

Place Exchange OOH Creative Best Practices



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Introduction

This document contains some useful creative best practices and recommendations for OOH, curated by Place Exchange.

By no means is it exhaustive - we encourage you to use these thought starters alongside other industry resources to guide you in creating high-impact creative for the medium.

Don't forget to reach out to your PX representative to check for publisher-specific creative direction.

General Guidelines

- Consider your goals.** What are you trying to achieve with this campaign and how can your creative do that?
- Be bold.** Take advantage of the power of OOH to deliver a big, bold statement that stands out.
- Keep it simple.** Focus on one idea, delivered in a clean & simple way.
- Show personality.** Adding humor, edge, or intrigue can help your creative stand out and make a lasting impression
- Think about context.** How does your creative fit into and enhance the surrounding space?



Imagery & Color

- Design with bold, high-contrast colors to create visual interest; avoid colors that blend together.
- Use clean, eye-catching imagery that is easy to identify and consistent with the message.
- Keep the brand name or logo on screen at all times to increase brand awareness.
- Remember, too many design elements run the risk of your content becoming cluttered.
- It is recommended that visual presentation of text conform to WCAG 2.0 standards, with a contrast ratio of at least 4.5:1 (AA rating) but optimally 7:1 (AAA rating).
- To test a color combination, there are a variety of free online and offline tools that can be used.



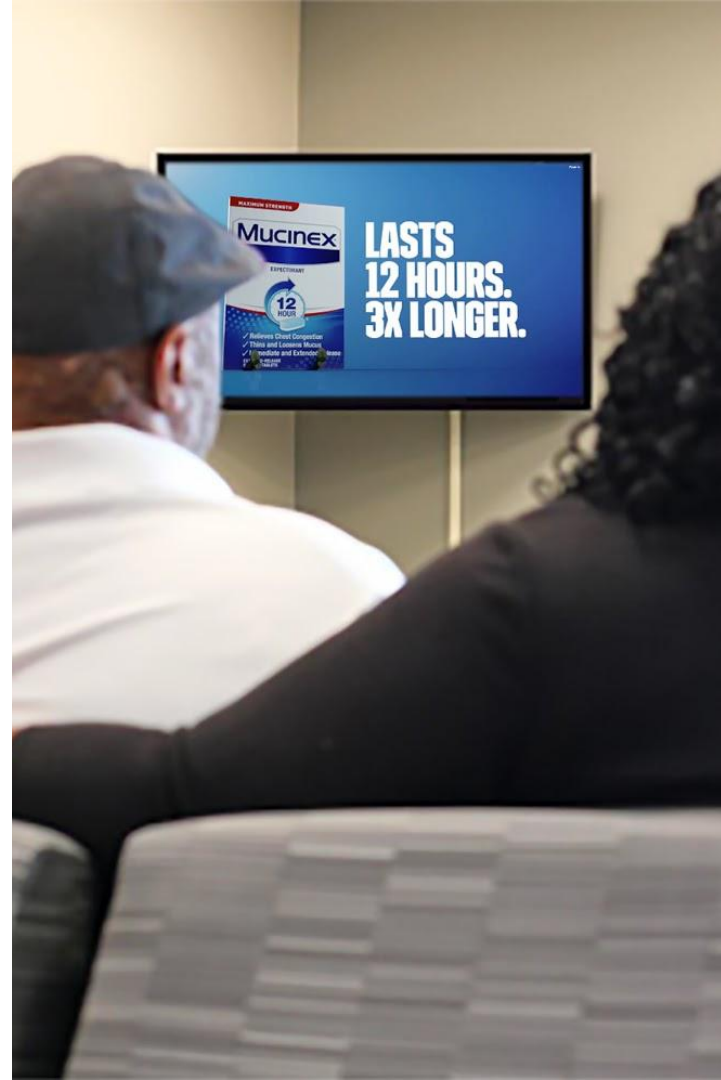
Text & Messaging

- Use large legible type that is easy to read from a distance — especially for headlines, offers, or promo codes (see minimum guidelines below).
- Avoid skinny or fancy fonts that can be harder to read.
- Keep the copy short (avg. 5-7 words) for quick and easy comprehension, especially if dwell time is low or viewers are moving.
- Focus on one simple and direct message or call-to-action.

