

**GLOBAL  
CREATIVE  
OUTDOOR**

x

**Creative  
Guidelines**

# OOH Creative Considerations



Mindset  
What are they doing at the time?

Location  
Where are they and what are they doing in this location.

Interests  
What do you know about your audience and how can you demonstrate this understanding in your creative

# TRANSPORT



# Bus Wraps

Environment: Bus Wraps can amplify your message by making a bold statement to pedestrians. The huge fame-generating scale canvas ensures noticeability and instant brand recognition. They provide a chance to be unmissable with a moving billboard right in the heart of a city or local communities.

## Creative Considerations:

- **Colours** – think about how these will contrast in outdoor lighting.
- **Space** - utilise 100% of space, and consider how to contextualise the creative.
- **360 Degree view** – think about how you can use this unique feature to ensure your brand is recognisable and memorable from any view point.

Effectiveness: On average, brands experience +30 % uplift in brand awareness when using bus wraps.



Source: 2023 bus wraps outdoor benchmarking global effectiveness

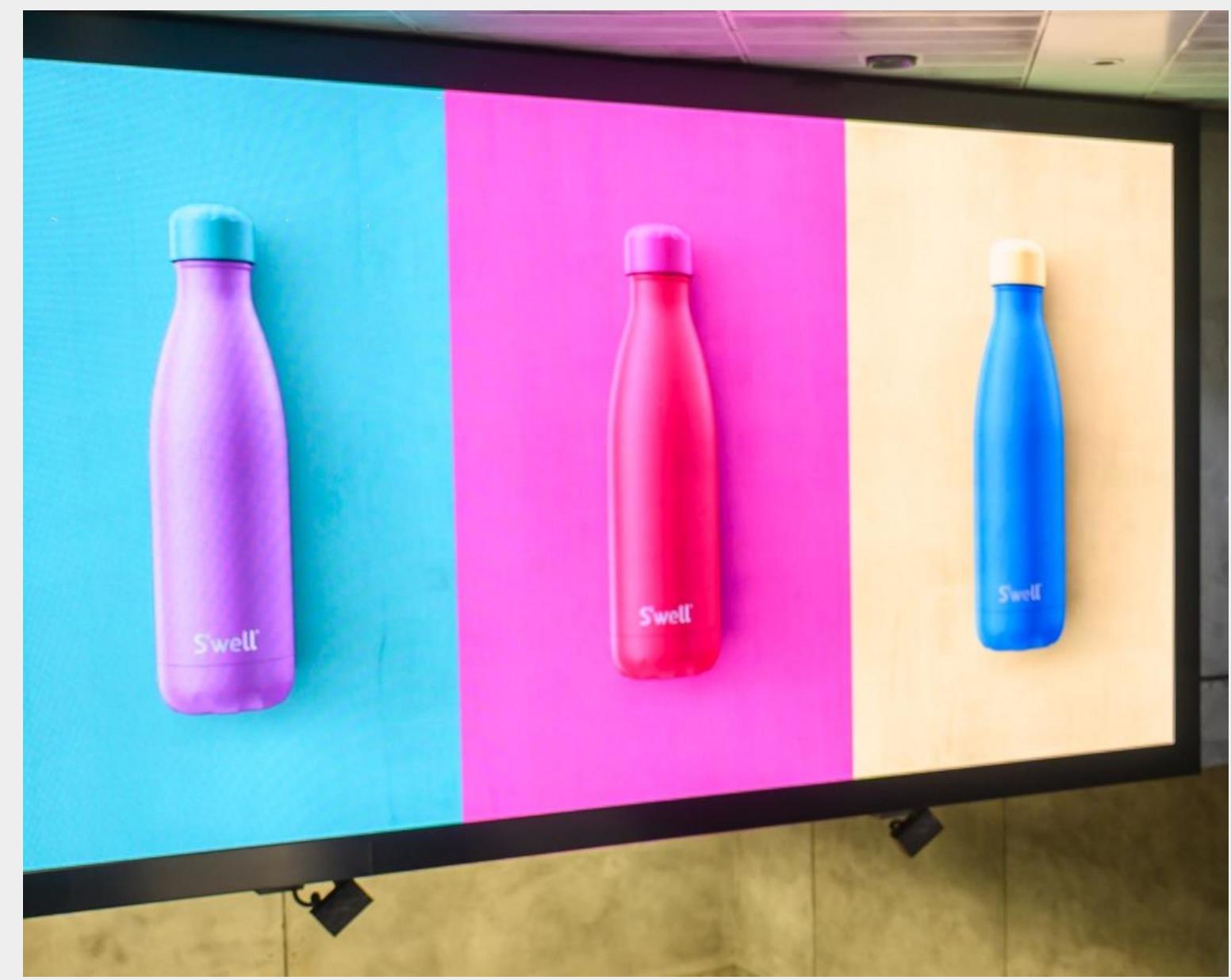
# Digital Gateway

Dwell Time: Commuters are passing through the environment. It's a 1 in 6 (10 second slot).

Environment: Unmissable HD screens located at key journey points.

Creative: Strategically placed high impact formats that dominate their environment and build fame.

Format: Above ticket halls, escalators and walkways, these sites own their environment and deliver striking digital outdoor to highly sought after audience



# Ribbons

Dwell Time: Avg time spent on escalators is 40 seconds

Duration: Animation length is 10 seconds.  
How can you maximize this by stitching creative across multiple screens

Environment: Unmissable HD screens as people are passing through

Creative: Think about impact is LESS copy, prominent brand positioning and bold yet simple design.

Format: People are traveling up one side, down on another, people tend to look at the screen opposite them and therefore view the full creative



# DEP's

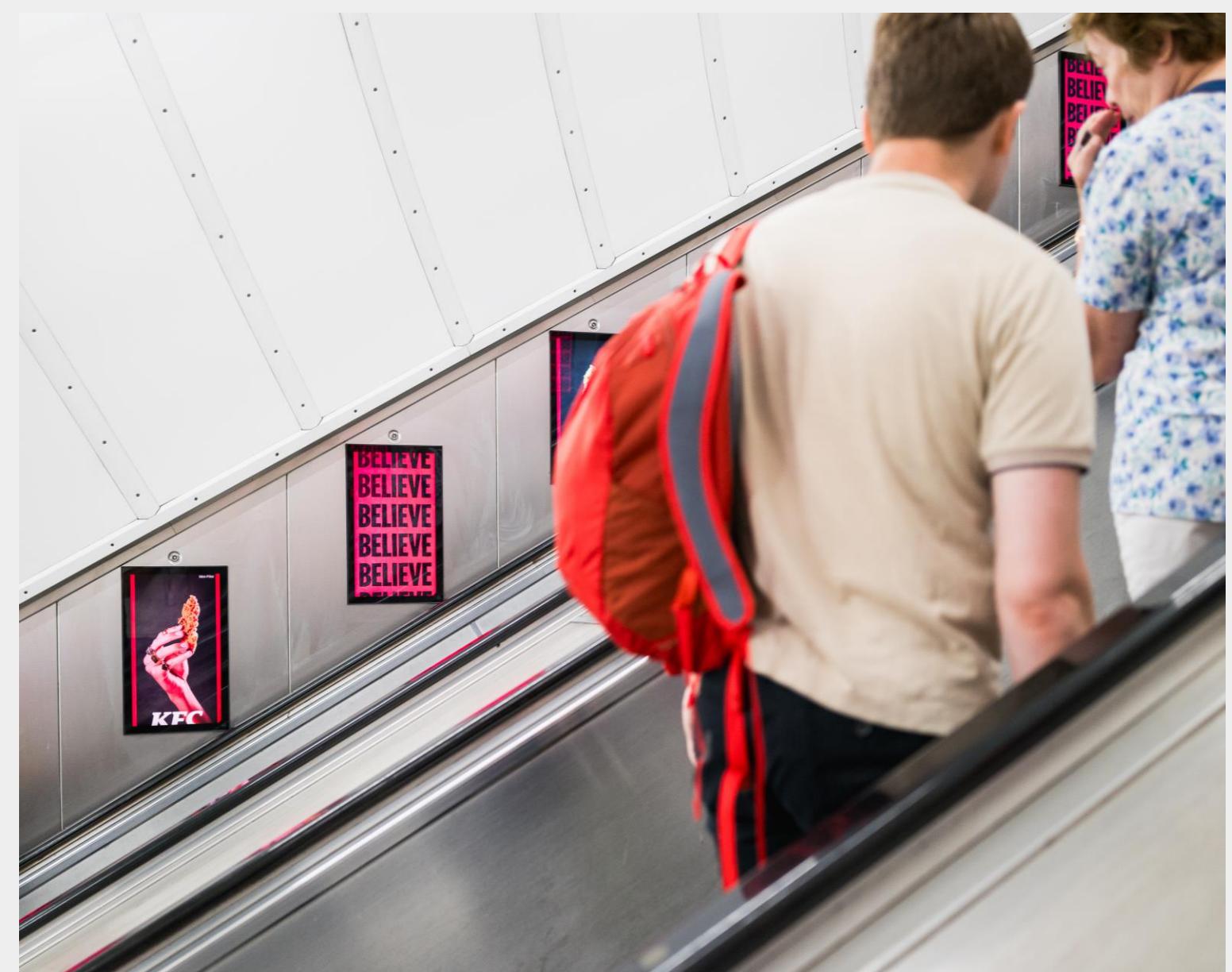
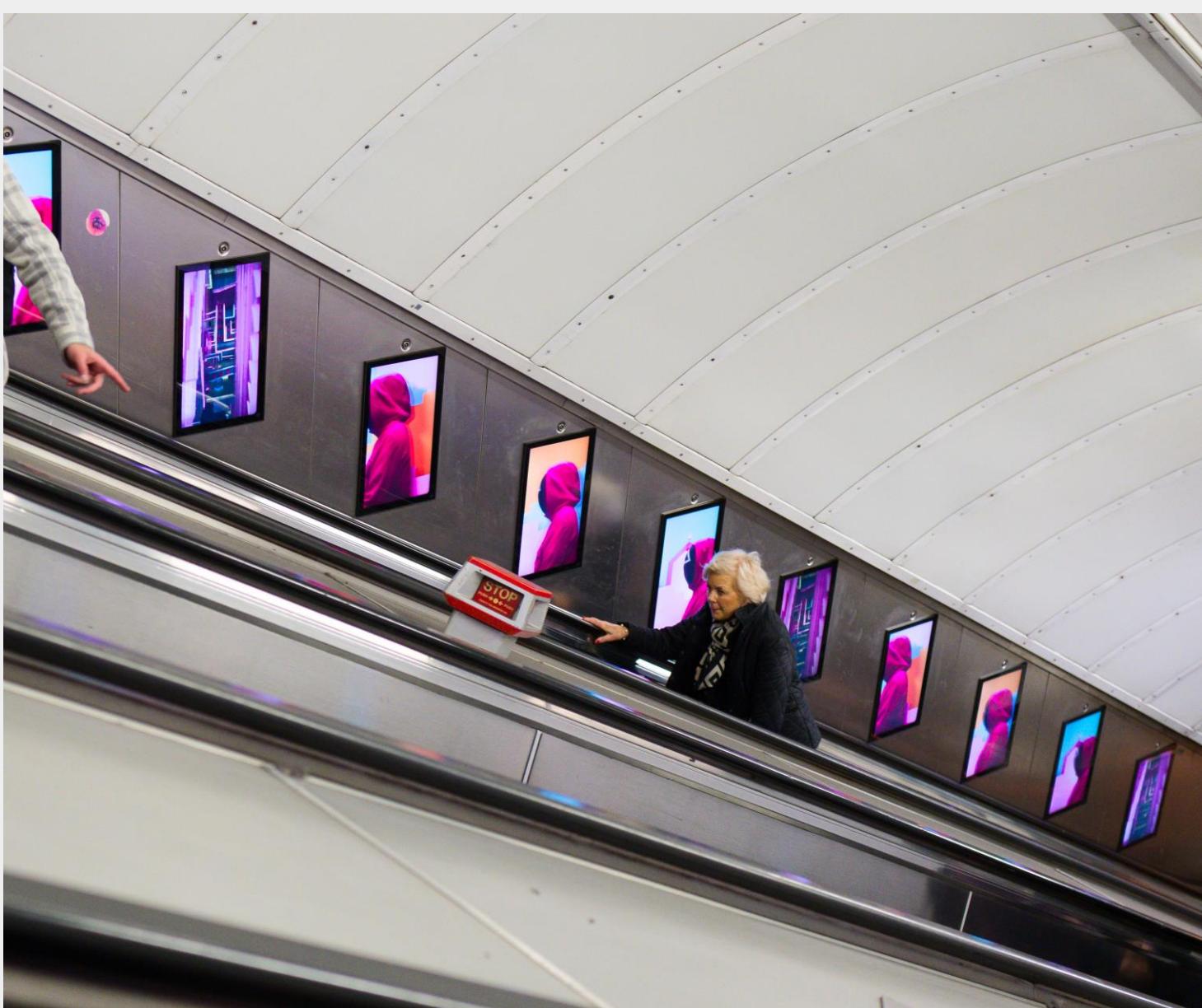
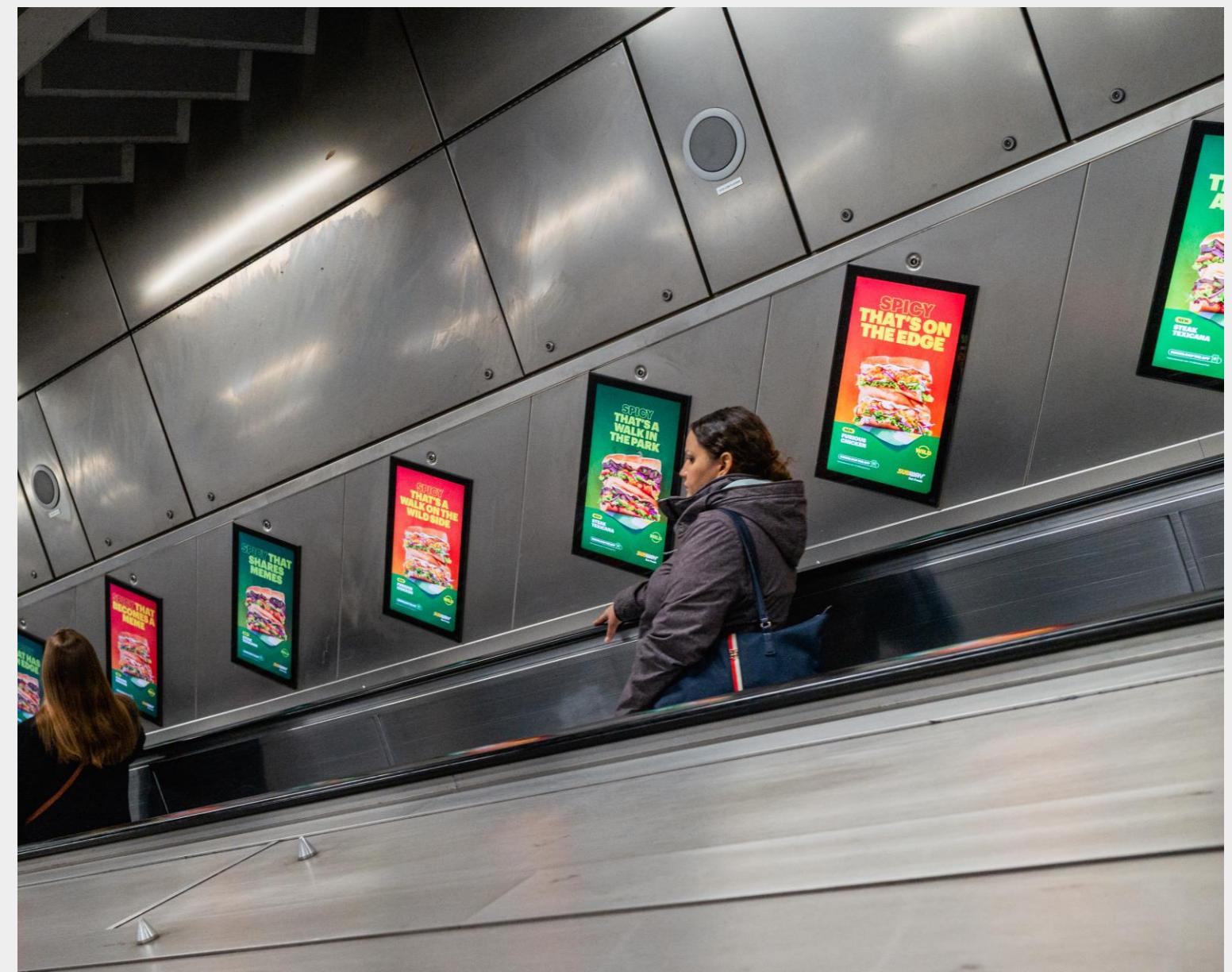
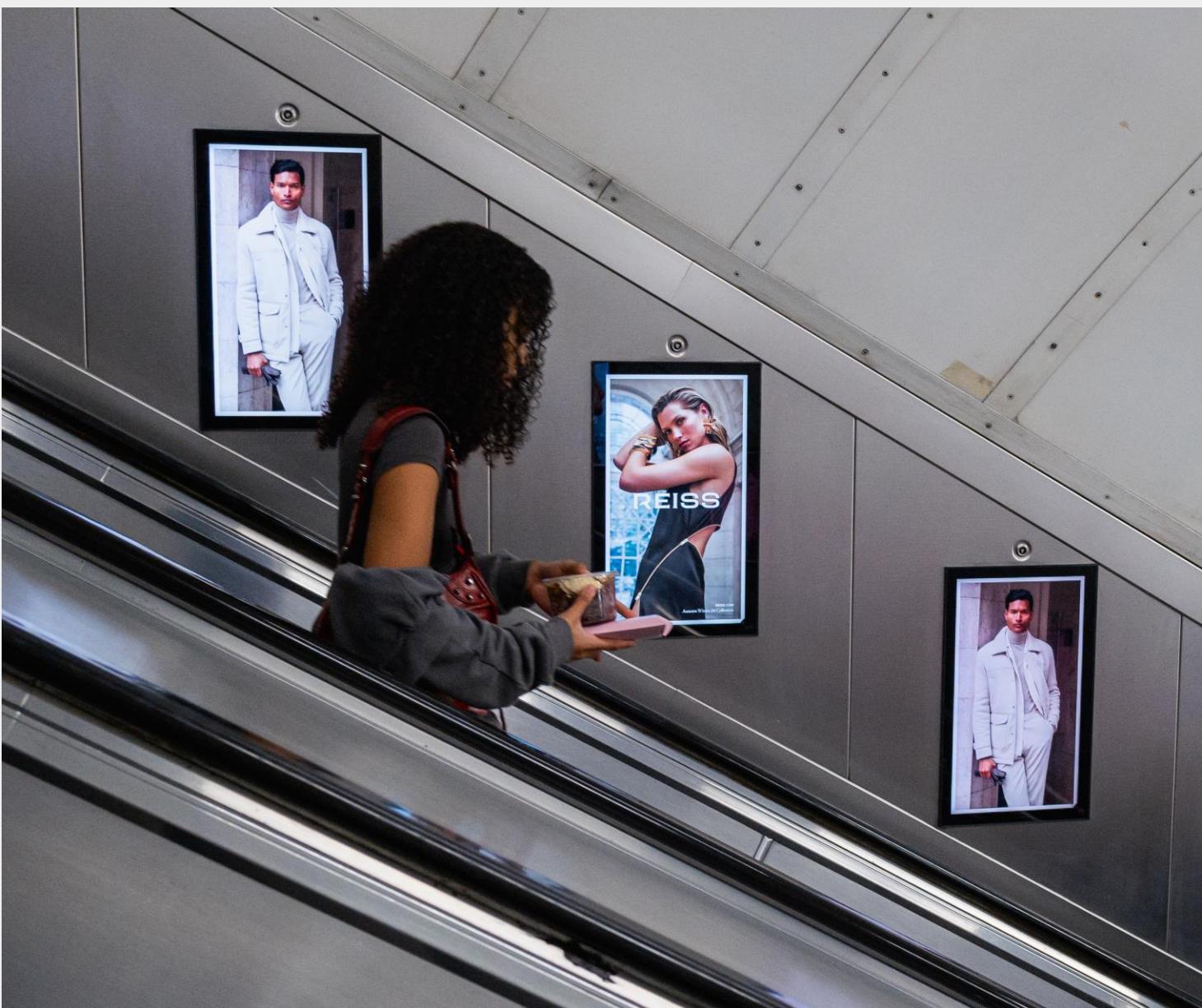
Dwell Time: Avg time spent on escalators is 40 seconds

