

GUIDELINES TO CREATING *Effective* OUTDOOR POSTERS

AN 8 STEP GUIDE TO PRODUCING GREAT CREATIVE

1

SHORT AND SWEET

Don't use more than 7 words. The audience doesn't have much time to see the poster. Too much clutter on the poster can be confusing and make the brand hard to recognise.

2

COLOUR AND CONTRAST

Good contrast between the background and the writing makes the poster stand out.

3

CLEAR BRANDING AND MESSAGE

To achieve instant recognition stick to clear, large branding and brand colours. Keep the creative clean, to best demonstrate your logo, the product, and the call to action.

4

THE POWER OF IMAGES

The purpose of images is to direct the viewer to what is important. They help set the tone. Don't include irrelevant images - "less is more."

5

EFFECTIVE LAYOUT

The human eye naturally reads posters in a 'Z-like' pattern. Layouts with branding at the top, middle and bottom are easier to read than those where the key elements are scattered.

6

POINT OF CONTACT

Don't use more than one point of contact. If your ad includes a phone number, street address, directions to your location and a website it's too much to take in.

7

INTRIGUE AND ENTERTAIN

The most powerful outdoor posters are the ones that provoke positive emotions.

8

SYNERGY WITH OTHER MEDIA

In order for your brand to be recognisable, it needs to be similar to the rest of your campaign, but never a copy - the design needs to be suitable for the outdoor poster.