

# HOW TO CREATE A SUCCESSFUL OOH CAMPAIGN

Impressive outdoor advertising  
reaches a large audience





# INTRODUCTION

Outdoor advertising refers to advertising outside the home, i.e. basically all advertising a person encounters when moving around outside their home. In practice, outdoor advertising means static or digital advertising surfaces in urban environment, on roadsides, in shopping centres, inside stores and at the airport, among other locations.

These are called advertising environments, such as shopping centre media or traffic media. A digital form of advertising with limitless possibilities and continuous growth has emerged alongside traditional static advertising surfaces, fuelling the unprecedented growth of outdoor advertising. Traditional outdoor advertising is also referred to as OOH, i.e. out-of-home advertising, and digital outdoor advertising as DOOH, i.e. digital out-of-home advertising.

This guide will introduce you to the possibilities of outdoor advertising.

# CONTENT

## WHY OUTDOOR ADVERTISING 4

## CHECKLIST FOR PLANNING OUTDOOR ADVERTISING 6

1. AIM FOR YOUR TARGET GROUP 7
2. DON'T BE BORING, BE BOLD 8
3. KEEP YOUR MESSAGE CLEAR AND SIMPLE 8
4. USE VISUALS 9
5. BE RESPONSIBLE 9

## STRUCTURE OF A GOOD OUTDOOR ADVERTISEMENT 10

1. CONCISENESS 11
2. CLARITY AND READABILITY OF THE FONT 11
3. BRAND 11
4. VISUAL LOOK AND THE POWER OF A PICTURE 12
5. CONTEXT 12
6. ENVIRONMENT 13
7. DO SOMETHING NEW. USE ADVERTISING MESSAGES PLAYFULLY. 13
8. BE BOLD 13



# WHY OUTDOOR ADVERTISING?

5 REASONS TO CHOOSE  
OUTDOOR ADVERTISING



# 5 REASONS TO CHOOSE OUTDOOR ADVERTISING

1

**With outdoor advertising, you convey the right message to the right target group.**

Outdoor advertising is a medium with an effective reach. You can quickly raise the attention value high, both nationally and locally. The role of outdoor advertising as the “last” mass medium is strong, since with urbanisation and the increase in time spent outdoors, it is continuously reaching more and more consumers.

2

**Outdoor advertising is a modern mass medium.**

In addition to large reach, the strength of outdoor advertising lies in the number of repetitions, as advertising messages follow people of all ages evenly throughout the day in places where they move around and enjoy spending time. At best, outdoor advertising reaches up to 98% of Finns in a week, which is something that other media cannot achieve. In addition to reaching large audiences, outdoor advertising can be targeted and individualised increasingly well. With digitalisation and the use of data, the possibilities offered by outdoor advertising have become almost limitless.

3

**Outdoor advertising builds reputation and recognition.**

Impactful digital surfaces encountered throughout the buyer’s journey are a unique way of building brand reputation and recognition. Diverse research has shown that consumers associate attributes related to fame with brands making use of digital outdoor advertising surfaces more often than the comparison groups: they are seen as more creative, thought-provoking, visible, high-quality, powerful and iconic.

4

**Outdoor advertising activates consumers and guides them towards a purchase.**

88% of Finns have paid attention to outdoor advertising during their shopping trip, and seven out of ten say they have become interested in the advertised product or service based on the advertisement they have seen on the way to the store. 68% of Finns say they have visited a store based on advertising encountered along the way, 42% of shopping centre visitors say they have bought a product they have seen on an advertising screen in a shopping centre and 44% say they have bought a product that has been advertised on an advertising screen in a grocery store.

5

**Outdoor advertising pays attention to its environment.**

Outdoor advertising is encountered at just the right moment in the right context, which makes it an extremely impactful medium. Huge numbers of outdoor advertising spaces are located in shopping centres, large grocery stores, smaller shops, ports and airports. Digitalisation also enables dynamic outdoor advertising campaigns in which the advertising content can be updated to suit the situation in almost real time, similarly to online media. The advertisement is thus always up to date and relevant to the audience.

# CHECKLIST FOR PLANNING OUTDOOR ADVERTISING

5 points to keep in mind

# CHECKLIST FOR DESIGNER

In addition to large reach, the strength of outdoor advertising lies in the number of repetitions, as it allows for reaching consumers evenly throughout the day – without them getting distracted by other media noise. Outdoor advertising is visible where people are moving about, which means that it is often seen in a positive state of mind and considered an integral part of the cityscape. It is a medium that cannot be dismissed. It increases the recognition of your brand, makes an impression and generates consideration and purchase decisions. However, outdoor advertising has its special characteristics as a medium, and there are certain things that should be taken into account when planning a campaign.