Duration: Animation length is 10 seconds and up to 10 files can play in sequence both up and down the escalators.  
Consider how you can use multiple panels to tell a story.

Environment: A series of 23" HD portrait LCD screens that align both sides of main escalator runs at 16 of Central London's busiest stations.

Creative: Think about impact is LESS copy, prominent brand positioning and bold yet simple design.

Format: People are traveling up one side, down on another.



# Runways

Dwell Time: Avg time spent on platform is between 2-5minutes

Duration: Animation length is 5 seconds.

Environment: People are waiting for their train

Creative: The audience is nearby, longer dwell time, consider how you can utilise dwell time to tell a story (the same creative is across all screens at the same time)

Format: Digital runways ultra HD, full motion portrait screens installed in high-visibility locations on the platform edge of the Elizabeth line.



# Cross Track

Dwell Time: Avg dwell time of 3 minutes.

Environment: Perfect to capture people's attention in between tube arrivals.

Creative: Consider how to utilise the proximity to the poster and longer dwell time to tell a story. It's an opportunity to have a unique communication with your audience.

Format: Cross Track is on the opposite side of the platform, so passengers look across the tracks.

Effectiveness: Brand consideration builds as the total ad viewing time increases.



# TCP (Tube Car Panels)

Dwell Time: Avg dwell time of 13 minutes

Environment: People are sitting or standing on their commute

Creative: Think about impact is LESS copy, prominent brand positioning and bold yet simple design.

Format: TCP's are at the top of the tube carriage, people tend to look up at the advertising across from them.

Effectiveness: High dwell time environments are 6 times more effective at driving awareness\*.



# LU D6's

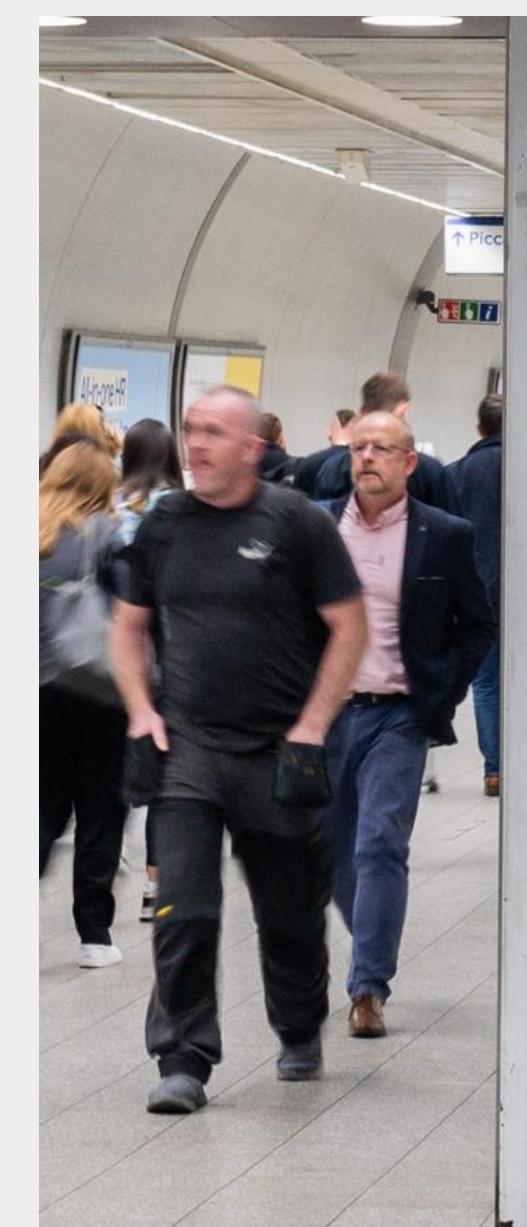
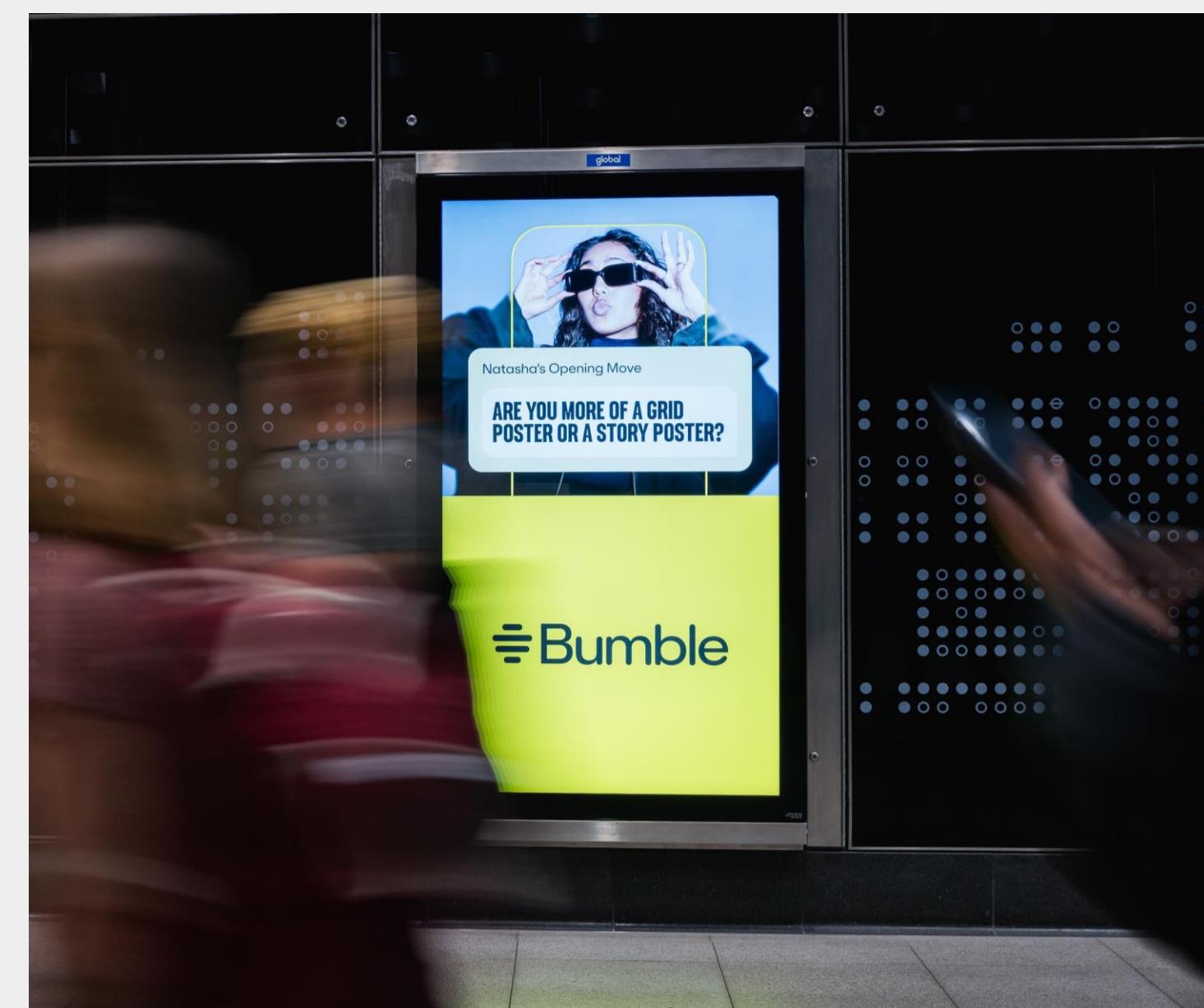
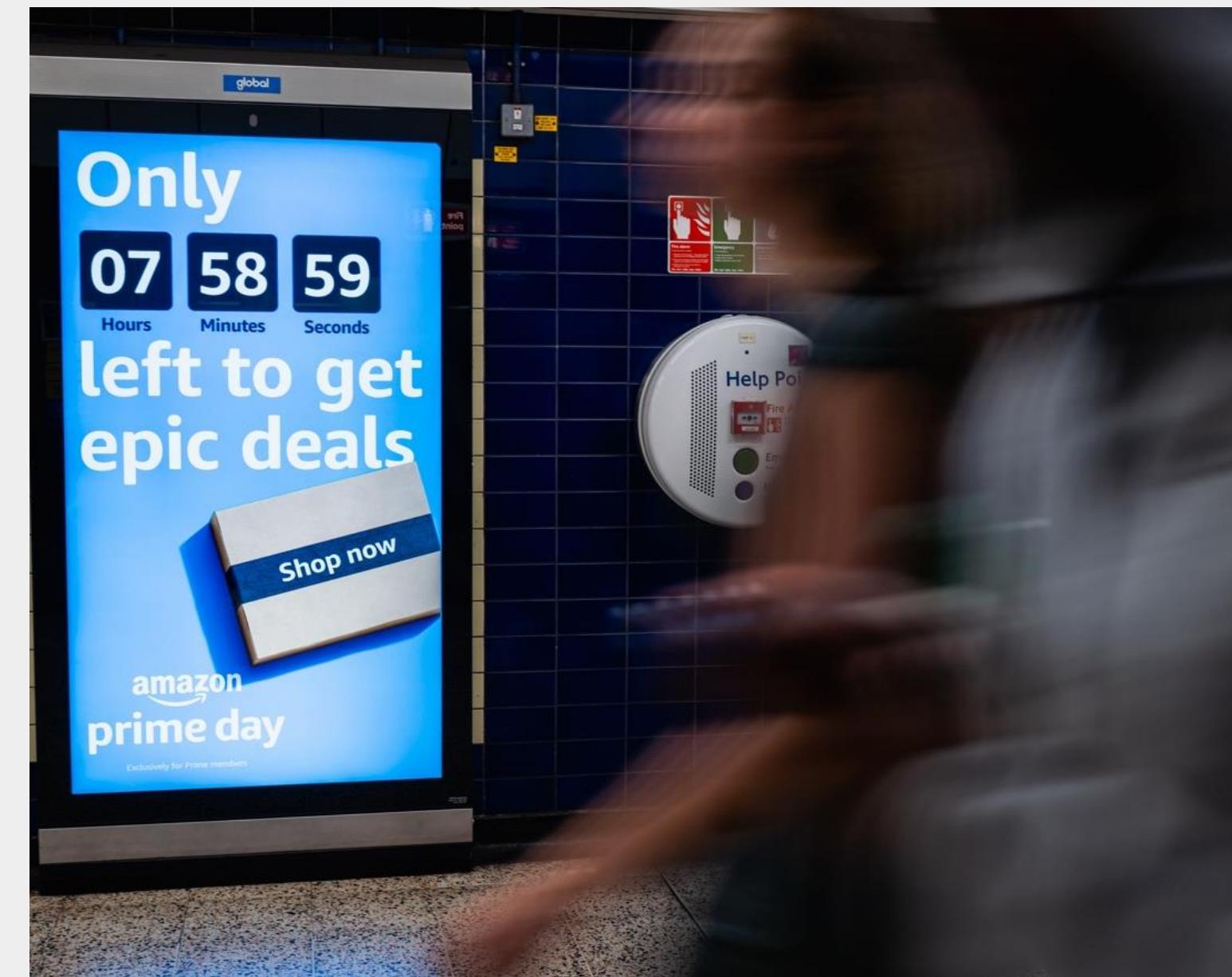
Dwell Time: People are typically walking past, you have a short space of time to capture attention.