Viewing Distance

Minimum Readable Text Height

5' - 50'	1" - 2" (72px - 144px @ 72dpi)
50' - 100'	2" - 4" (144px - 288px @ 72dpi)
100' - 200'	4" - 8" (288px - 576px @ 72dpi)



Physical Context

OOH media spans a broad range of physical environments including airports, city centers, doctor's offices, roadsides, supermarkets, and much more.

Keep in mind when and where you are reaching your consumers and how your ad can be woven into their journeys.

“Dwell time” determines how long consumers will be exposed to an ad, and it varies across contexts:

- Billboard average viewing time is 5 seconds¹
- Taxi top ads should be optimized for 8-15 second exposure²
- Customers spend on average 4.5 minutes at the grocery checkout³
- Average ad duration is 15 seconds in office buildings⁴
- Customers average 2 hours in bars⁵

For a spot in heavy rotation, refresh your creatives every few weeks to avoid creative burnout.

Sources: (1) Clear Channel, (2) Firefly, Curb, (3) Grocery TV, (4) Captivate, (5) TVM DOOH



Campaign Goals



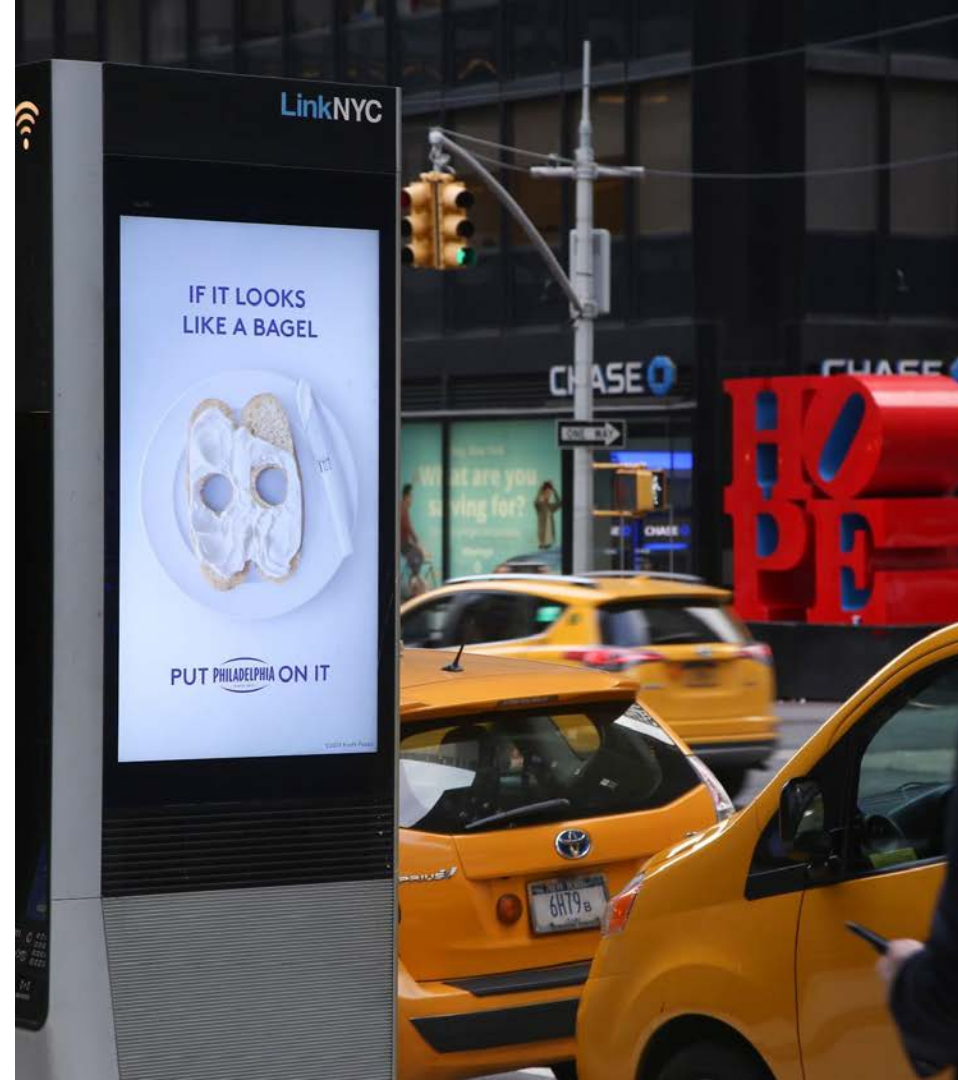
Branding

OOH is traditionally one of the most powerful ways for brands to generate awareness:

- OOH generates higher recall than any other channel¹
- OOH is more trusted than any other channel²

OOH has been proven to drive results at the top of the marketing funnel:

- Increasing brand awareness & recall
- Driving reach & frequency against target audiences
- Boosting product launches, store openings, movie/show premieres



Conversion

Through recent innovations, OOH has evolved into a fully targetable and measurable channel that can drive lower-funnel business outcomes measured using the same attribution techniques as for online & mobile.

Marketers can now demonstrate the power of OOH in driving direct response metrics including:

- ROI/ROAS
- Cost per conversion (online or in-app)
- Cost per page visit
- Cost per app install
- Lift in in-store sales or foot traffic



PX-Specific Capabilities



Simplified creatives for buyers

While there are thousands of native sizes in OOH, Place Exchange has worked with publishers to simplify the process for buyers. With just a few of the most frequently used creative sizes, you can access **85%** of all Place Exchange inventory:

Top 4 video sizes (15 sec duration)

- 1920x1080
- 1080x1920
- 1400x400
- 1280x960

Top 4 display sizes

- 1920x1080
- 1080x1920
- 1400x400
- 840x400



PX-Specific Capabilities: Video

Place Exchange strongly encourages video creatives when possible as our eyes are naturally drawn to movement. Full motion DOOH content is [5.8 times more impactful than static](#) display content.

- Length of video should be 15 seconds or less, although longer durations can be supported and may be suitable for stationary audiences and specific venue types (ex. bars, doctors' offices, gyms)
- For mobility contexts, video should play at reduced speed to accommodate for audiences on-the-go
- PX can seamlessly adapt your social media and in-app vertical video creatives to portrait-mode screens
- Audio may be supported in some contexts



PX-Specific Capabilities: Call to Action

Place Exchange's unique ability to capture and pass mobile IDs means marketers can perform digital attribution and decisively measure impact. Adding a Call to Action (CTA) to your creatives can enable you to directly track "click-through" response to your OOH creative.

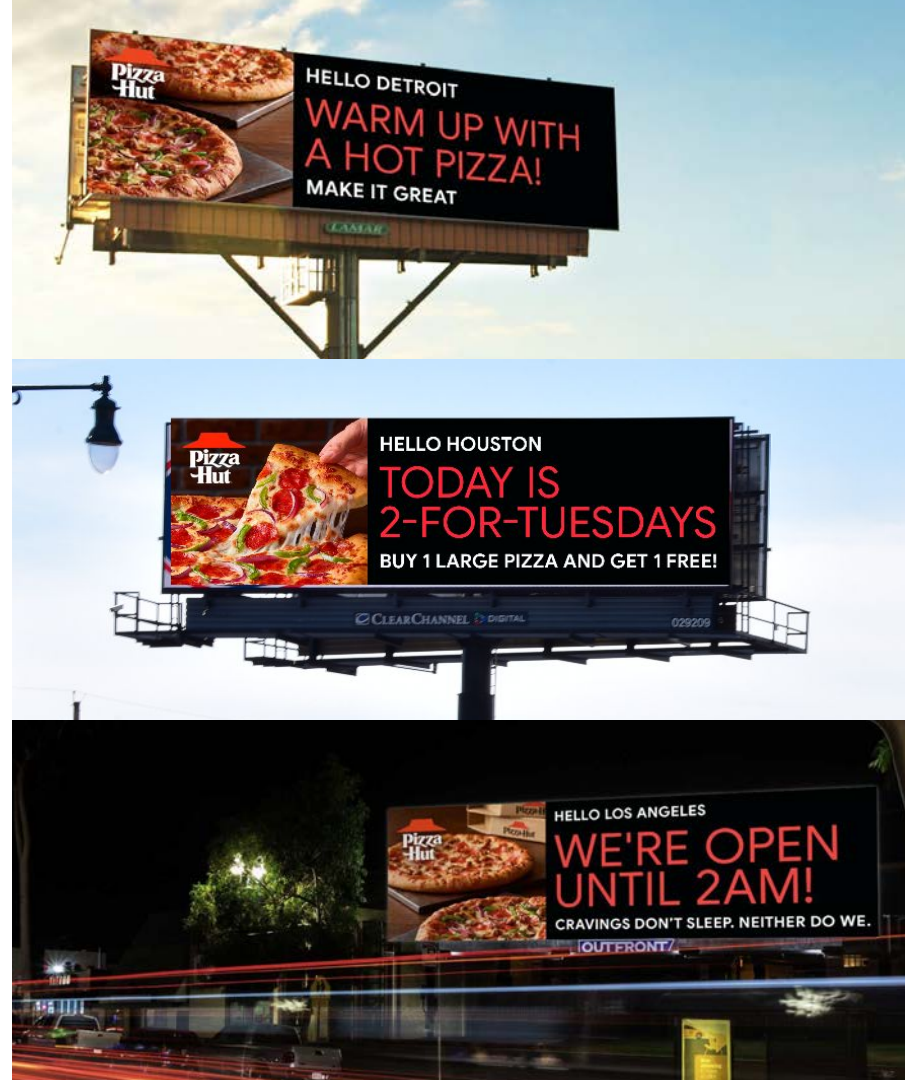
- Supported CTAs include QR codes, SMS text, short-link URLs, social media hashtags, emails, and more.



