks you to think about things that might make your great work, better. Who doesn't want that?

So stop, clear your mind & think.

# CONTEXTUAL RELEVANCE /



Different Idea, Different Asset

## START WITH THE WHAT, THEN FIND THE WHERE.

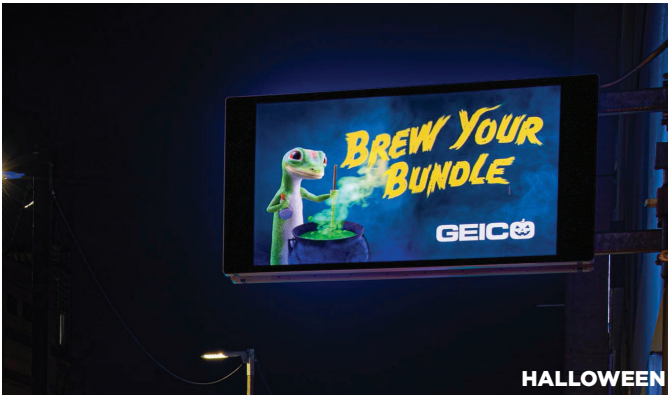
If you're handed a brief telling you a specific location you're designing for, please ignore it (*even if it pisses your boss off*).

Out of home advertising works best when you're not trying to squeeze a round peg in a square hole. **Don't confine ideas, encourage them.**

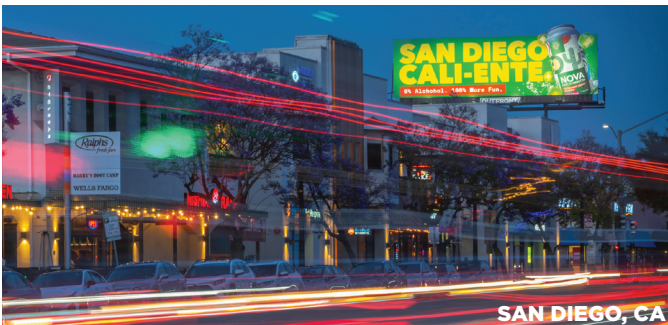
Go through your process, then **let us know what you're thinking.** We can find the perfect place.



*How does your audience speak?*



*What's relevant to your audience at that exact moment?*



*Does your ad belong in the community?*

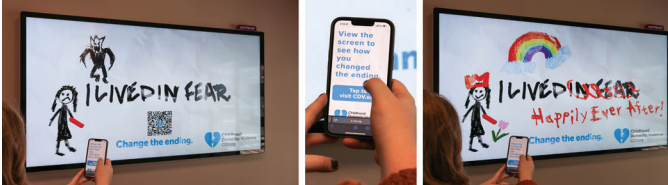
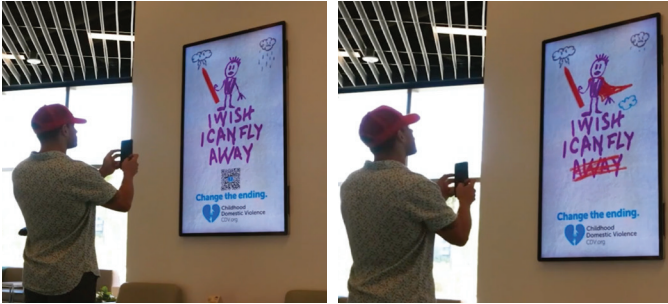
## WHEN IN ROME...

Always take advantage to speak to audiences in their environment with a relatable message. It's an opportunity that is the difference between a sincere brand and one that only wants to sell "stuff".

When we have an opportunity to speak to audiences in their language, we should.

Being contextually relevant speaks to your audience in a personal way. **When they feel like you get them, they get you.**

**CREATIVE  
IMPACT/**



QRad - Quick Response Ads



Immersive Augmented Reality & 3D Digital Anamorphic Ads

## THE WHAT MAY NOT EXIST... YET.

As you're pounding your head against your desk, dismissing every idea that comes to mind because it's too "out there", **stop**. Maybe you're not as crazy as you think... & if you are, maybe we know someone crazier.

What we're saying is speak up, let us know how crazy your idea is.

There's a first time for everything, & this could be that time.

## FOR EXAMPLE

There are so many fun tools for your toolbox. However, you wouldn't know, unless you asked.



3D Vinyl (inflatables)



Special Lighting & Mannequins



Breathing Body Inside a Shelter



## ... MORE EXAMPLES

Getting excited yet?



