



creative tips

easy to understand

You only have 5 seconds to tell your story, so you must make it easy to understand for an on-the-go out-of-home audience.

- ▶ Use 7 words or less
- ▶ Stick to one key message; too much will clutter and confuse
- ▶ Design the layout to reflect how we read in a “Z” pattern on the space
- ▶ Use imagery that will instantly help make the connection between the message and your brand
- ▶ Rely on clean, bold, non-serif fonts
- ▶ Simplify
- ▶ Print the ad as a business card size and make sure the message still resonates



dare to be bold

A larger-than-life moving mobile billboard is hard to miss. But creative still plays a vital role in giving your ad campaign a heartbeat. Don't be afraid to use striking images or clever concepts to drive more impact.

When you can achieve an emotional reaction from your creative, your message and brand will be more memorable!

- ▶ Consider the shock factor, add humor or experiment with the extraordinary
- ▶ Enhance the creative with build-outs, props, optical illusions or textures when it supports your key messaging
- ▶ Skip the white space; instead use a bright, bold image or color in the background with proper contrast
- ▶ Push the creative envelope with an edgy, daring theme that's memorable

local relevance

The biggest benefit to leveraging a mobile billboard is its hyperlocal prowess. Reach the precise local audience in each market, and be sure the creative speaks to them.

- ▶ Incorporate the market or neighborhood name in which you're running
- ▶ Use local icons, teams or celebrities to tie your message more closely to the community
- ▶ Call out local references or landmarks
- ▶ Consider different languages when aiming your message to a cultural audience
- ▶ Know the differences in dialect; use local speak to better engage with the audience
- ▶ Adapt your creative to resemble other ads, such as mobile ads, also running in the market for the best integrated approach