PX-Specific Capabilities: Dynamic Creative

Customize your digital out-of-home (DOOH) creatives effortlessly to increase relevance and engagement.

- Tailor your ad for each DOOH screen based on factors such as the time and location of the ad being delivered
- Modify messaging based on relevant data inputs (e.g., weather, sports scores, etc.)
- Seamlessly activate dynamic creative campaigns at scale across a wide range of DOOH publishers and venue types
- Activate dynamic creative for DOOH through your preferred DSP



Dynamic Creative Examples

Showcase local offering



Schedule product promotions



Incorporate daily countdowns



Adapt messaging based on weather



With the largest supply of premium OOH publishers, PX offers unmatched creative possibilities.

From highways to elevators, malls to airports, subways to taxis, and arenas to street corners, OOH offers massive reach and high-impact experiences woven into consumers' daily journeys between home, work, shopping, and entertainment.

Work with your PX representative for a recommendation on how to optimize your creative and maximize exposure for your brand across publishers.



ADKOM



brandedcities

CAPTIVATE



FIREFLY

Grocery TV



Intersection



loop

lyft halo



NEW TRADITION



Octopus

OUTFRONT



SIMON MALLS

STARLITE

TouchTunes



tvm DOOH

Vengo



& many more!

PX Campaign Creative Examples



CPG

Kraft-Heinz

Kraft-Heinz brand Philadelphia Cream Cheese launched a whimsical Thanksgiving campaign, and was looking to make a splash with prime spectacular placements in target markets.

Place Exchange unlocked programmatic access to iconic spectacular screens, amplifying the seasonal brand creative.



Sports App FanDuel

FanDuel partnered with Place Exchange to run a series of DOOH campaigns to increase app downloads and sportsbook registrations among A21+ sports fans.

The programmatic campaigns ran across states with legalized sports betting, reaching sports fans during their daily journeys with a mix of billboards, spectacles, and displays at gyms, gas stations, grocery stores, convenience stores and other retail locations.



Grocery Chain Giant Eagle

In response to the COVID-19 pandemic, Giant Eagle partnered with Place Exchange to run an uplifting campaign emphasizing the strong community spirit of the cities served by Giant Eagle supermarkets.

The brand maximized audience reach via programmatic OOH on Place Exchange, with roadside screens located within a defined radius to store locations.



Finance

Mastercard

Mastercard launched a new campaign spotlighting women business owners, looking to reach female entrepreneurs in multiple markets across the nation.

Place Exchange matched third-party audience segments for female entrepreneurs to zip codes in the target markets, delivering ads to the OOH screens where those audiences indexed highest. Placements included a mix of roadside billboards, screens at mass transit stations, on street furniture, in malls, and at retail locations.