Environment: Perfect to capture people's attention and build frequency.

Creative: Consider how to deliver impactful messages in 5-7 words and use the expansive network to multiple brand messages.

Format: A flexible format that allows to deliver tactical messaging and build brand presence.

Effectiveness: D6's build frequency which in turns increases brand recall and consideration.



# D12's

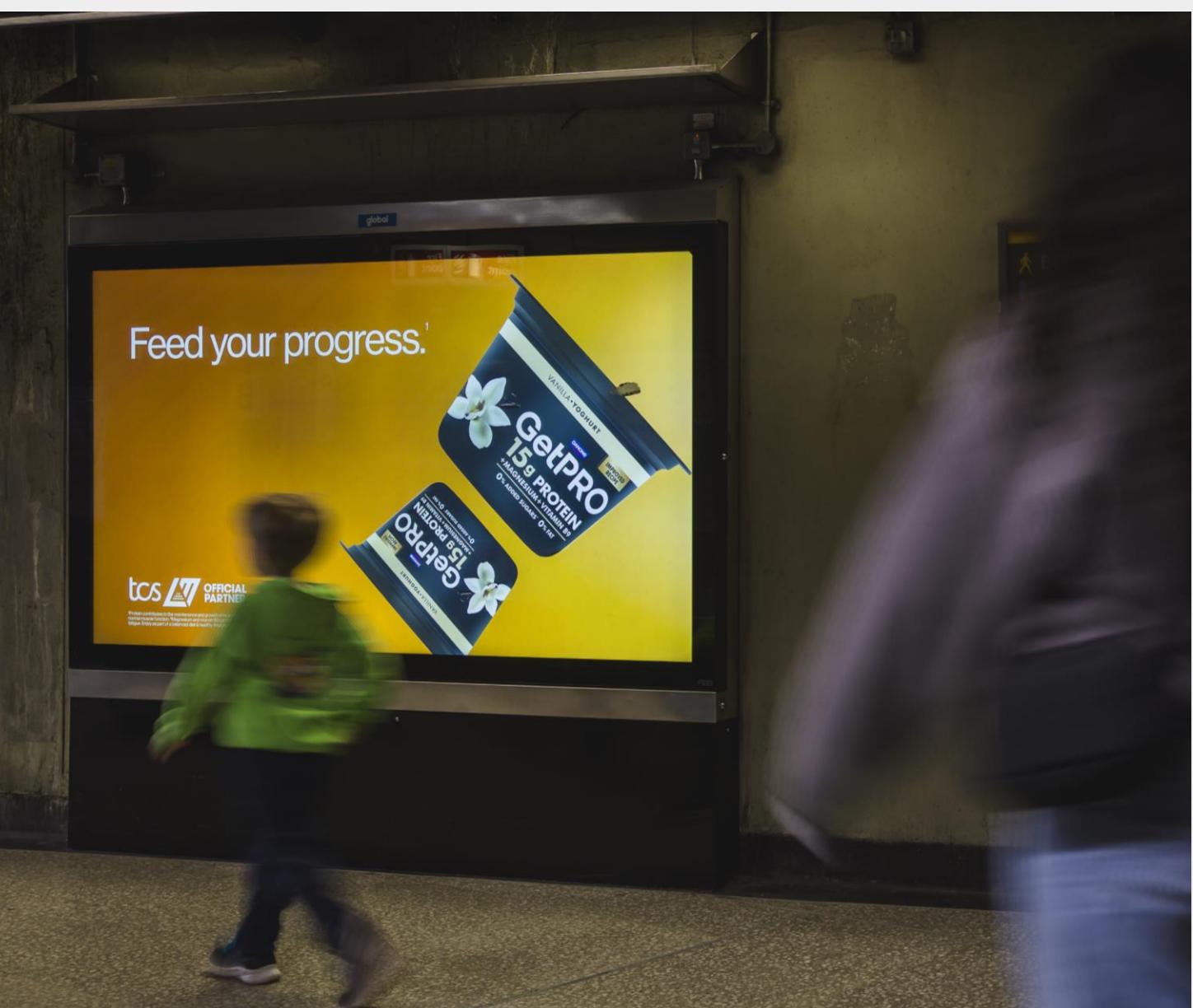
Dwell Time: Short attention spans demand bold, high-contrast visuals that capture attention in under three seconds.

Environment: Perfectly placed to capture people's attention and build frequency.

Creative: Utilise full-motion, dynamic content with minimal copy to deliver a clear, emotionally resonant message

Format: A premium landscape screen with cinematic potential, ideal for storytelling, sequential reveals, or hero creative that owns its space

Effectiveness: Best used to build fame fast; when paired with D6s, they deliver both standout and sustained brand recall.



# ROADSIDE



# Large Format Digital (LFD)

Dwell Time: People are typically driving past

Environment: Perfect to capture people's attention and build frequency.

Creative: Consider how to deliver impactful messages in 5-7 words and use the expansive network to multiple brand messages.

Format: A flexible format that allows to deliver tactical messaging and build brand presence.



# Street Hub

## Creative Considerations

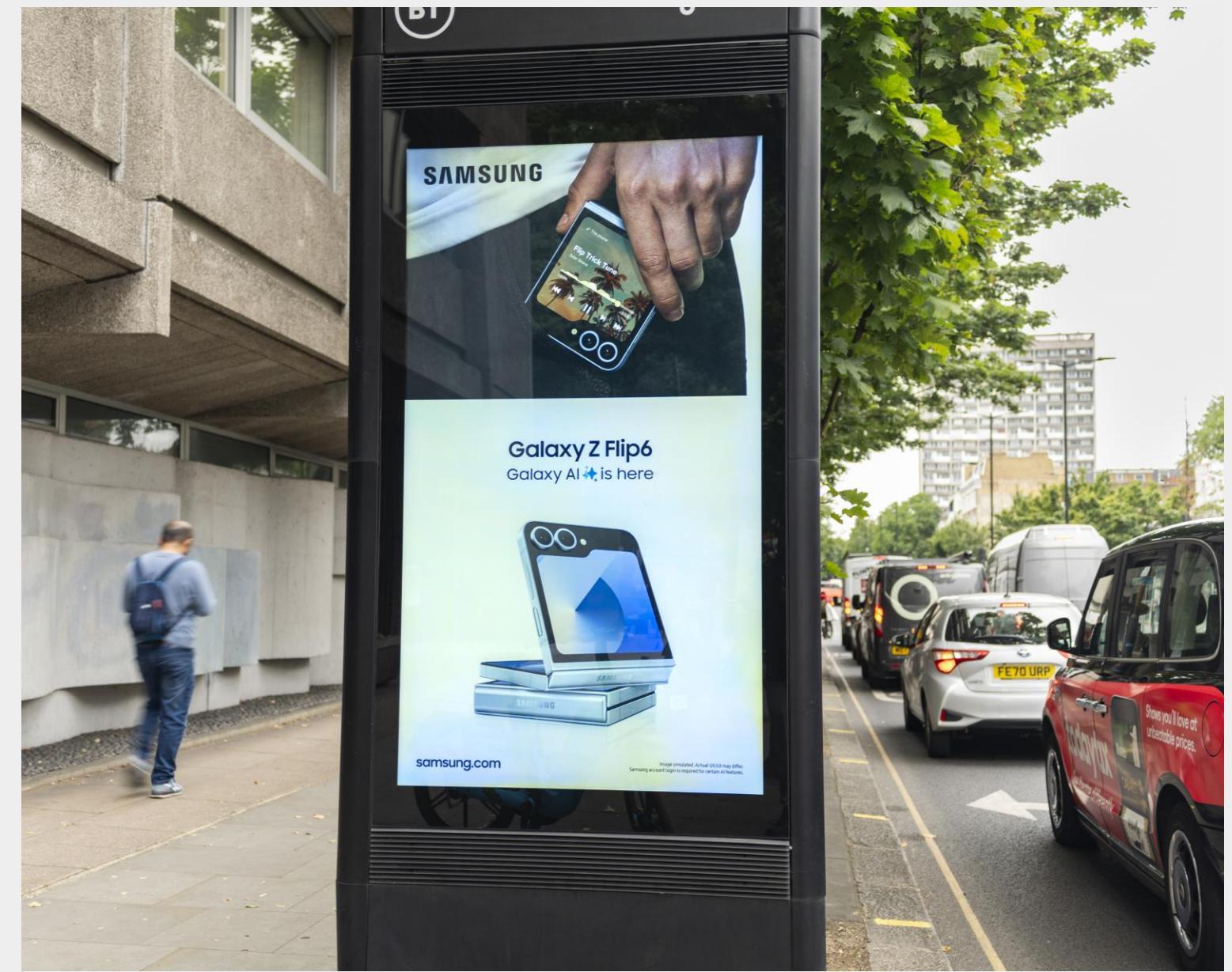
Dwell Time: People typically walking past, you have a short space of time to capture attention.

Environment: Perfect to capture people's attention and build frequency.

Creative: Consider how to deliver impactful messages in 5-7 words and use the expansive network to multiple brand messages.

Format: A flexible format that allows to deliver tactical messaging and build brand presence.

