

CREATIVE GUIDELINES.

Build creative that really works using our expert tips and tricks. Create outdoor advertising that stands out!



KEEP YOUR MESSAGE SIMPLE

Turn your trash into cash

Avoid multiple messages – stick with just one.

USE SHORT COPY & WORDS

Turn your trash into cash

Find your nearest refund point

Aim for 10 or less words. Outdoor media needs to be seen from a distance.

USE LEGIBLE TYPE



Pick a font that is bold and easy to read. Make it well spaced.

BIG PICTURES



Use a large image as it needs to be visible from far away. For clarity make sure that it is high resolution.

USE BOLD COLOURS



Make sure your image has bold colours. Contrasting colours stand out the best.

INTRIGUING MESSAGING



Can you use humour in your message? Intrigue? Clever creative has cut through. Make it unique.

AUDIENCE ENGAGEMENT



Make your audience take action. Include ways for them to contact you and tell the how. Call 1300... visit our website at... Book online...On sale now....

MAKE IT REUSABLE



Advertising skins are reusable. Save on future campaign costs by ensuring your creative doesn't date.