## 1 AIM FOR YOUR TARGET GROUP

In-depth customer understanding is one of the secrets of a successful marketing campaign: the most attractive and effective advertisements are created with the target customer's motives in mind. When the message responds to the target audience's needs and interests, it also resonates with them better.

So, define the desired target group and know your audience. In this way, your campaign will reach a higher attention value, your brand will be more strongly instilled in the consumers' memories and you will be able to genuinely speak to them.

Ask yourself at least the following questions: How and where will the consumer encounter the outdoor advertisement? Is it more likely that they will see it along their daily commute or when shopping in a shopping centre? Are they walking, driving a car or cycling? Are they going on a trip or returning home?





## 2 DON'T BE BORING, BE BOLD

Outdoor advertising offers endless opportunities to stand out, only your imagination is the limit! Be open-minded, ignite your audience's interest and entertain them.

Using moving content in outdoor advertisements allows you to play with creativity, as it can show the viewers much more than a static advertising poster.

This makes the advertising experience significantly richer. Digitalisation also enables playing with advertising messages, as the advertising content can be dynamically changed according to, for example, the time of day, date or the location of the advertising device. This allows you to use both tactical and emotional messages in your campaign.

## 3 KEEP YOUR MESSAGE CLEAR AND SIMPLE

Driving, cycling or walking passers-by rarely have time to focus on reading advertising texts, so the desired message should be clear at a glance. When planning outdoor advertising, a good rule of thumb is "Seven words or less". Simple works.





## 4 USE VISUALS

Captivate the viewers with an impressive solution and spark their interest. A thought-provoking image, the creative use of colours, humour, using public figures and simple and insightful messages are effective ways to capture the consumer's attention. Impressive advertisements will stand out, be remembered and build images.

Choose visual elements that support your brand and message. And keep in mind that less is more. Pay attention to colours and choose clear, bold colours that people can see from a distance. Contrast improves readability.



## 5 BE RESPONSIBLE

An advertisement should attract attention, but do it cautiously and using common sense. Outdoor advertising basically reaches all Finns, which is undoubtedly an advantage, but also imposes responsibilities. Provocative messages are noticed, but the ad may be counterproductive if it is considered to be against good taste or inappropriate for children. Responsibility and the promotion of the common good are valued, and, thanks to its wide reach, outdoor advertising is a good way of communicating important and topical issues to consumers.

# **STRUCTURE OF A GOOD OUTDOOR ADVERTISEMENT**

8 things to focus on

## CONCISENESS

In outdoor advertising, it is important to define the advertisement's core message and eliminate anything that does not serve it, as an individual interaction is usually short. Clear, unambiguous messages usually work best.

Consider how many messages to include in a single ad and what the main message is. The more messages you try to cram into one ad, the weaker their impact.

Outdoor advertising is not suited to ads requiring long bodies of text, as people only see it for a moment. The message must be easy to understand and therefore it should only contain up to ten words. According to a study, as little as 5% of the duration of an ad forms as much as 45% of the memory created by it.<sup>1</sup>

1: Kantar Millward Brown Link Database. June 2017.

## CLARITY AND READABILITY OF THE FONT

Outdoor advertisement must also function when looked at from a distance. Bright colours and a bold contrast are easier to see from a distance than light colours and weak contrast.

Keep the advertisement clear so that the viewer's eye can navigate it quickly and understand the message easily. If the creative solution is too "smart", your message might be ignored. Consumers enjoy the feeling of getting a hidden message but they don't want to put effort into understanding what the ad wants to say.

Use clear and large fonts that are legible from a distance. Text borders make the text stand out from the background. Also make sure that the colour of the text clearly stands out from the background.

## BRAND

In the most impactful campaigns, the connection between the advertisement and the brand is easy to detect and identify. To achieve this, keep a consistent, brand-specific theme throughout the advertising.

Strong branding pays off, as it has been found to increase short-term sales by 68%.<sup>1</sup> Outdoor advertising is one of the best media to increase brand recognition. However, remember to ensure that the creative solution resonates with both your brand and the message you want to convey.

The advertisement should make the brand clear at first glance. Include a logo large enough to be seen clearly but not so large that it will draw attention away from the core message. If your brand is so clear and recognisable that it can be communicated in other ways (colour scheme, font, images), the logo may not be necessary.

When using motion graphics, take into account that the viewer may not always see the entire animation or video spot. That is why the advertiser must be visible for the entire duration of the ad.

1: Kantar Millward Brown Link Database. June 2017.

## VISUAL LOOK AND THE POWER OF A PICTURE

Trust in the power of a picture and dare to keep other communications concise. Strive to give the viewer insight at a single glance. In outdoor advertising, large and clear images that do not require explanation work best. Properly selected pictures help getting the advertising message across.