Effectiveness: Global benchmarks prove effective driving all brand metrics across purchase funnel



# AIRPORT



# Departures D6s

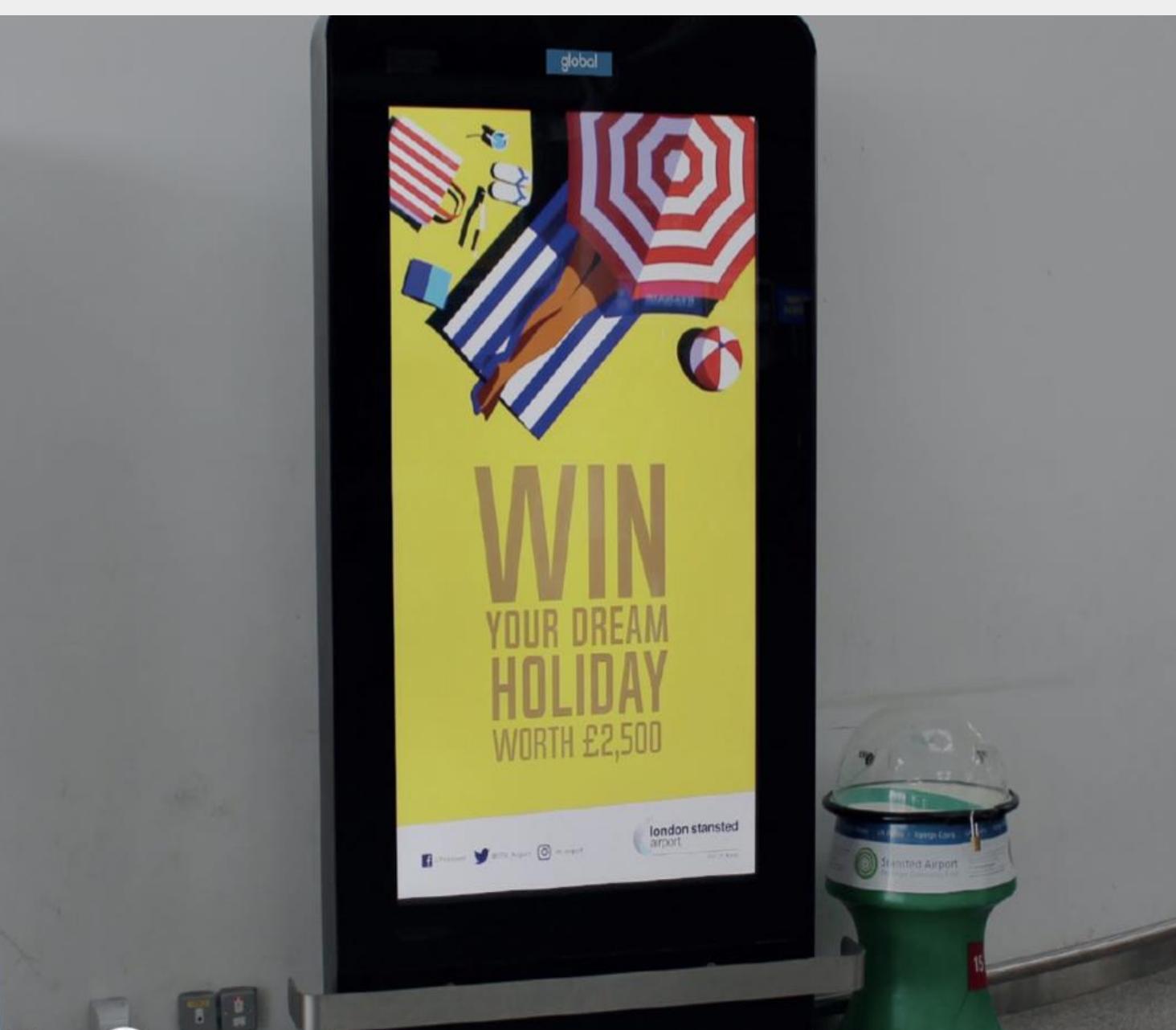
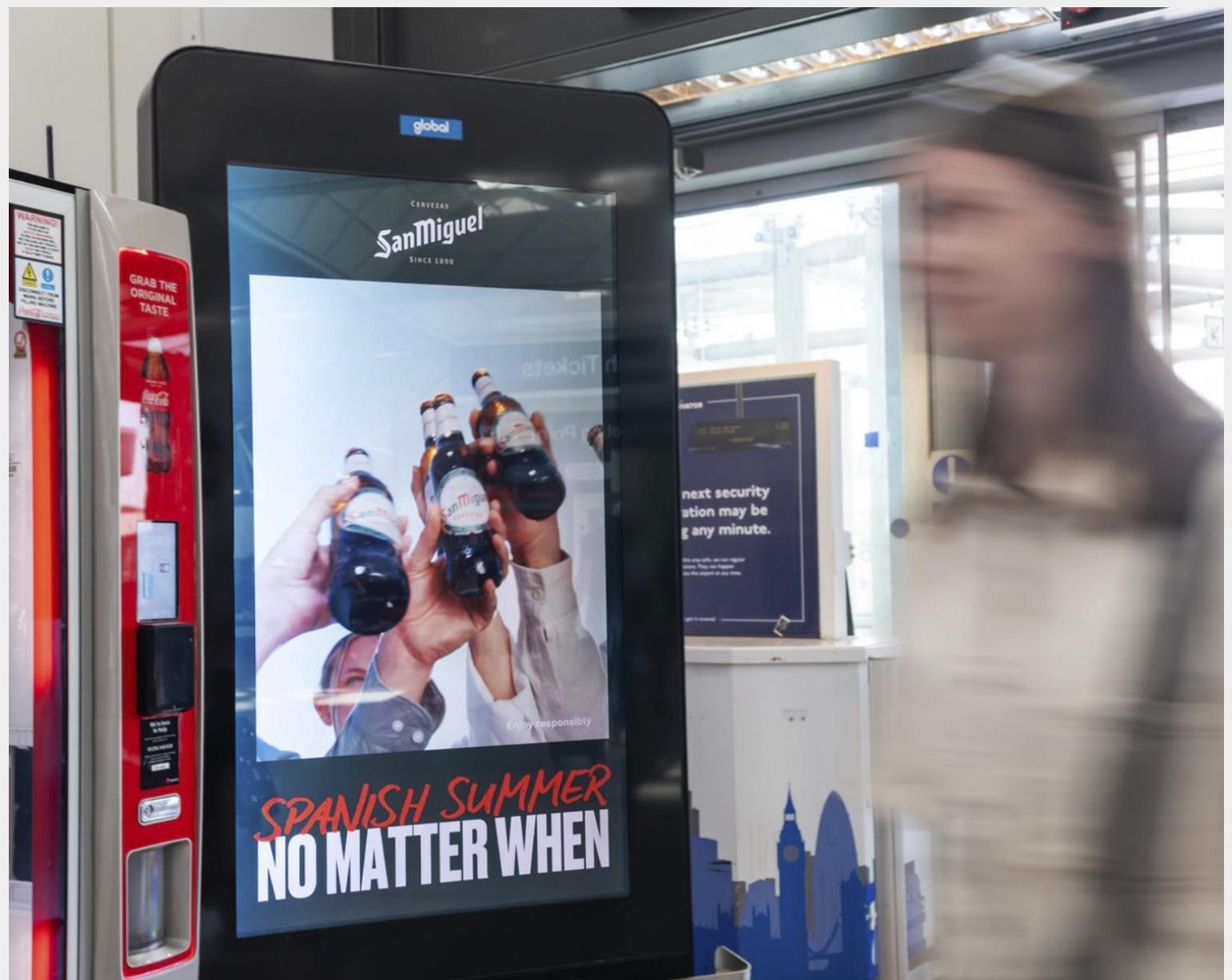
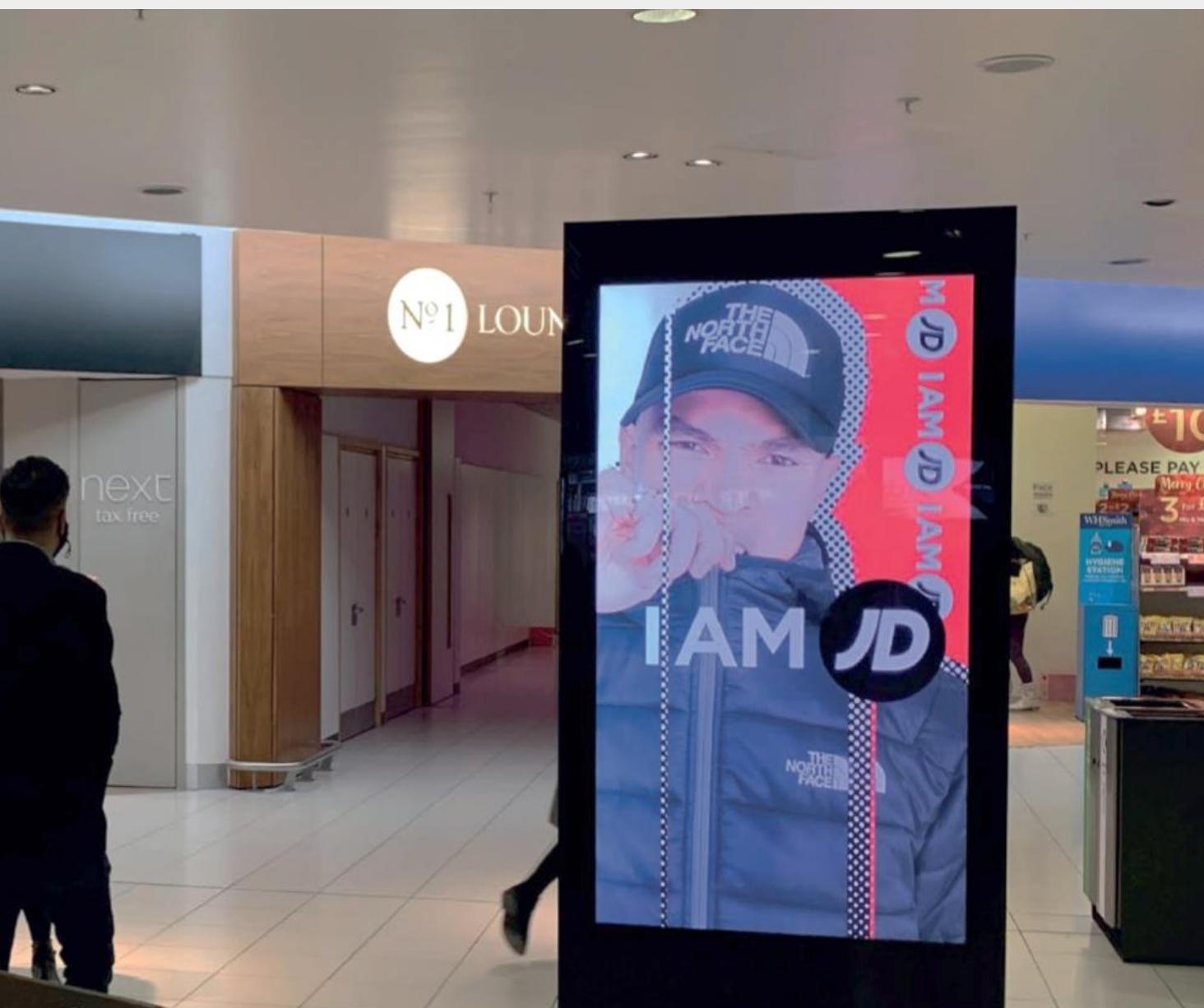
Dwell Time: People typically spend 90-120 Captive minutes in Departures. This is a very long exposure time compared to other advertising environments.

Environment: Perfect to capture people's attention and build frequency.

Creative: Consider how to deliver impactful messages in 5-7 words and use the expansive network to multiple brand messages.

Format: A flexible format that allows to deliver tactical messaging and build brand presence.

Effectiveness: Arriving passengers welcome being inspired by advertisers helping them with short term decision making (what to eat, what to see etc.) and future holiday plans. With a massive, 83% of people in arrivals thinking about their next holiday.



# Arrivals D6s

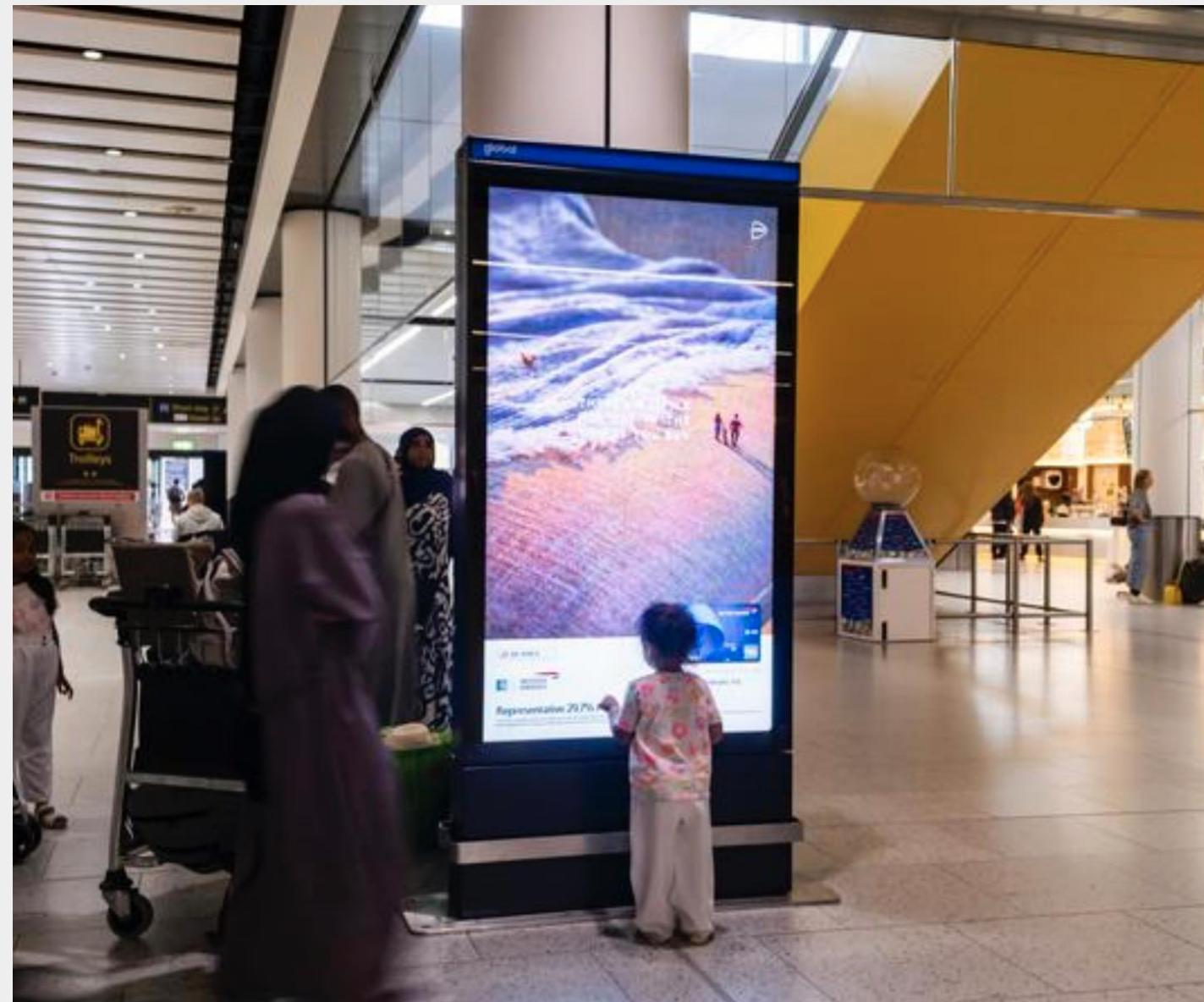
Dwell Time: People typically spend 30-60 Captive minutes in Departures. This is a very long exposure time compared to other advertising environments.