Tune-In MSNBC

Place Exchange was tapped to help promote the presidential and vice presidential debates on MSNBC across 30+ national urban markets.

The high-impact ads were activated programmatically in the afternoon and during prime time on the day of each debate, driving awareness and tune-in to these momentous live broadcasts on the news channel.



B2B Marketing

IBM Watson

IBM partnered with Place Exchange to drive brand awareness of its supply chain software.

Place Exchange helped IBM target screens near key client offices and inside office buildings to reach C-suite executives and decision makers on their way to and from the office, as well as during the workday when business purchase decisions are made.



Healthcare

UPMC

The University of Pittsburgh Medical Center (UPMC) Children's Hospital was rated by U.S. News as one of the top 10 children's hospitals across the nation.

The hospital leveraged Place Exchange to programmatically amplify their celebratory message in regional Pennsylvania and West Virginia DMAs.

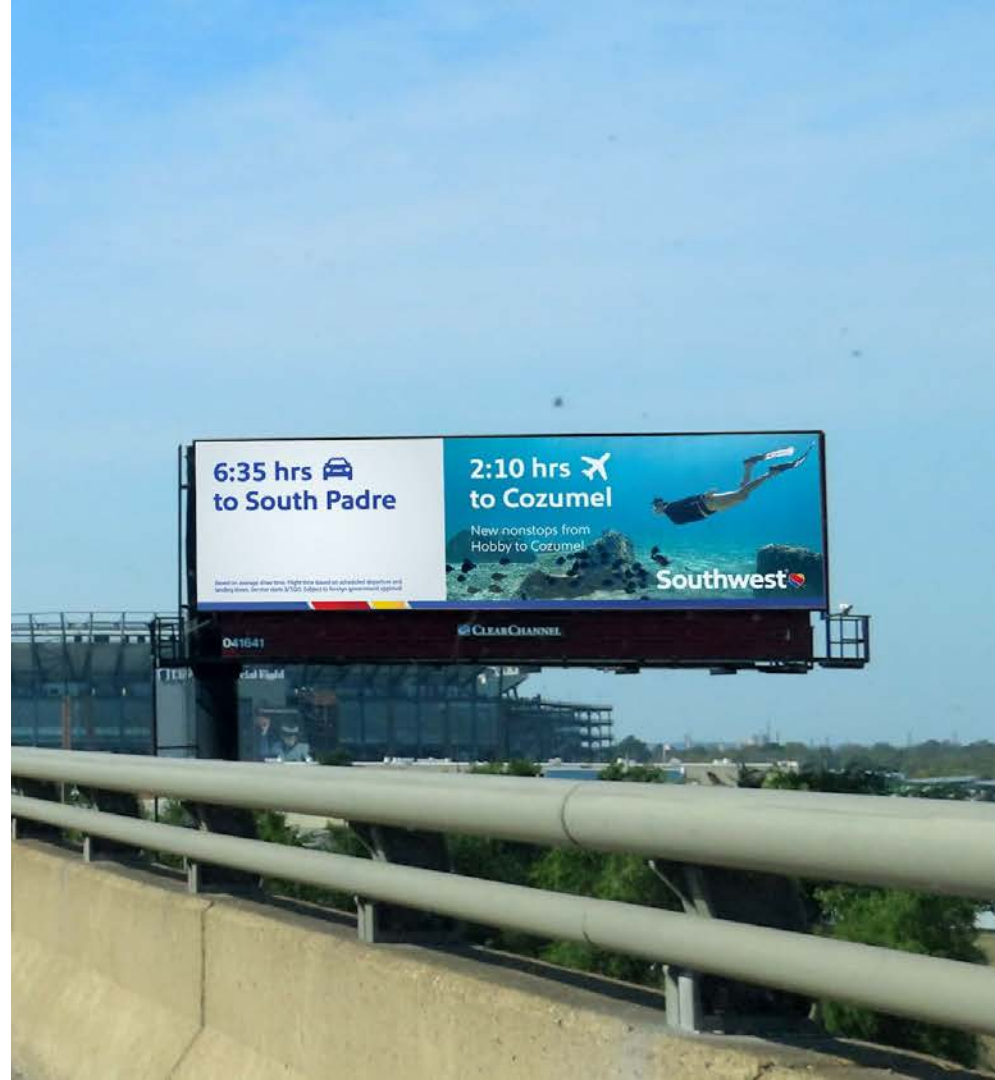


Travel

Southwest Airlines

Southwest Airlines launched a series of flights to Latin American destinations, including a new Houston <-> Cozumel route for the Houston market.