Digital Countdowns



Live Scores



Contextual locations and Real Time Data Triggers



2D-Pop Outs, Fog Machine and LED Rope Lights



Augmented Reality

**AMPLIFY  
WITH  
SOCIAL/**



QR Codes / Social OOH



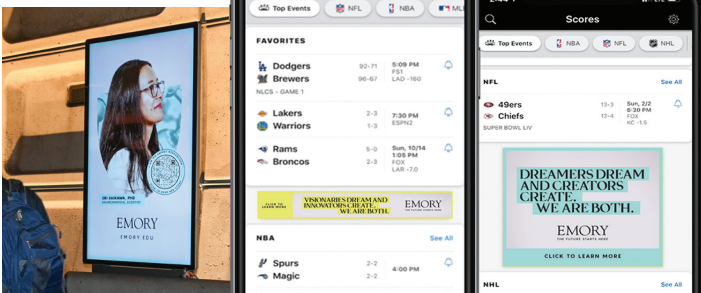
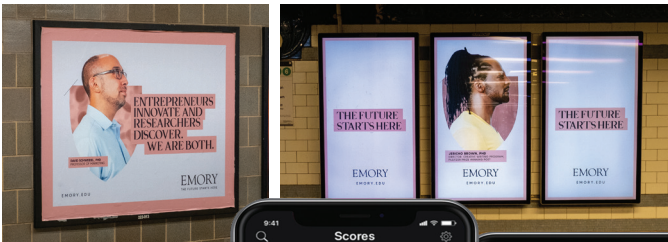
Influencers & Celebrity Posts

## PEOPLE ARE SOCIAL, MAKE THEIR ADS SOCIAL TOO.

People spend 70% of their time out of home... and 68% of mobile use is on the go. Not to mention, consumers are 48% more likely to engage with a mobile ad after seeing it on OOH.

See the connection yet? That unavoidable **OOH campaign plus mobile & social equal higher ROI.**

OOH is the introduction of a brand's campaign, social is the personal invitation to engage with that brand's culture.



Mobile & Social Working with OOH

## THE MORE TOUCHPOINTS THE MERRIER.

The power of a complete campaign that features OOH, Mobile and Social, working together, speaks to people everywhere they are, and everywhere they're going.

Emory University is located in Atlanta, and has large constituent populations in NY and DC. Collectively, these three markets make up more than 60% of their alumni base. Using a 360 campaign we were able to drive 120% increase in home page visitors and 20K+ social engagements.

# CASE STUDY/



## WE PRACTICE WHAT WE PREACH.

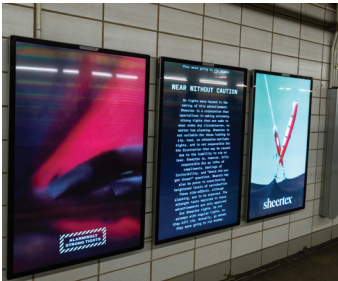
Saying it is always a lot easier than actually doing it. So, here's an example of a campaign that scores high when it comes to OOH best practices.

Whether it's being **contextually relevant**, finding the **perfect location**, adjusting/**cropping key art** or **not using the same ad over & over**, Poppi made the most of their OOH campaign!

Speaking directly to the audience in multiple ways while staying consistent simply makes a product or event feel "bigger".

*Poppi Campaign - 2023 Grand Prize Local Case Study Winner*

# TACTICAL OVERVIEW /



*One Campaign, should have many looks*

## HAVE A FRIEND THAT ALWAYS TELLS THE SAME JOKE?

We all do & by the fourth time you hear it you want to punch them.

Think about using various ads instead of just one design.

Campaigns with one design can be boring & forgettable. **Mix things up & tell the whole story instead of one page from the book.**

If you don't have time to design a full campaign, please let us know, we might be able to help.





*Lots of Small Words*



*A Few to No Big Words*

DISTANCE	EXAMPLES	TEXT HEIGHT
5' - 50'	Malls, Airports	1" - 2"
50' - 100'	Window, Street Furniture	2" - 4"
100' - 200'	Posters, Surface Streets	4" - 8"
200' - 350'	Highway Bulletins, Walls	8" - 15"
350' - 500'	Highways	15" - 20"
500' - 600'	Highways	20" - 24"
600'+	Highways	24" - 40"

## HOW SMALL IS TOO SMALL?

Broad questions get broad answers. When it comes to typesetting... everyone wants to know what size they should use.

The only way to answer that is to ask more questions & **be clear about a specific message, place & audience.**

I can give you generic answers like on the left... but would rather make sure it's the right one.



*Color Based on Content*

## WHAT COLORS WORK BEST?

NEON YELLOW & BLACK  
are the worst choice for a spa.

LIGHT BLUE & FUCHSIA  
wouldn't work well for a warning.

See where we're going with this?  
What are you trying to do? Let that  
be your guide for all things tone.  
Don't worry about if it'll POP on  
the street. **Focus on it connecting  
with the right people.**



*Simple*

## **PEOPLE ARE SMARTER THAN YOU THINK.**

They really are. The irony is when we don't trust people to "get it" we end up looking like the dumb ones.

The best advertising has always been stripped down to only what is needed. When we get rid of what we want & **only use what we need**, we invite audiences to think for themselves.

Respect your clients, don't dumb it down & they'll respect you in return.