Environment: Perfect to capture people's attention and build frequency.

Creative: Consider how to deliver impactful messages in 5-7 words and use the expansive network to multiple brand messages.

Format: A flexible format that allows to deliver tactical messaging and build brand presence.

Effectiveness: We can all relate to arriving back to the UK and one of the first trains of thought being what am I going to eat. In fact, 9 in 10 also share the same thinking!! Along with 64% of people thinking about catching up on their favourite TV show or streaming episodes. This advertisement can spark their mind and give them inspiration as to where or who to buy from next.



# Departures D12s

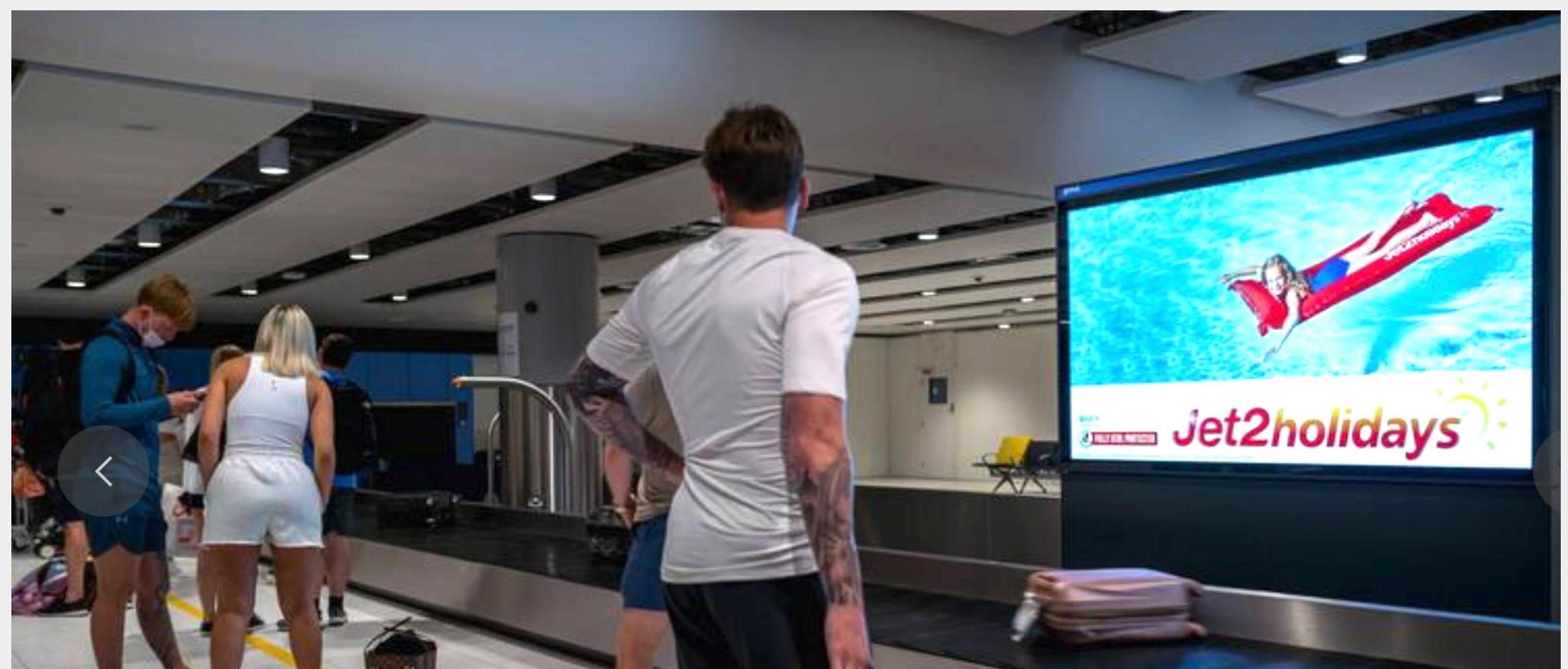
Dwell Time: Short attention spans demand bold, high-contrast visuals that capture attention in under three seconds.

Environment: Perfectly placed to capture people's attention and build frequency.

Creative: Utilise full-motion, dynamic content with minimal copy to deliver a clear, emotionally resonant message

Format: A premium landscape screen with cinematic potential, ideal for storytelling, sequential reveals, or hero creative that owns its space

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Format: A premium landscape screen with cinematic potential, ideal for storytelling, sequential reveals, or hero creative that owns its space

Effectiveness: Best used to build fame fast; when paired with D6s, they deliver both standout and sustained brand recall.



# Premium Digital Landmarks

Dwell Time: People are typically walking past to get to flights or explore the airport.

Environment: Perfect to capture people's attention on the way to catch flights.

Creative: Consider how to utilise the proximity of the poster to tell a story that will capturing passing customers attention. It's an opportunity to have a unique communication with your audience, on their journeys.

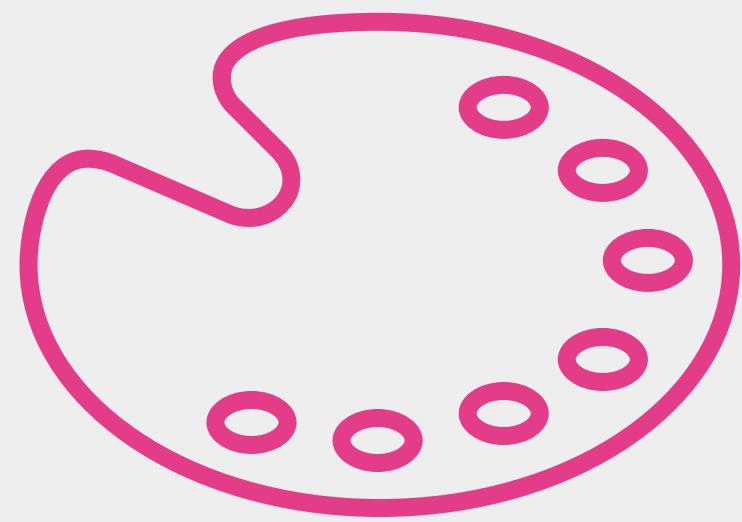
Format: A flexible format that allows to deliver tactical messaging and build brand presence.

Effectiveness: Brand consideration builds as the total ad viewing time increases.



# Attract

The Key Visual plays an integral role in attracting someone into a poster and in communicating the rest of the message in these ways:



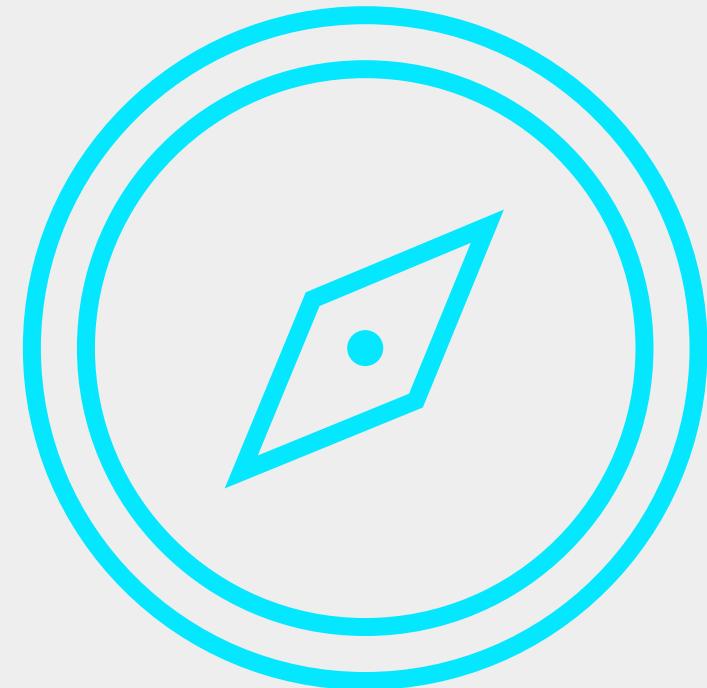
## Size & Colour

Understanding the **basics of colour theory** can help you use colour to your advantage.



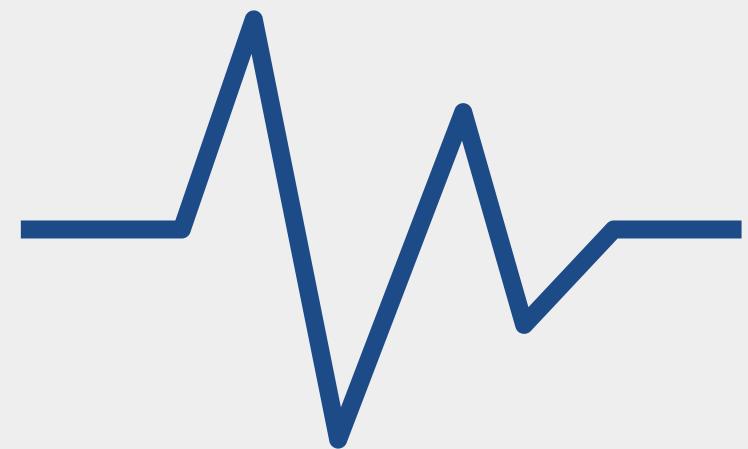
## Balance

Good **form and stability of sizing** gives the design balance and is more appealing to the eye.



## Position

Best position for the key visual is to the left – allowing a **natural scan through the poster**.



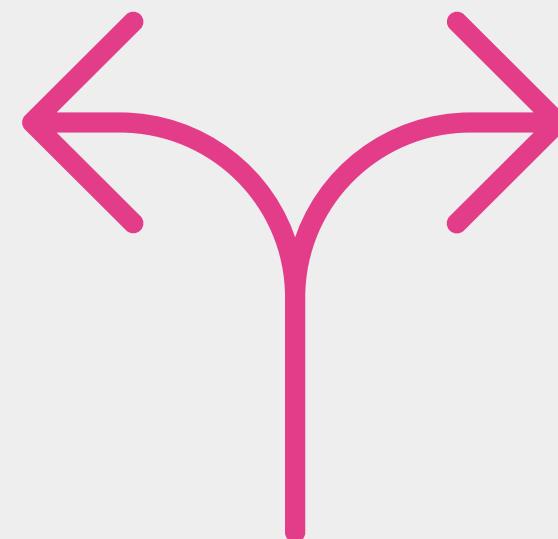
## Rhythm

Rhythms help to **guide the viewer's eye** around a piece rather than a particular focal point.



# Communicate

The average viewer spends two seconds looking at a campaign, 5 to 7 words maximum per design ensure the main message is absorbed.



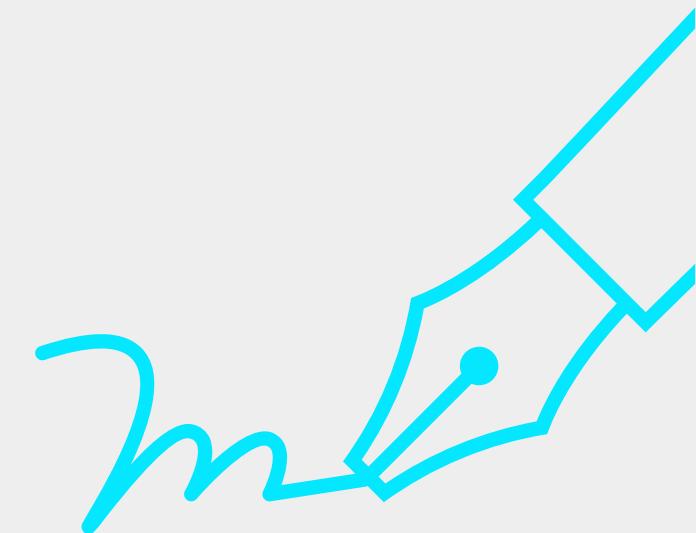
## Space

Repeating **colours, fonts, words, or shapes** can help tie your design together and can help people remember your brand.



## Contrast

When you have multiple visual elements in a design, **give extra visual weight** to your most important message.



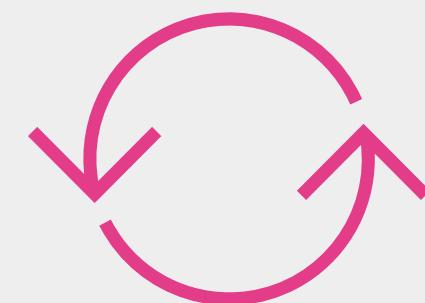
## Font

You can guide the viewer's eye to specific elements to **create "movement"** by tying the design together in specific ways.