Place Exchange enabled programmatic execution of a roadside billboard campaign in unmissable locations reaching commuters and travelers in Houston.

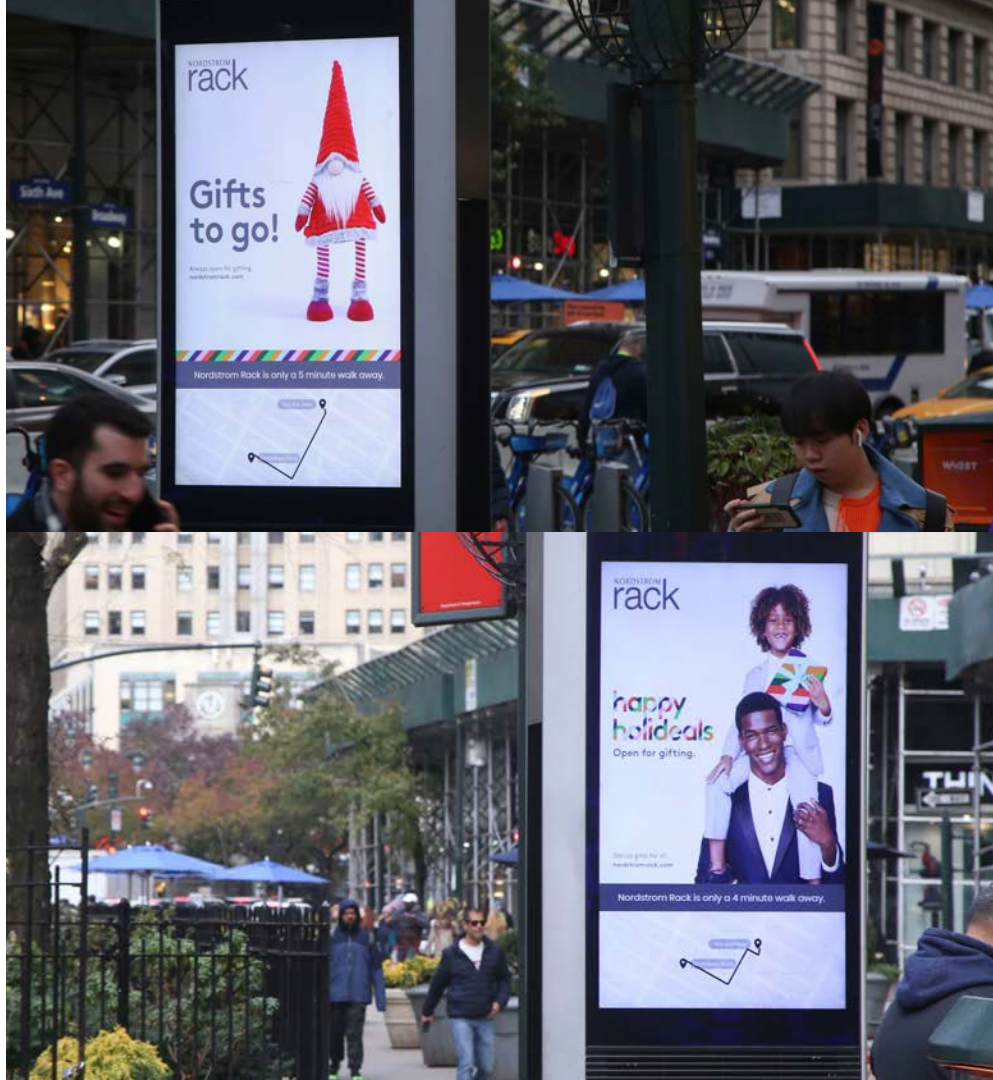


Retail

Nordstrom Rack

Nordstrom Rack launched a holiday shopping campaign to drive visits to their brick-and-mortar stores across New York City, Chicago, and Los Angeles.

In New York, Place Exchange used the location data of Nordstrom Rack stores to dynamically map the fastest route to the nearest store location from each LinkNYC screen.



