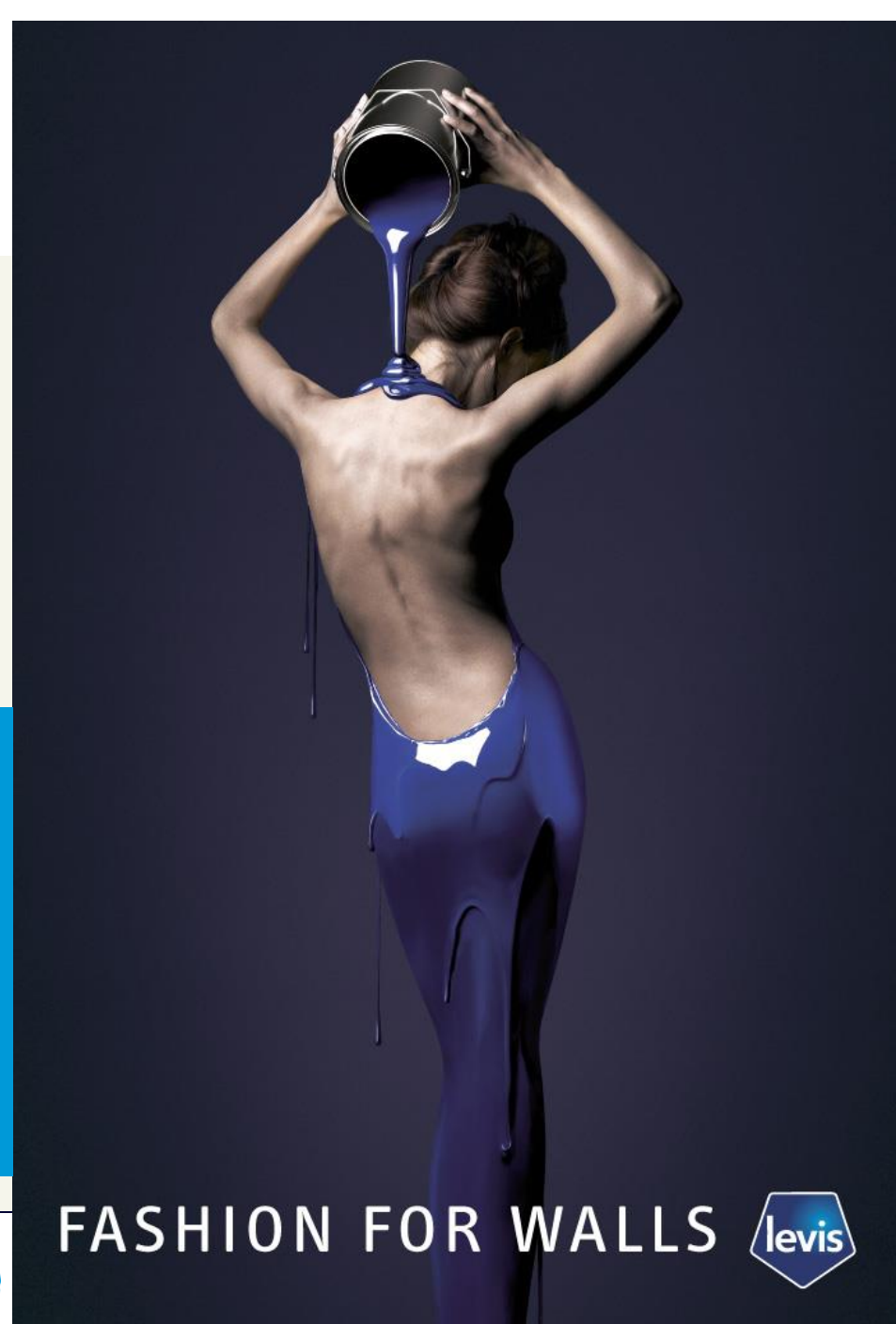


Creative optimizer

10 golden rules to create an impactful outdoor advertising



FASHION FOR WALLS 

1. Clear branding

Make sure your company's name and logo are immediately identifiable by your potential customers and your visual identity is consistent over time.