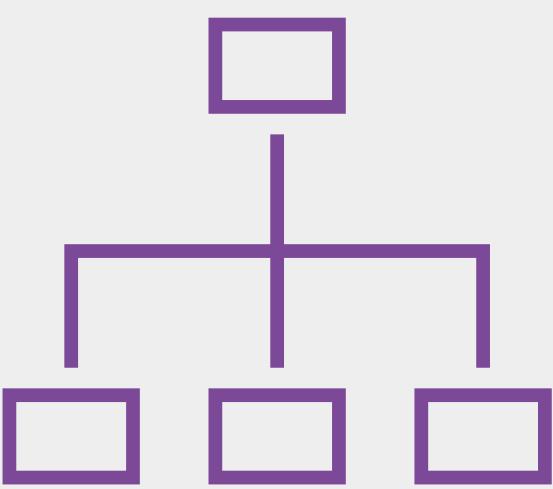
# Associate

For the entire communication message to be properly absorbed, the consumer must be able to make the association with the brand.



## Repetition

Repeating **colours, fonts, words, or shapes** can help tie your design together and can help people remember your brand.



## Hierarchy

When you have multiple visual elements in a design, **give extra visual weight** to your most important message.



## Movement

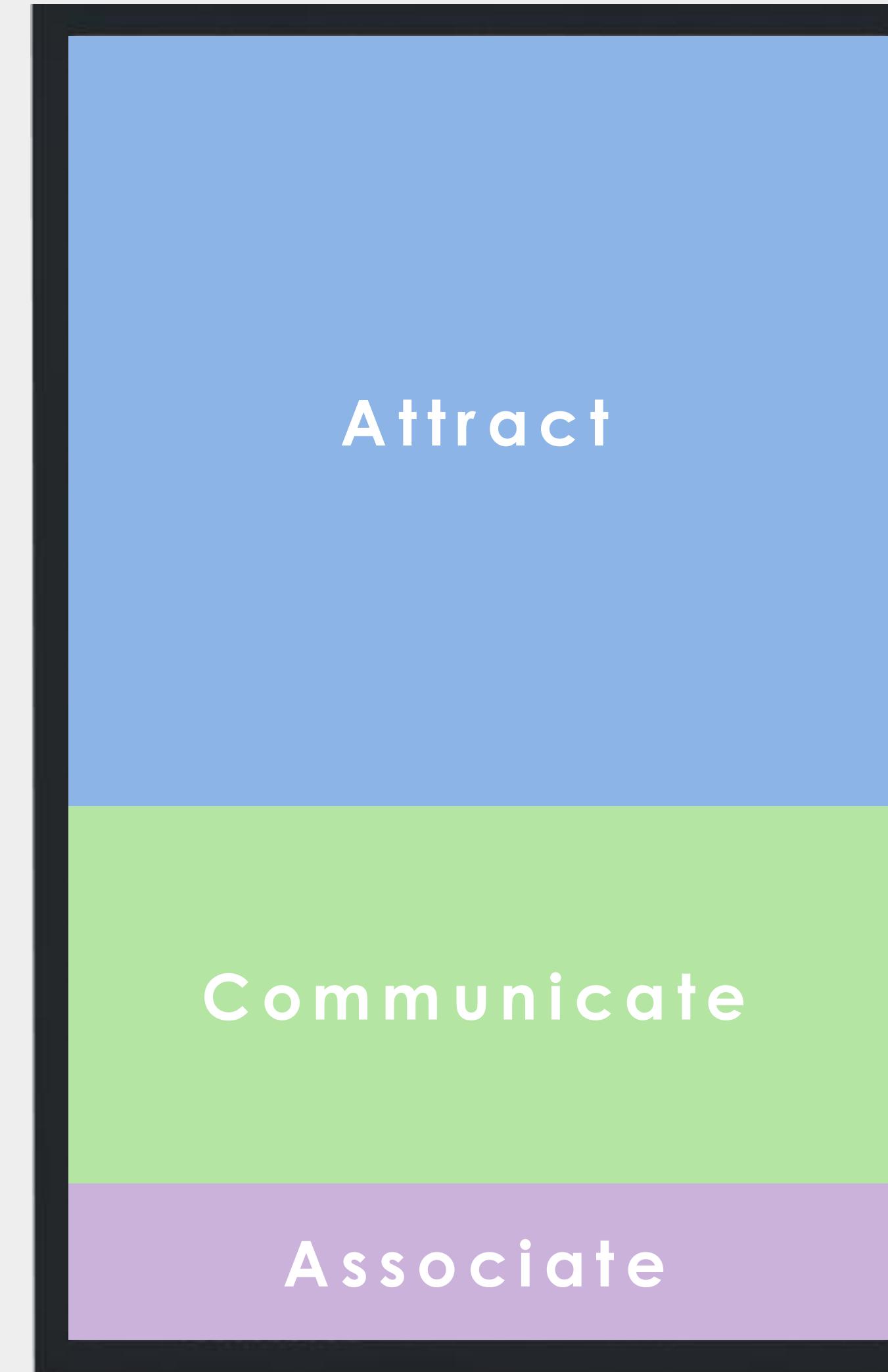
You can guide the viewer's eye to specific elements to **create "movement"** by tying the design together in specific ways.



# How do people read ads



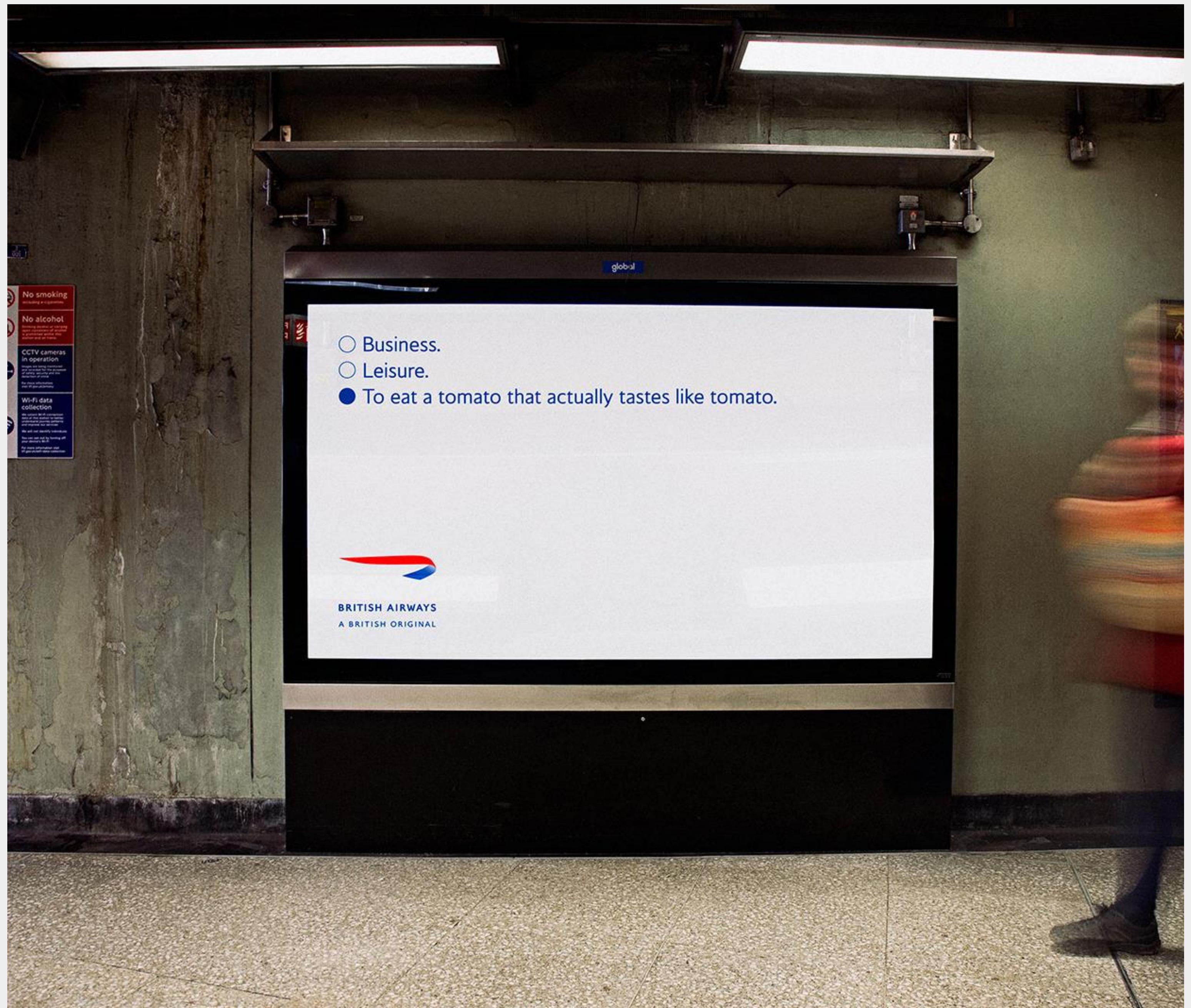
ACA



# Creative Design:

1. **Keep it simple**
2. **Great Copywriting**
3. **Legibility (Clear branding)**
4. **Attention Focus (placement of art/product)**

Here are some quick creative notes to help guide and influence brands to make better artworks. Using this Kellogg's piece as an example.



# Roundup.

01



## Relevant Human Insight

All great ideas start from uncovering the relevant insight. Asking the right questions and doing the research is key to unlock this.

02



## A Simple Idea

Translate and inspire that core insight and thinking into something simple and understandable.

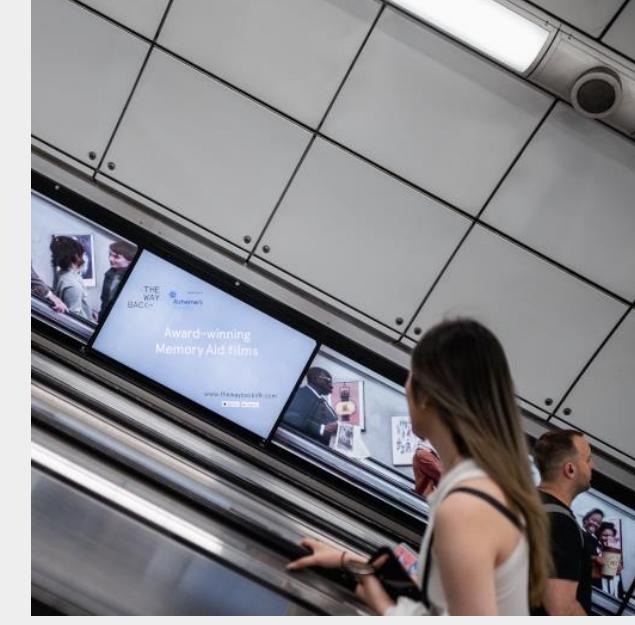
03



## Unexpected Execution

The fun part. The execution should be surprising or unexpected for the category to create talkability and standout.

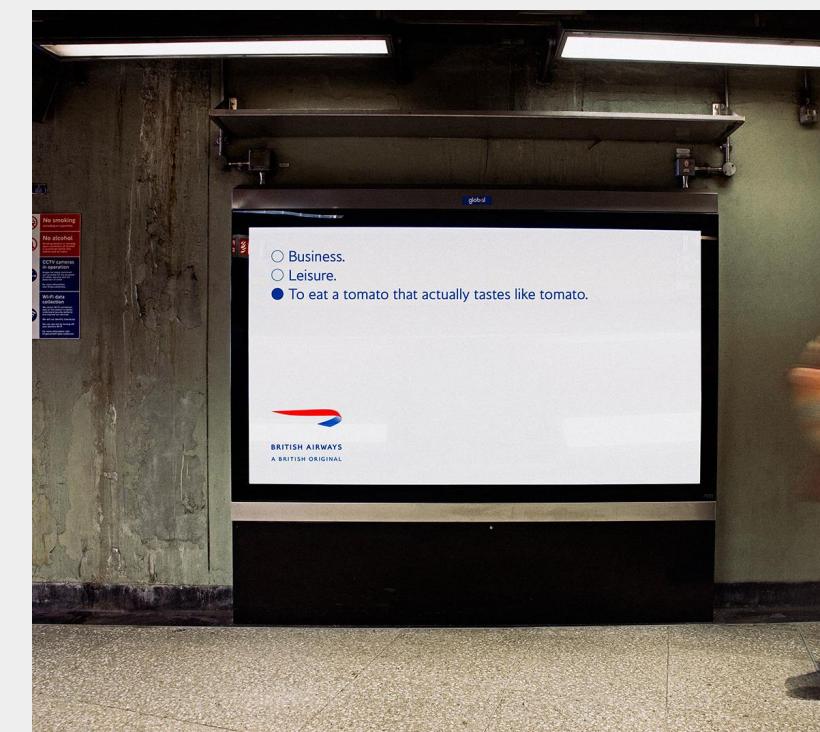
04



## Strategic Placement

Finally, the placement of the campaign allows the other 3 fundamentals to shine and reach the right audiences.

A great impactful and memorable campaign have these three core` fundamentals which are all interconnected. Along with the creative design thinking points.



## Creative design thinking.

1. Keep it simple
2. Great Copywriting
3. Legibility (Clear branding)
4. Attention Focus (placement of art/product)

Ok, but...

What makes creative work  
“GREAT” creative work?



It all starts with a brief.

A brief...  
with a problem to solve.