Retail

Discount Tire

Discount Tire worked with Place Exchange to reach drivers and increase store visits in targeted regions using highly-visible roadside billboards.

The creative messaging adjusted dynamically to weather data - when the predefined thresholds were met for extreme cold weather, rainy weather, or extreme heat, the corresponding creative would appear in real time on the respective screens.

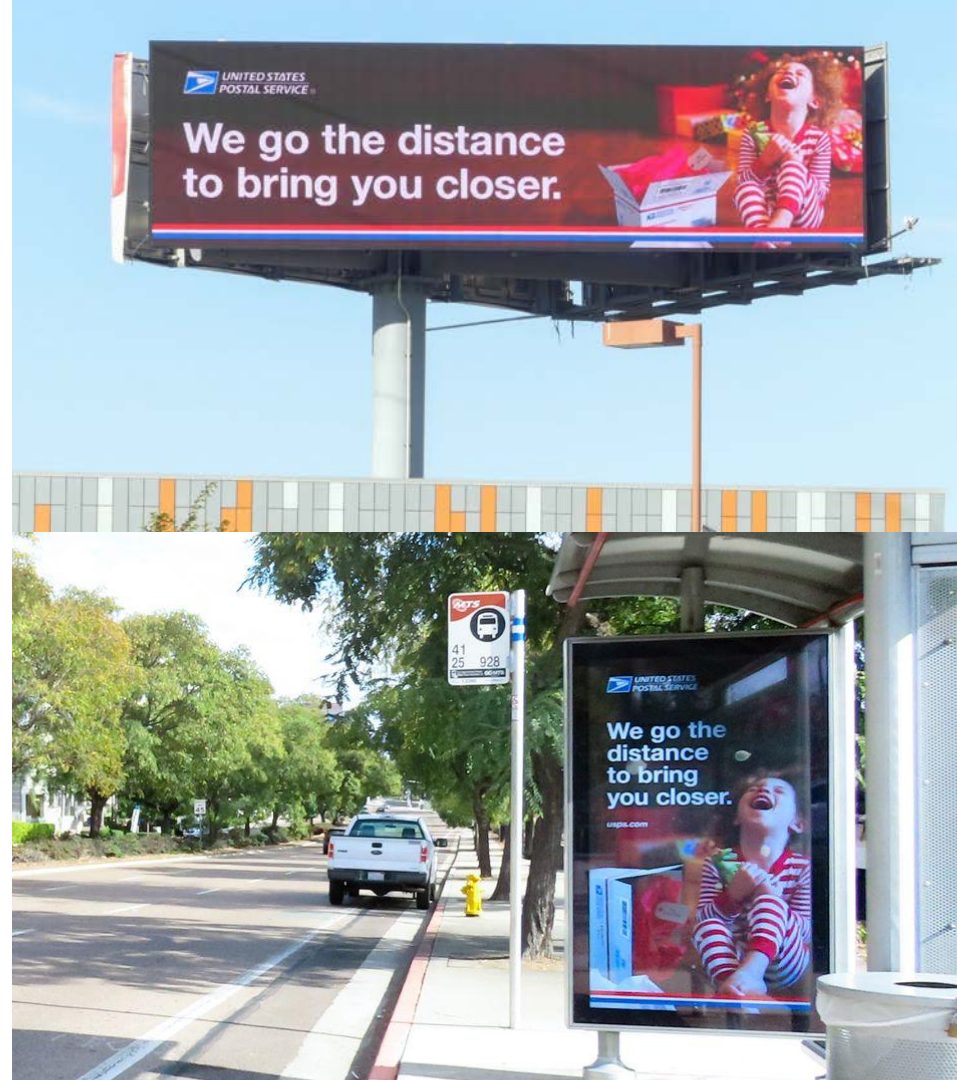


Shipping Service

USPS

USPS wanted to drive awareness of their holiday shipping services and tie the USPS brand with the holiday season.

The shipping service partnered with Place Exchange to run a national campaign that reached those in charge of household mailing and high-volume shippers. The campaign ran across a mix of formats including billboards, bus shelters, and gas station TVs to maximize exposures among the target audience.



Unlock the real power of OOH

sales@placeexchange.com

