

CREATIVE GUIDELINES



Our Green Gold





STAND OUT CREATIVE DELIVERS RESULTS.

Our Creative Guidelines are designed to assist you in creating Out of Home (OOH) campaigns that connect businesses, governments and people.

OPPOSITE
Outdoor industry campaign 'Look Up' invited Australians to connect with the world.

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**“WOULD I LOOK UP?
WOULD I GIVE A SHIT?”**

“OOH ADVERTISING IS ALWAYS ON, DELIVERING MESSAGES 24 HOURS A DAY, SEVEN DAYS A WEEK.”

CHARMAINE MOLDRICH, CHIEF EXECUTIVE OFFICER OF OMA

1.0

WHY OUT OF HOME?



OUT OF HOME CONNECTS BRANDS WITH PEOPLE.

OOH is big and bold,
cheeky and clever —
and sometimes can be
a little controversial.

24/7

OOH advertising delivers messages
24 hours a day, seven days a week.

93%

OOH reaches 93 per cent of the Australian
population living in and around capital cities.

TOP
Mecca's campaign, 'The Beauty Spectacular Gift Card Vending Machine'
connects people to a convenient Christmas shopping experience.

BOTTOM
Menulog seeks to satisfy your dinner desires with its transit-focused
campaign, 'The Food You Want. Delivered.'

**“THERE’S NEVER BEEN A
BETTER TIME THAN RIGHT
NOW TO BE CREATIVE.”**

PHILIPPE MEUNIER, CHAIRMAN / CCO / CO-FOUNDER OF SID LEE

CREATIVE CONCEPT

2.0

2.0

CREATIVE CONCEPT

COMMUNICATION STYLE

Choose a style that's right for your campaign.



INFORMATIVE

An informative creative campaign provides neutral facts and figures on a subject. Use this style to inform and educate the audience.

We're wired to learn, and informative campaigns can make a lasting impact.



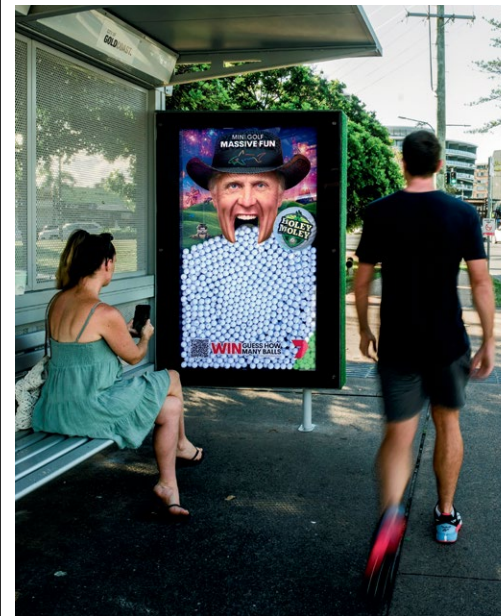
ABOVE SA Health influences and informs audiences about the Covid Vaccination roll-out.



ENTERTAINING

Entertaining campaigns work especially well in environments where people are waiting. Think bus shelters, train platforms and airport gates.

Connecting with audiences in a playful manner strengthens engagement.



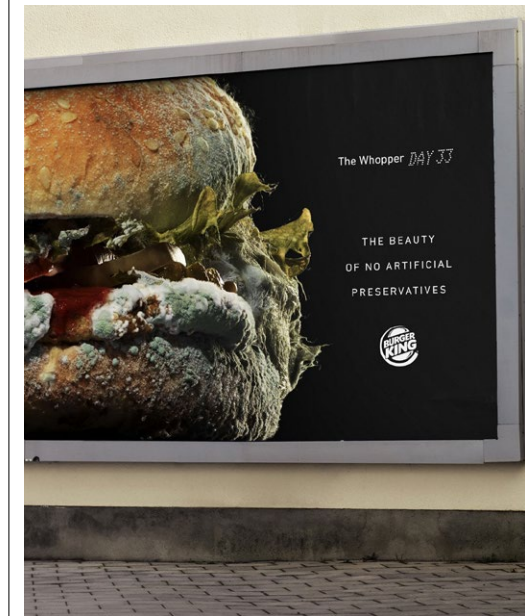
ABOVE Channel 7 engages with an interactive experience and the opportunity to win.