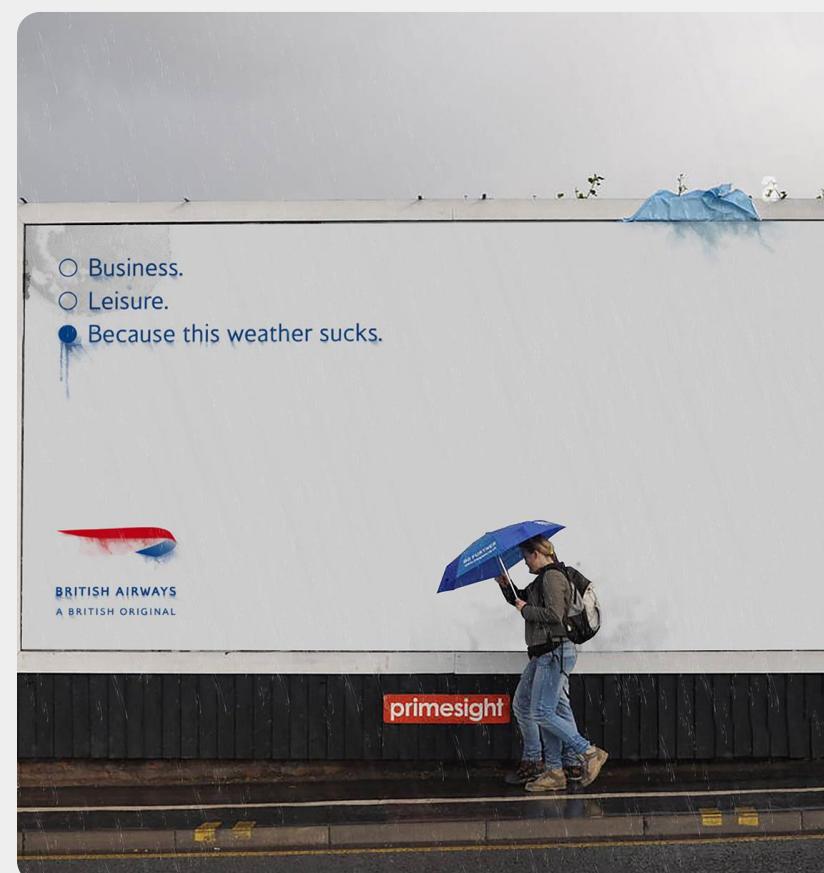
# Core Fundamentals

A great impactful and memorable campaign usually has these three core fundamentals which are interconnected but with human insight being the foundation. The insight is the glue that goes beyond the communication and actually makes people feel something.

01



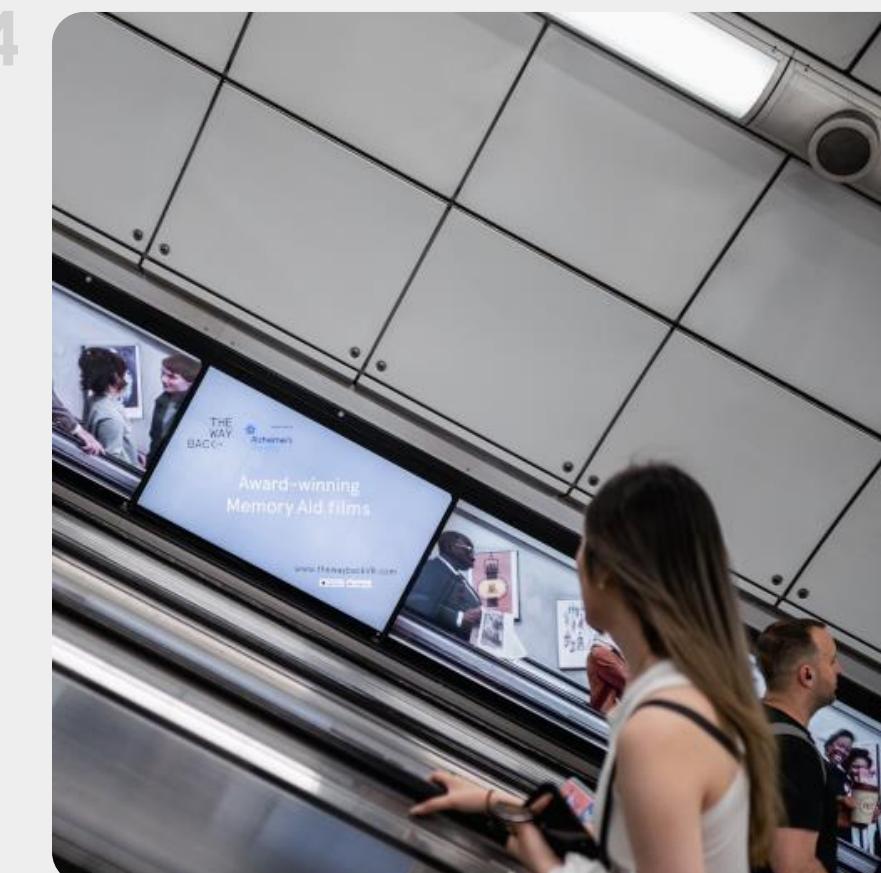
02



03



04



**Relevant Human Insight**

**A Simple Idea**

**Unexpected or Surprising Execution**

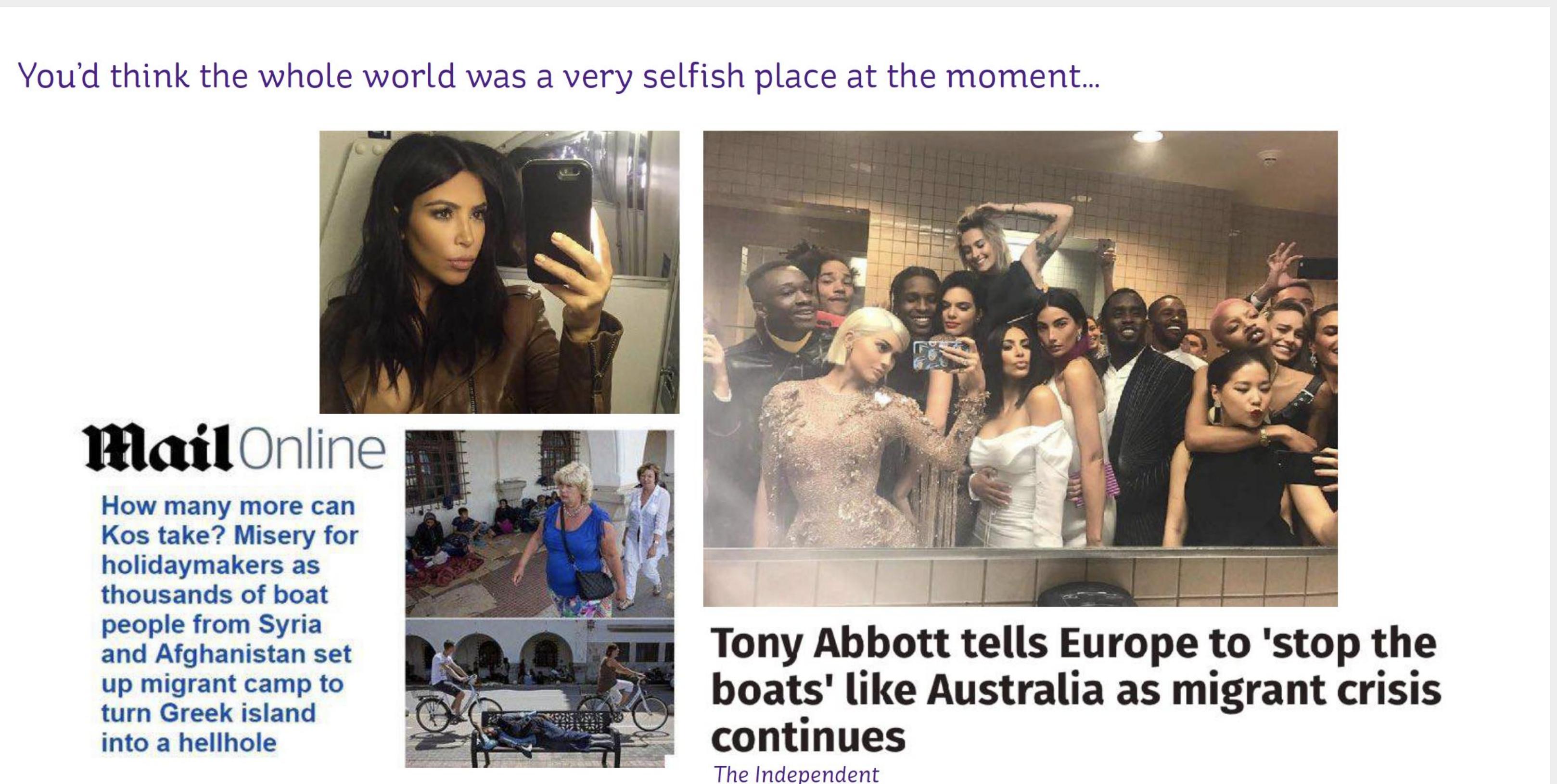
**Strategic Placement (Create a narrative)**



# Relevant Human Insight

Such insights allow access to the core consumer desires, behaviors and motivations. With this core fundamental we can create work that resonates deeply and authentically with the target audience, in turn making the campaign more memorable and impactful.

You'd think the whole world was a very selfish place at the moment...

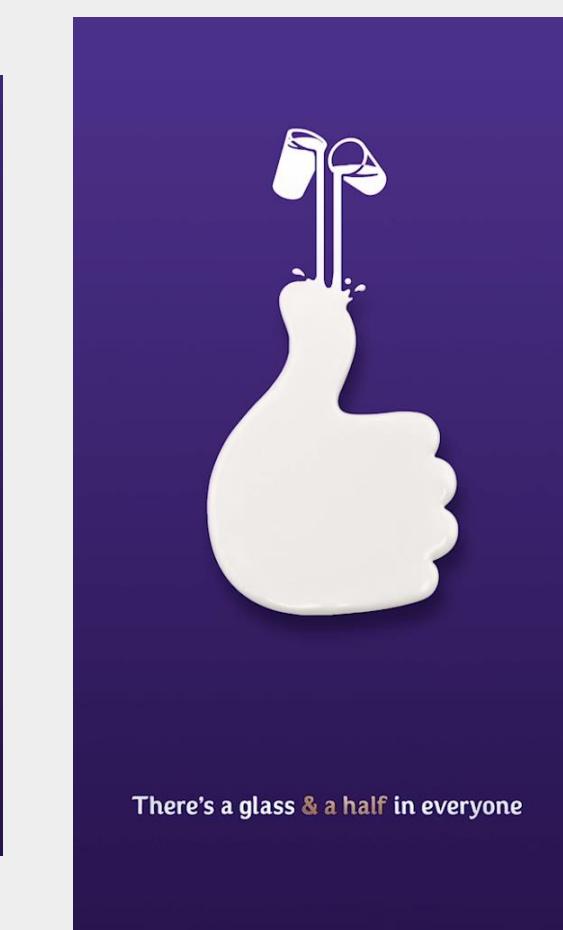
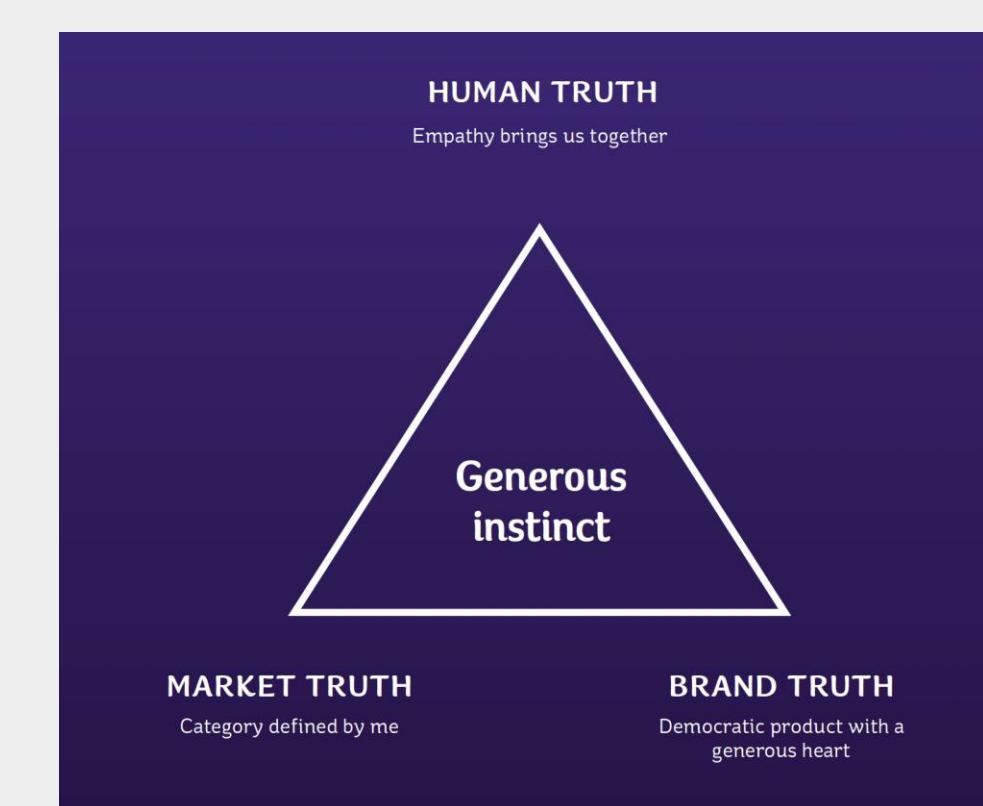


**Mail Online**

**How many more can Kos take? Misery for holidaymakers as thousands of boat people from Syria and Afghanistan set up migrant camp to turn Greek island into a hellhole**

**Tony Abbott tells Europe to 'stop the boats' like Australia as migrant crisis continues**

*The Independent*



# Relevant Human Insight

Example of category insight

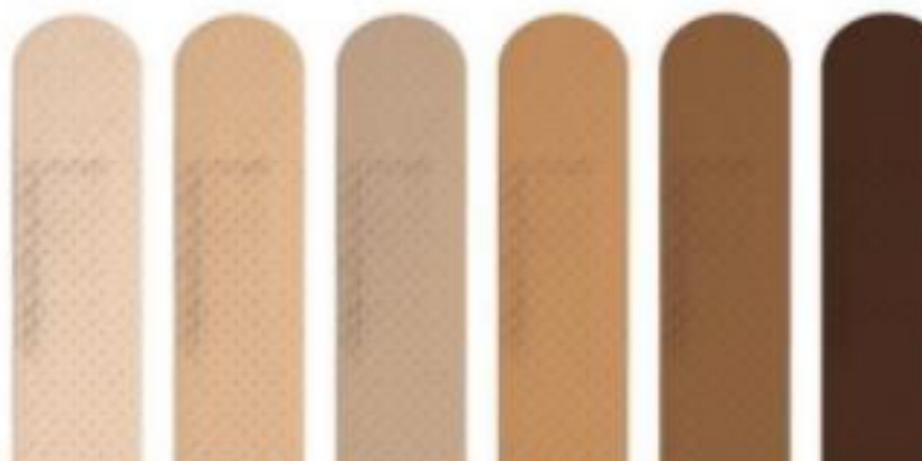
**The use of multi racial plasters within healthcare settings in the UK**

1,284 have signed. Let's get to 1,500!