*Make it Great*

## **WE WANT THIS TO WORK MORE THAN YOU**

We are passionate about what we do, we live & breathe OOH... so yes... we want it to work more than you.

Like you, we get what we do better than anyone, & want to share what we love with everyone.

So before the next campaign, lets talk about how we make it great.



*Bulletins*



*Wallscapes*



*Poster*

## BILLBOARDS

**Bulletins** are located on key highways, intersections and integral choke points throughout the U.S..

**Wallscapes** are affixed to buildings in heavily trafficked areas and visible from a great distance.

**Posters** are located on major arterials and surface streets, Posters allow advertisers to completely saturate their chosen markets in a cost efficient way.



*Shelters*



*Metro Light*



*Bike Share*

## STREET FURNITURE

**Shelters** are located at key consumer convergence points, following bus routes in urban areas, & residential neighborhoods.

**Metro Lights** complement and fill in street furniture coverage in highly sought-after downtown locations

**Bike Shares** are becoming part of the urban commute in top cities & attract a younger, environmentally friendly consumer.



*Kiosks*



*Digital Urban Panels*

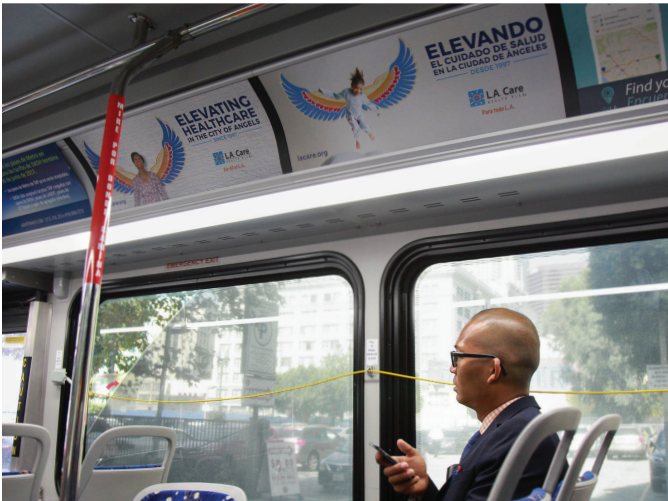
## STREET FURNITURE

**Kiosks** are located on primary streets in highprofile, highly desired urban areas. This gives advertisers the opportunity to stand out & target audiences in areas with minimal advertising, at a high frequency.

**Digital Urban Panels** are situated above subway entrances, urban panels are the most dominant and vibrant streetlevel displays, allowing for an unrivaled connection with your target audience. Available in both video and static formats.



*Bus Exterior*



*Bus Interior*

## BUSES

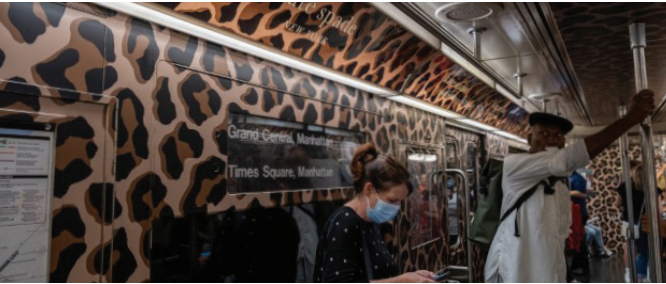
**Bus Exteriors** serve as 'rolling billboards' traveling in and around densely populated city streets, leaving a lasting impact on pedestrians, motorists & passengers.

**Bus Interiors** maximize on long dwell time and engage a captive audience with bus interior media. Want more presence? A branded bus offers advertisers the unique opportunity to completely own the inside of the bus.





*Rail Exterior*



*Rail Interior*



*Rail & Subway*

## RAIL

**Rail Exteriors** make a huge impact with. Influence riders, onlookers, vehicular traffic alike, as they are waiting trains to arrive or alongside major highways.

**Rail Interiors** reach a captive audience on their average 40 minute daily commute each way.

**Rail & Subway** deliver your message to the hard-to reach commuter audience with high impact subway ads! Tell your story through car cards, station platform posters, digital units, floor graphics and turnstiles.



*Liveboards*



*Digital Network*

## DIGITAL

**Liveboards** Liveboards, often arranged as a triptych, offer advertisers endless creative opportunities to engage audiences, from full motion video to sync. Strategically positioned in the highest traffic stations in major market transit hubs, this scale allows advertisers to make a high impact in a specific neighborhood or cross market.

**Digital Network** adds timeliness and relevance to your campaign through a digital execution. Easily change creative messaging based on triggers such as time of day, weather, or sports scores.



*Lifestyle Centers*



*Airport Media*

## **SPECIALTY MEDIA**

**Lifestyle Centers** impact the highly affluent community, while they are in a shopping frame of mind, through one of our lifestyle centers.

**Airport Media** engage the affluent business traveler through airport media, on or in close proximity to the airport property. Maximize on long dwell time with consumers eager for something to engage with!

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