Keep the background as simple as possible to make sure that the eye is drawn where you want. Use fascinating and memorable visual elements and dare to use colours creatively.

Make use of background colours and contrast to attract the attention of the consumer. However, try to avoid using a pure white background, even if it would give contrast. In digital outdoor advertising, for example, bright white in the dark can easily divert the viewer's attention away from the message itself.

Use moving content, as an animated ad has been shown to draw 24% more eye contact and be watched for 60% longer than a static advertisement.<sup>1</sup>

1: Kinetic. Digital Eye and Face Tracking. 2011.

## CONTEXT

Outdoor advertising is encountered at just the right moment in the right place, which makes it an extremely impactful medium. Digitalisation makes outdoor advertising even more flexible and allows for using data and paying more attention to the context. Outdoor advertising can feature dynamic content, which makes the advertisement always up to date and, thus, relevant to the audience. A relevant ad is remembered and noticed, and it can be used to speak to the target audience.

Studies show that adding a dynamic element to a DOOH campaign is effective as it increases the impact of the advertising by **17%**.<sup>1</sup>

Playing the ad at an opportune time (a certain time of day or certain day of the week) increases the impact of the advertising by **12%**.<sup>1</sup>

Ad content that is relevant to the audience and reacts to factors such as location, weather, time of day or other information updated in real time increases the impact by **18%**.<sup>1</sup>

The most effective solution is to play relevant ad content at an opportune time: this increases the impact by **32%**.<sup>1</sup>

1: Clear Channel, JCDcaux, Posterscore: Moments of Truth (2020).



## ENVIRONMENT

When planning a campaign, pay attention to the advertising environment and the time of year, as the amount of light, for example, varies according to them. Use the power of contrast.

Finland is a country of seasons, so when planning an advertising campaign, consider when it will come out. Is leafy green the best choice for midsummer? What about snow white in the middle of winter?

Pay attention to the immediate vicinity of the advertisement as well. Contrast is your friend; use it. Would a picture of a forest draw attention in an urban milieu? How about palm trees on the roadside in the autumn?

## DO SOMETHING NEW. USE ADVERTISING MESSAGES PLAYFULLY.

Do something new on a regular basis by varying the advertising content to avoid audience boredom.

Like printed advertising, static outdoor advertising in particular can become outdated quite quickly, and people may start ignoring an advertisement more easily after being exposed to it a few times. If the plan is to produce a long-term campaign, it may be advisable to plan several different versions of the ad.<sup>1</sup> Digitalisation makes this, too, easier and more flexible as the advertising content can be changed even on a fast schedule.

1: Kantar 2019.

## BE BOLD

Aim to attract attention with your advertisement. For example, a three-dimensional look and animation often capture the viewer's attention more efficiently than a traditional advertising poster. Dare to use contrast and complementary colours to draw the eye where you want. If you are using several surfaces placed close together, use your imagination and create a journey from one surface to another. In addition to attention, try to stir up emotions, as that will instil your brand more strongly in people's memories.

Finally, remember that rules are made to be broken. Sometimes, you can do everything the "wrong" way and still achieve great results. Be creative and bold and dare to question things!

Outdoor advertising reaches up to

90 %

of all Finns

1/3

have bought something after having seen outdoor advertising

Outdoor advertising is

72 %

more likely to increase brand consideration

69 %

have visited a store or shopping centre based on an advertisement encountered along the way

Outdoor advertising increases sales by up to

47 %

in the short term

Outdoor advertising is

27 %

more likely to positively affect the brand image

Outdoor advertising is the most impactful and cost-effective medium

Outdoor advertising encountered along the way has influenced the purchase decision of

2/3

of people

Outdoor advertising increases brand love

50 %

more effectively than traditional media

Outdoor advertising is

77 %

more effective for communicating new information compared to traditional media

Sources:

Outdoor Finland, Suomalaisten liikkuminen 2020-2021, Kantar  
Binet and Field, Marketing Effectiveness in a Digital Era, 2017  
IPA and Rapport, Standing on the Shoulders of Giants, 2018  
Consumer Compass, Ostopolkutu tutkimus, n=1040, 2018  
Millward Brown CrossMedia, FMCG – Food & Drink, 2014  
Millward Brown CrossMedia Database 2015

# Ask for an offer that matches your budget and target group.

We are also happy to tell you more about the studies we have carried out and we can help you design the best possible advertising solution for your needs.



**Ville Bergman**  
Sales Director

[ville.bergman@clearchannel.fi](mailto:ville.bergman@clearchannel.fi)

+358 207 312 043