Pepper Dog Productions, LLC

The Basics

1) Image/Graphic
Grabs the viewer's attention and makes them look at the ad.

2) Copy Line
Describes the product, service, or message being advertised.

3) Company Name/Logo
Lets the viewer know where they can get the product/service.

Detailed descriptions and long lists of prudcts and services are best on websites, mailers, and brochures.

Is Your Ad Effective ?

Try the BREVITY TEST:

Print your design on an 8.5" x 11" piece of paper. Stand 6 feet away from someone and show them the ad for 5 seconds. After the time is up, cover the ad and ask them to recall what was on it.

IF all design elements were digested, great job! You have an effective ad.

IF only the advertiser is recalled, the ad is not perfect. If the viewer remembers your name, it's not a total loss.

IF the part recalled does not directly relate to the advertiser in the design, it's time to re-think the ad. Remove any unnecessary information. Emphasize the main points of the design, the copy line, the advertiser's name, or even a directional if that's the main purpose of the ad.

The key to effective Out-of-Home design is BREVITY.
Simple, clear, and concise designs are the best way to get the most bang for your outdoor buck.

COPY
The average viewable time of a bulletin is around **7 SECONDS**. Keep in mind that most drivers cannot pull their eyes off the road for the full 7 seconds. Try to limit copy to 9 words or fewer.

READABILITY
Use typefaces that are easy to read. Fancy and ornate fonts should only be used sparingly, if at all. Keep viewing distances in mind as you select type for your ad.

GOOD	BAD
Aa Aa Aa Aa Aa Aa Aa Aa	Aa Aa Aa Aa Aa Aa Aa Aa

COLOR
Good color contrast is an important aspect of outdoor design. The stronger the contrast between the background and copy, the easier it is to read from a distance. Use dark text on light backgrounds and light text on dark backgrounds.

Low contrast hurts readability.

A A A A A A

Strong contrast helps readability.

A A A A A A