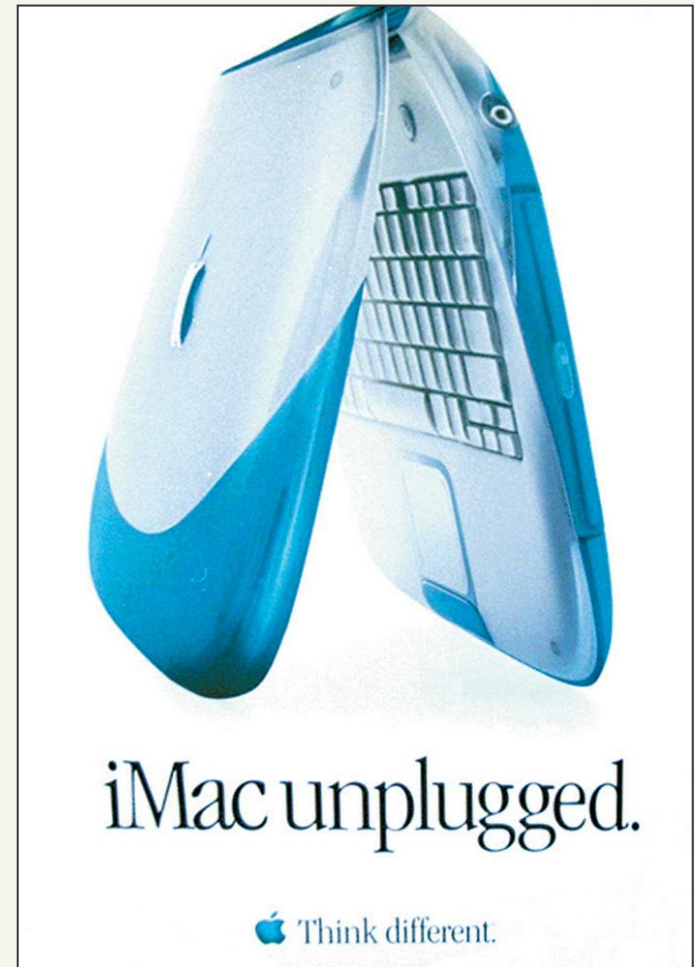


2. Less is more

Make it as easy as possible for the audience to understand your message.

Focus on key illustrative elements.

Keep the copylines short & sharp.



3. Clear proposition



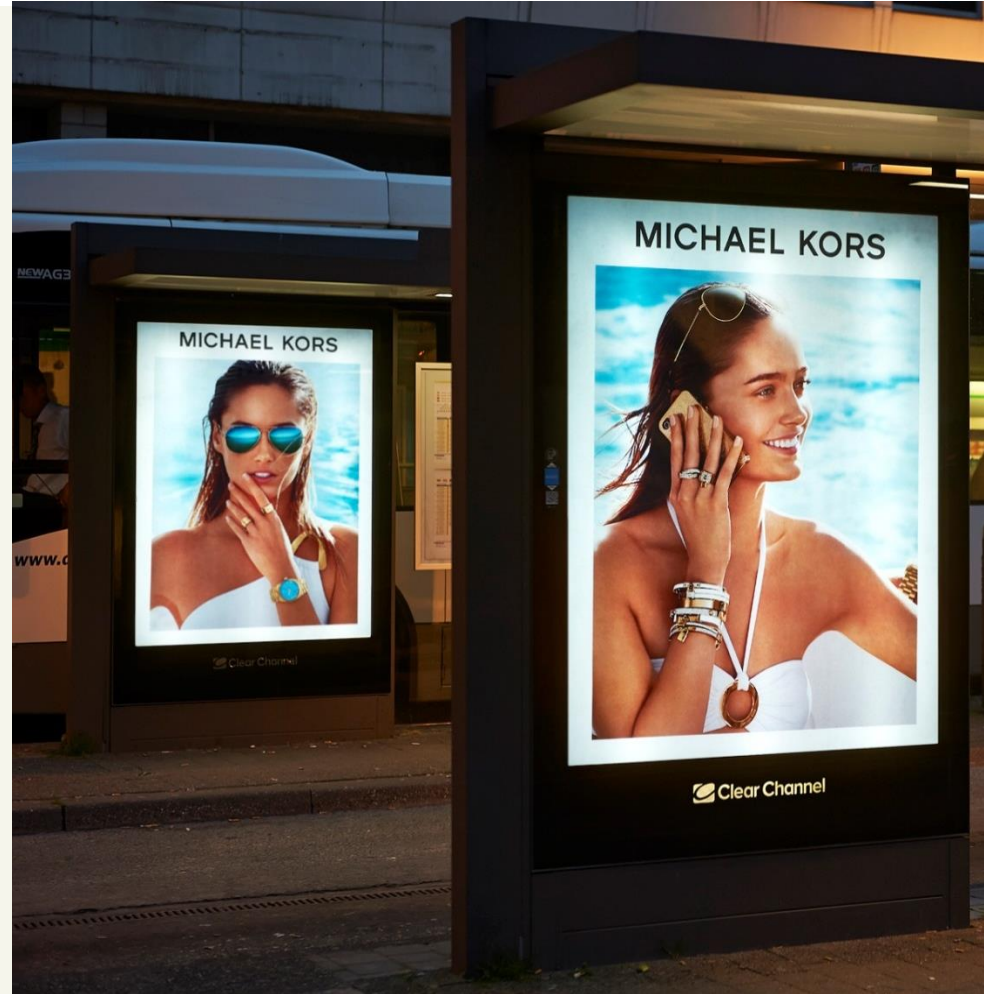
**The visual and headline
must strengthen
each other.**

