



Place Exchange

Programmatic OOH

3D Creative Best Practices

Leveraging 3D in Programmatic OOH

Increase engagement with eye-catching creatives.

- 3D programmatic OOH campaigns use OOH displays to create optical illusions that make visuals appear to jump out of a flat surface, leading to memorable ad experiences with higher recall and greater consumer action.
- To make an ad anamorphic, meaning 3D to the naked eye, there are specific formats and screens that work best to enhance the experience from certain vantage points and the creative assets need to be adapted to these screens accordingly
- Place Exchange has the ability to build a media plan and deliver 3D campaigns at scale with your 3D creative assets



Benefits of going 3D

3D campaigns have emerged as one of the newest and hottest tactics to engage consumers - driving consumers to extend their reach to social media, increase brand sentiment, and increase purchases.



58%

are very likely or
somewhat likely to
record the ad and share
it on social media



68%

see 3D ads as more
premium and
influential than 2D ads



66%

are more encouraged to
buy the product after
viewing a 3D ad

Source: BCN Visuals



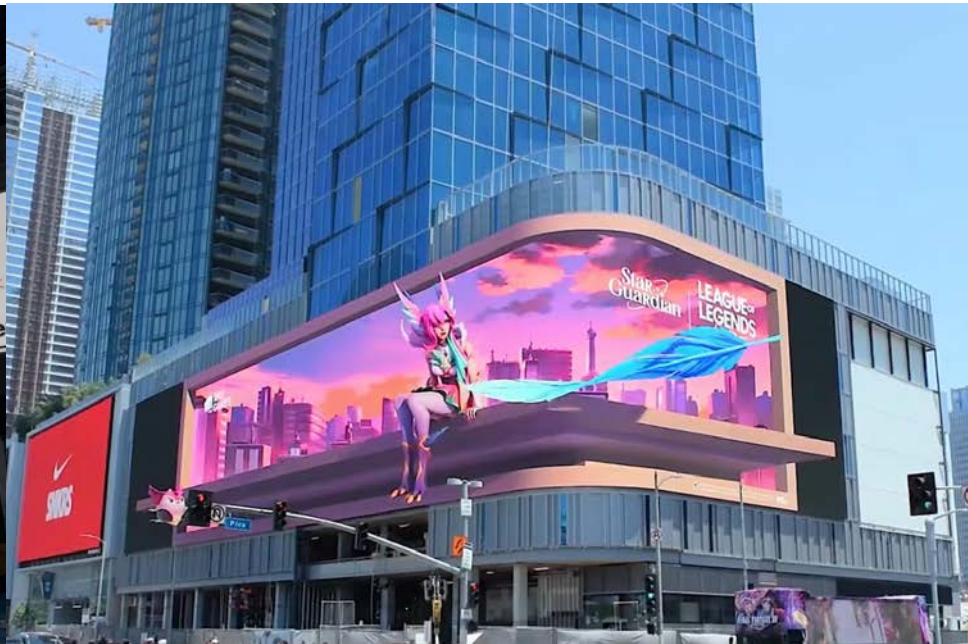
3D Creative Example: Breakthrough

Make a frame and break past it to achieve this anamorphic effect.



3D Creative Example: Corner

Use the curve of the screen to blur the line between your creative and reality.



3D Creative Example: Depth

Using perspective techniques, and shadows and lighting can greatly enhance the sense of depth.



How 3D works in OOH

3D creative agencies use a technique called “anamorphosis” to warp creative content onto flat and faceted displays to achieve perceived depth, dimension, and volume, when viewed from an optimal vantage point.

To achieve specific 3D effects like the “breakthrough”, only certain spectacular billboard screens, specifically ones where there is a change in direction and wrapped around a corner, would be recommended.

Elements to consider when creating 3D assets:

- Depth - play with shadows and lighting
- Framing - create a false “frame” for your creative to break through, giving the impression of a fully 3D object
- Size and Context - utilize concepts that work with the screen size and the surrounding context of the OOH screen to create a lasting impression



Recommended Formats

While 3D creatives can technically run on all video-enabled inventory, the quality and impact of 3D creatives are recommended specifically for large format video-enabled venue categories, such as: **spectaculars & billboards**, bus shelters, urban panels, mall kiosks.

Place Exchange works with a global network of publishers that support programmatic 3D campaigns

brandedcities

Clear Channel



Intersection

JCDecaux

London Lites

NEWTRADITION

ike SMART CITY +
ORANGE BARREL | MEDIA

OUTFRONT



... and more



3D creative build process

Creative builds typically take **6 weeks**, and is subject to change based on the schedule you define with your 3D creative partner. You can expect the following process:

- A visual rendering of the concept is provided to you from your creative partner for approval
- Once production starts, you should provide timely and ongoing feedback to your creative partner
- Creatives should be reviewed and approved by all publishers
- Share the completed 3D creative files with Place Exchange - the completed creative should operate like a standard video file and will work with standard DSP trafficking timelines

If you are not already working with a 3D creative agency, we can refer you to one of our preferred creative partners.



Getting Started

1. Reach out to sales@placeexchange.com with your 3D creative campaign details.
2. Place Exchange will evaluate the opportunity and develop a media proposal for your approval.
3. Once approved, Place Exchange will send you all the publisher specs for the campaign.
4. Place Exchange will work with you and your preferred creative partner to build the 3D creative assets to each publisher's specs.
5. Publishers will provide creative approvals on all assets.
6. Launch the campaign in your DSP of choice.



Unlock the power of programmatic OOH.

sales@placeexchange.com