SURPRISING

Surprising creative can attract an audience's attention using unexpected or unusual details. The audience might not understand the message at first glance and will look again.

This 'beat', where the audience connects the dots, results in stronger and longer-lasting engagement.



ABOVE Burger King reveals the removal of artificial preservatives in its iconic Whopper Burger with confronting, yet powerful imagery.

HOW DO YOU WANT TO COMMUNICATE?

“PEOPLE DON’T WANT WHAT YOU MAKE. THEY WANT THE WAY IT WILL MAKE THEM FEEL.”

SETH GODIN, AUTHOR



HUMOROUS

Humour creates a positive brand image. It is approachable and connects with the audience by showing common ground. Comedic creative always requires cleverness, wit, courage and self-confidence but the payoff can be huge.

A humorous campaign is more likely to be shared on social media and with friends and family.



ABOVE

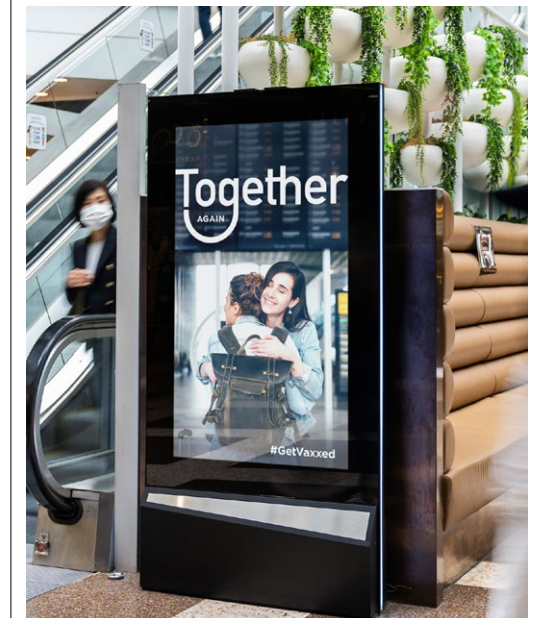
Who Gives a Crap encourages the public to use its eco-friendly toilet paper to save trees and give back to the community.



EMOTIONAL

Emotional storytelling is a powerful way that brands can connect with their audiences on a more personal level. This creative style tells a story or communicates solidarity and team spirit.

Emotion resonates with an audience and stimulates the mind faster than rational thought.



ABOVE

Outdoor industry campaign 'Together' reminds us that reconnecting with loved ones is within reach and encourages the public to get vaccinated.

95% OF PURCHASE DECISIONS ARE SUBCONSCIOUS

HARVARD BUSINESS
SCHOOL PROFESSOR
GERALD ZALTMAN SAYS

2.0

CREATIVE CONCEPT



ROADSIDE

Roadside OOH livens up our time on the road. It points us in the direction of the next food stop and gives us something to consider while waiting at traffic lights. This includes:

- Bicycle stations
- Billboards
- Bus / tram externals (wraps)
- Bus / tram shelters
- Free standing panels
- Kiosks
- Phone booths
- Public toilets



ABOVE
The OMA's healthy eating campaign used billboards to reach a mass audience.



TRANSPORT

Transport OOH provides audiences with an entertaining break from the monotony of repeat journeys. It's the perfect medium to drive online action through a direct search or by downloading an app. This includes:

- Airport external billboards
- Airport internals
- Bus / tram externals
- Bus / tram internals
- Bus interchanges
- Ferries
- Rail platforms and concourses
- Train wraps



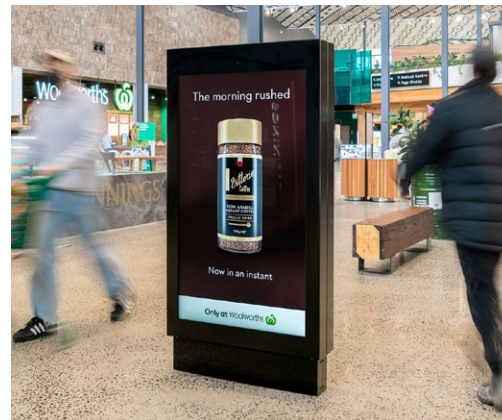
ABOVE
Xerox used tram wraps to reach targeted audiences every day at high frequency.