At 1,500 signatures, this petition is more likely to get picked up by local news!

**Sign this petition**

First name



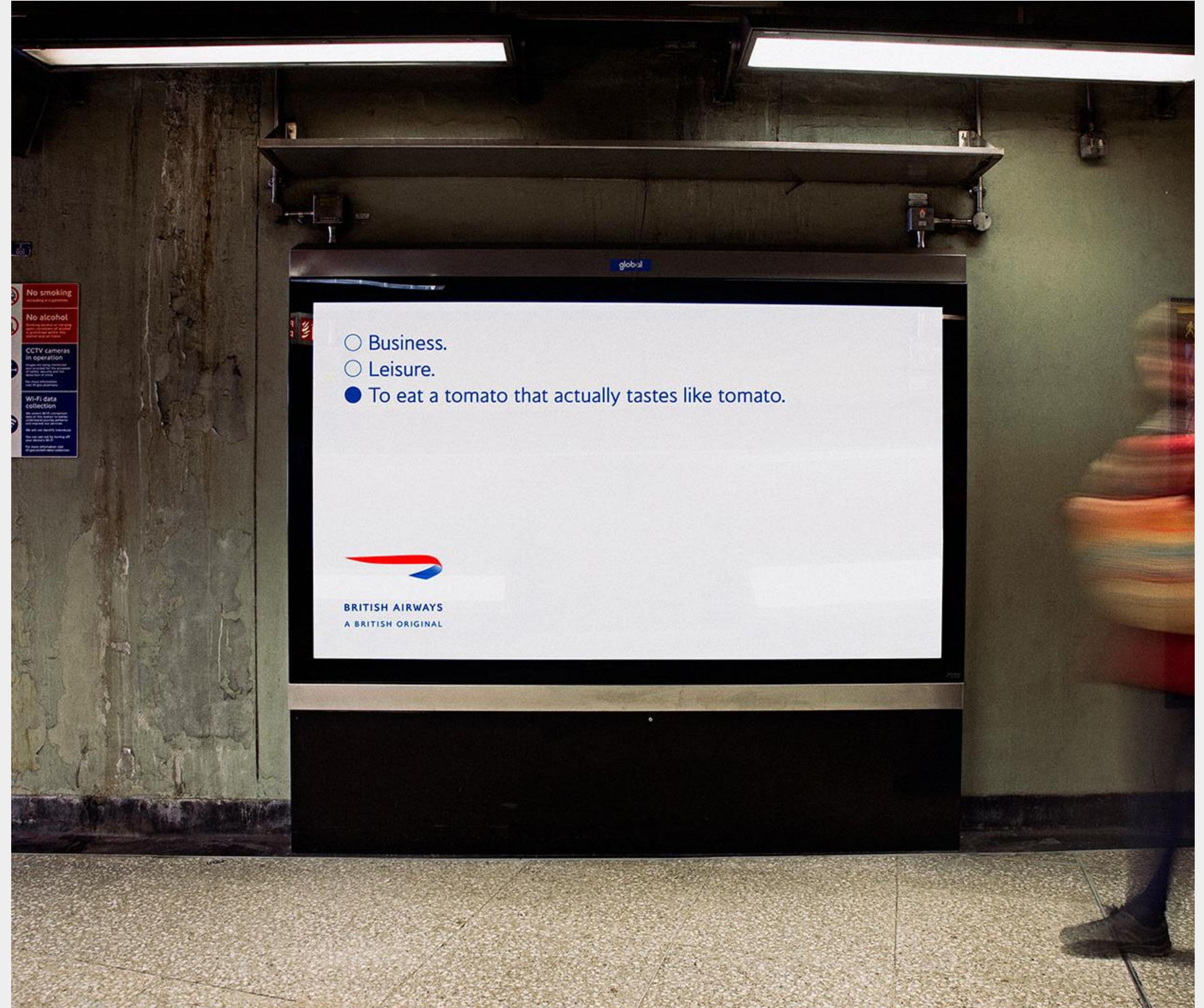
# A simple idea:

- Business.
- Leisure.
- At this point, my blood pressure demands it.



BRITISH AIRWAYS  
A BRITISH ORIGINAL

British Airways "A British Original" campaign, launched in October 2022, exemplifies the power of a simple yet impactful idea.



# How?

By embracing a straightforward yet profound idea, British Airways effectively highlights the personal and varied reasons people choose to fly. < - - - Insight

This simplicity not only makes the **campaign memorable** but also fosters a deeper connection between the airline and its passengers.



# Great Insight + A simple idea =

## Make people feel something:

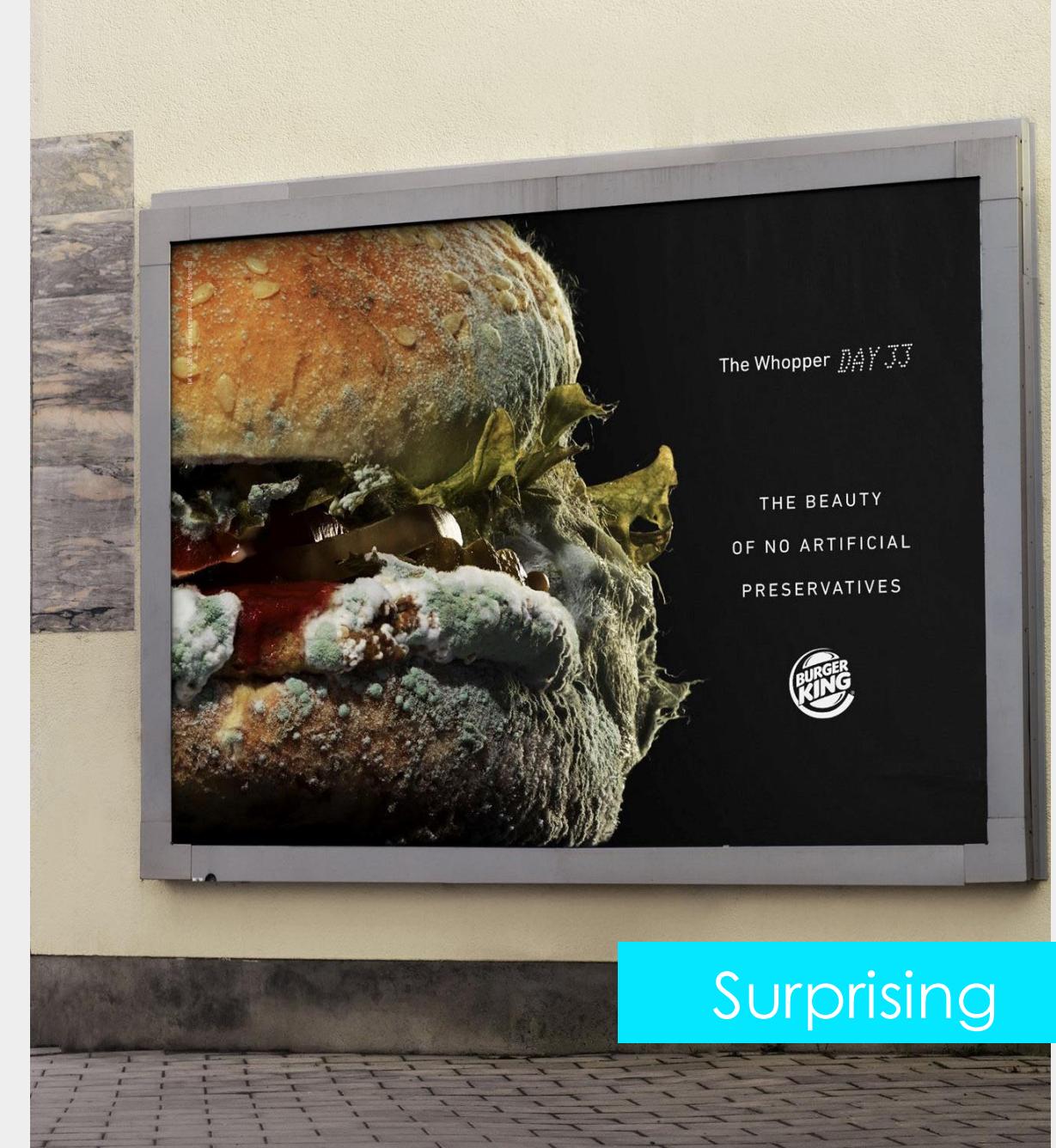
- Emotional
- Informative
- Surprising
- Entertaining
- Humorous

With the various insights unlocked, we can understand the briefs better and ask better questions which we ultimately lead to greater work, captured attention and inspire action.

Informative



Surprising



Humorous



Entertaining



# Strategic Placement

By thoughtfully positioning ads along the customer journey—such as on digital gateways between platforms, digital ribbons on escalators, and runway screens on platforms—brands can effectively capture the attention as commuters ascend or descend, through storytelling and sequential messaging.

**Making ads work harder.**



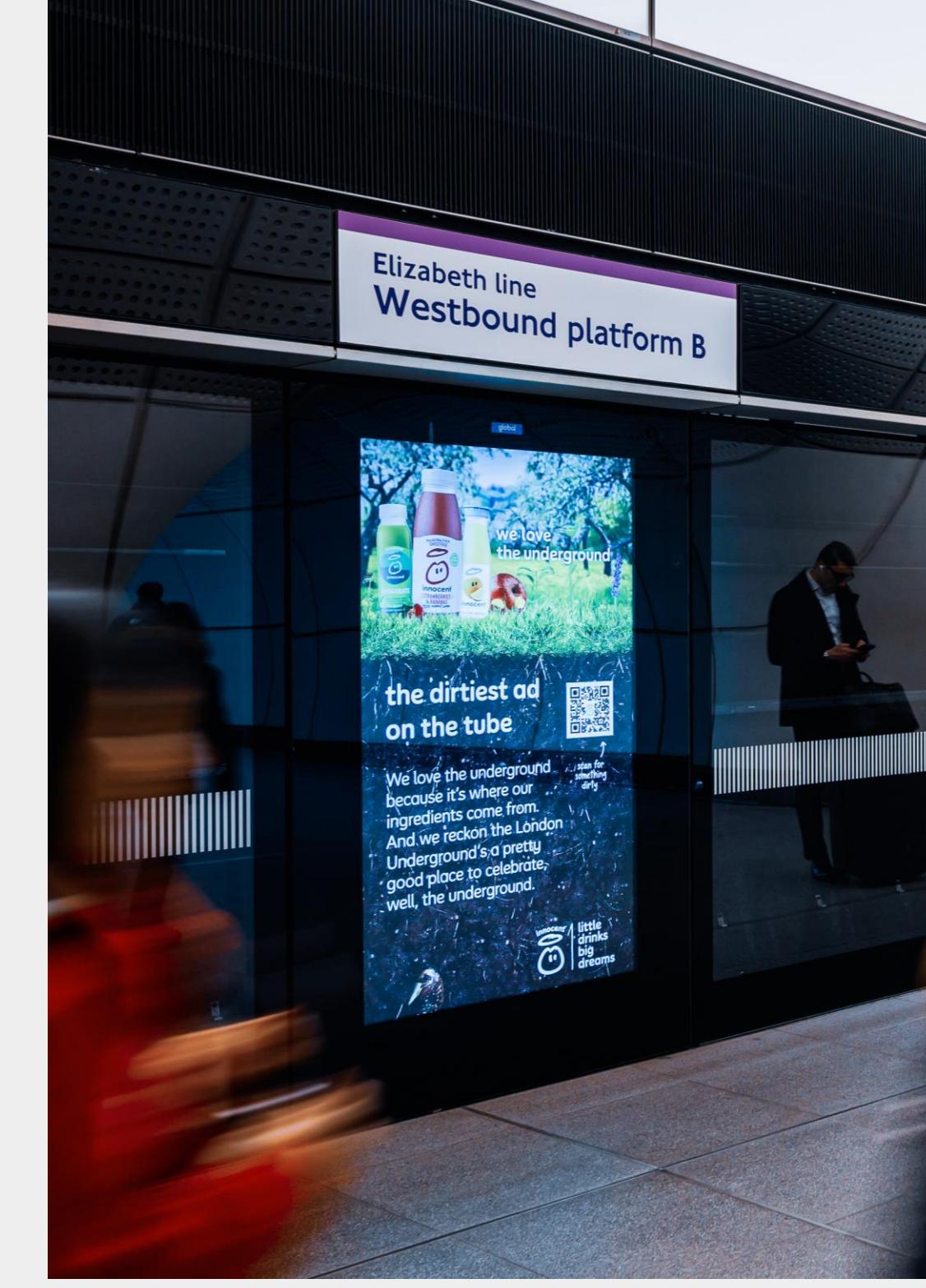
## 01. DIGITAL GATEWAY

Clear and impactful attention messages.



## 02. ESCALATOR RIBBONS

Brand building and interaction.



## 03. DIGI RUNWAY (PLATFORM)

Longer dwell times with more digital or longform pieces.

# Thank you