**Delivering one single
message.**

Without ambiguity.

4. Use of characters

Presence of characters will personify the message and/or your product, helping people to imagine themselves using it.



5. Multithemes & multimedia synergy

Multiple advertising creations has a real multiplier effect on recognition & perception.

deutschebank.be

Un conseil intéressé
 Un conseil intéressant

Deutsche Bank

deutschebank.be

Coûts sans conseils
 Conseils sans coûts

Deutsche Bank

deutschebank.be

Un banquier qui choisit
 Un banquier avec du choix

Deutsche Bank

deutschebank.be

Votre banque a de l'avenir
 Votre argent a de l'avenir

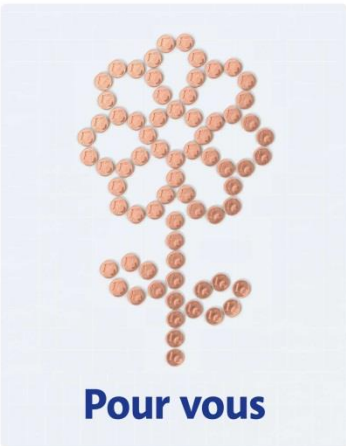
Deutsche Bank

Consistency with other media's creations increases audience recall of overall campaign.

6. Specific offer

Creates interest, attractivity and boosts impact.

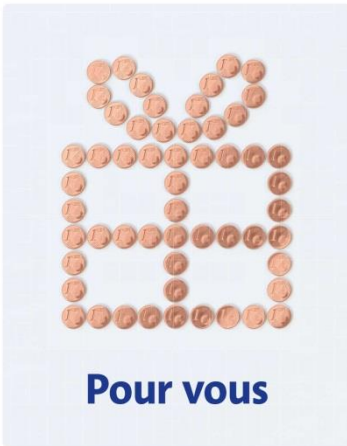

What's in it for me?



Pour vous

1 cent par paiement


Offre valable en 2014, par paiement effectué avec votre carte de débit et sur chaque compte à usage privé. Plus d'info sur bpostbanque.be



Pour vous

1 cent par paiement

Offre valable en 2014, par paiement effectué avec votre carte de débit et sur chaque compte à usage privé. Plus d'info sur bpostbanque.be



Un banc grand public

IKEA PS 2014
Banc
99,90

Collection IKEA PS 2014



Armoire haute en couleur

IKEA PS 2014
Armoire-pendence
129,-

Collection IKEA PS 2014



7. Show packshot / your product



Essential for branding
and
reactive effect



8. High executional value

Strong creation achieves **standout**



9. Sensuality

Officially “rejected” but often creates interest



CLEARCHANNEL
More O'Ferrall
BR 1327

10. Concept

**Strong ideas
involve and come
from people!**

Be creative !