RETAIL

Typically found inside buildings, retail OOH is usually digital. This dynamic style of advertising lets people know about sales promotions, new products, and upcoming events. You'll find it in:

- Cafes
- Convenience stores
- Gyms and sports clubs
- Office buildings and lifts
- Petrol stations
- Shopping centres
- Universities



ABOVE
Vittoria Coffee used path to purchase ads in shopping centres with high foot traffic. Dynamic executions increase engagement for longer audience dwell times.



SURROUNDINGS

Consider the surroundings. If OOH advertising refers to its local area and / or social community, it will resonate more with the audience.

OOH ADVERTISING IS LOCATION-DRIVEN AND RELIES ON LOCAL CONTEXT.



ABOVE
Colgate's campaign considered short audience dwell times with this special build in a high traffic area: easy to see, easy to read and easy to remember.

2.0

CREATIVE CONCEPT



AUDIENCE DWELL TIME

Dwell time is the amount of time an audience spends viewing an OOH campaign.

- If people are moving, choose a format with a shorter dwell time
- If people are waiting, choose a format with a longer dwell time

1–3 SEC



Driving by billboards, street furniture, airport externals or high transit areas

5–20 SEC



Walking by street furniture, airport internals or commuter, transit and retail areas

<12 MIN



Standing by retail, building internals, street furniture and transit areas

OPPOSITE
Michael Cassel Group promotes the musical 'Hamilton' through high-impact media formats that reflect the epic nature of the show.

**“THE NATURE OF WHAT WE
NOW THINK OF OOH HAS
EXPANDED AND BECOME
HARDER TO DEFINE.”**

TERRY SAVAGE, FORMER CHAIRMAN OF CANNES LIONS; CHAIRMAN OF THE MARKETING ACADEMY,
CHAIRMAN OF LIA AND FOUNDER OF SAVAGES UNLIMITED

3.0

PRINT AND DIGITAL



OOH COMES IN ALL SHAPES AND SIZES.

The OMA's neuroscience study measured the impact of OOH using eye-tracking and brain-imaging technology to measure the neural response to seeing advertising. The result of the study has been used to formulate the Neuro Impact Factor (NIF): a qualitative metric based on long-term memory encoding and emotional intensity. The study showed that both digital and classic OOH have a range of impact that falls within the range of a 15s TVC or a 30s radio ad. Digital ads have a 63 per cent higher impact, while classic signs are more effective for reach and greater share of voice.

When creating classic campaigns, consider:

SPECIAL BUILDS



PRODUCTION TIME



If you decide on a digital approach, consider:

STATIC, ANIMATED OR EVOLVING FORMATS



INNOVATIVE TECHNOLOGY



AUDIENCE DWELL TIME



63%

Digital signs have 63 per cent more impact than classic signs.*

***SOURCE**
OMA study conducted by Neuro-Insight, *Neuro Impact of Out of Home*, September 2021.

OPPOSITE
Australian Bananas effectively position the banana as a fresh and natural alternative to processed energy bars.

3.0

PRINT AND DIGITAL

EVOLVING CREATIVE

Static digital campaigns can be highly effective, but it's worth considering evolving creative to improve campaign performance. These changes can be as simple as a colour or copy update each day.

QMS Media and Neuro-Insight investigated how the human brain responds to DOOH campaigns, comparing static and evolving creative. The study revealed that long-term memory encoding, which is critical for campaign effectiveness, grows over time for respondents who are exposed to evolving creative.

38% MORE MEMORABLE

Evolving creative campaigns are more memorable than static creative campaigns, strengthening over time.*

***SOURCE**

QMS and Neuro-Insight, *Global First Neuro Study: Evolving Creative is More Memorable*, May 2022.

