

Place-based ADVERTISING CREATIVE GUIDELINES

client

date

project

consider the context and location in which your ad will be viewed

Be creative with the environment



brand clearly and strongly

Strong brand linkage has greater impact



have an explicit call to action

Be clear on what the viewer should do and inspire them to act



keep text to a minimum

Consumers have more time to view your ad, but best to avoid long paragraphs



engage your viewer

Through the use of intriguing, humorous or aesthetic images



use high contrast and bright colours

Choose colours that contrast well in both hue and value



"When indoor advertising is done right, it's still the best way to make people feel and experience something different. It's the best way to connect directly with people."

Martin Beauvais
Partner, OPEN