OPPOSITE

Good use of context by Audi, advertising at JOLT EV charging stations.



3.0

PRINT AND DIGITAL



MULTI-CHANNEL

OOH is a key part of a healthy media plan. Nine out of 10 people see it every day, which means that you can reach even light users of other media. OOH can do the heavy lifting of creating trust and awareness, as well as driving action and changing behaviour. OOH works well with other media channels, particularly TV and Online, filling the gaps in media consumption. It's important to tailor the message for each channel.

MULTI-FORMAT

Each OOH format has its own benefits in terms of reach and impact. Creative should be adjusted to suit the format, and multiple formats used to increase effectiveness.

41%

41 per cent of people who see an OOH ad will use a search engine to gain more information about the product or service.*

OPPOSITE

*The Batman' takes over the streets of Melbourne with a multi-format and attention-grabbing campaign.

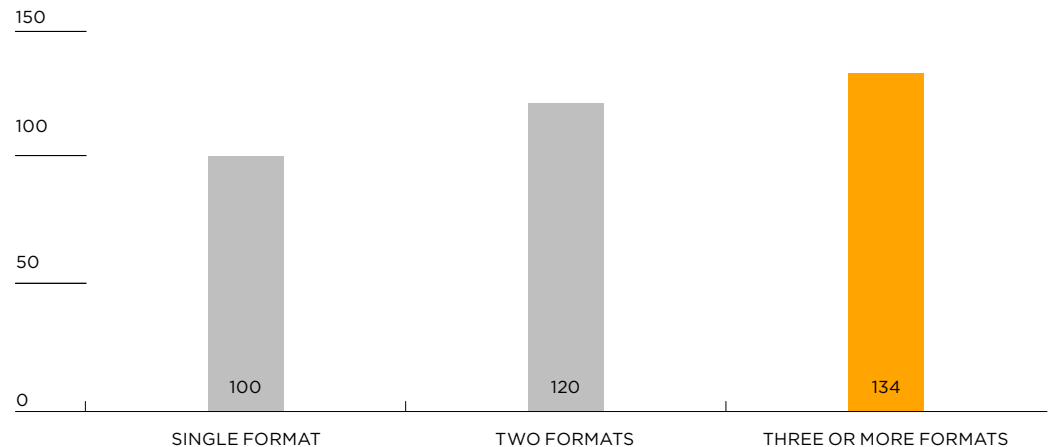
SOURCE

OAAA Comscore Online Activation Study, May 2022.

USE AT LEAST THREE OOH FORMATS IN EACH CAMPAIGN*

More OOH formats = highest Return on Investment (ROI)

ROI short-term performance by channel indexed to TV (100) NZ



3.0

PRINT AND DIGITAL

There are many innovations to help you connect and build greater engagement with your campaign.

QR CODES



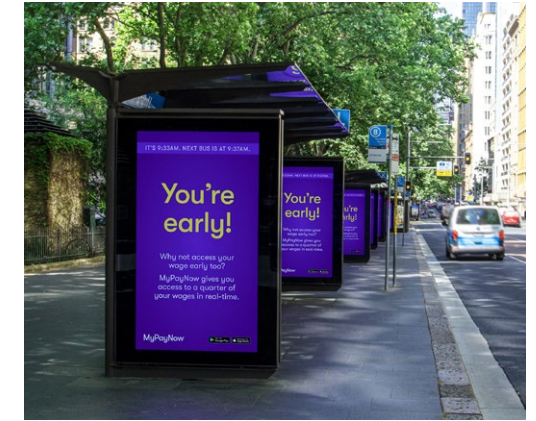
ABOVE
Jetstar takes over 50 digital screens in Sydney and Melbourne, offering commuters the chance to win free flight vouchers.

WEATHER DATA



ABOVE
VB Solar Exchange campaign enables beer lovers to trade excess solar energy for slabs of Victoria Bitter.

TIME DATA



ABOVE
MyPayNow catches the eye of commuters with real-time data and merges it with their messaging to be timely and relevant.

LOCATION DATA



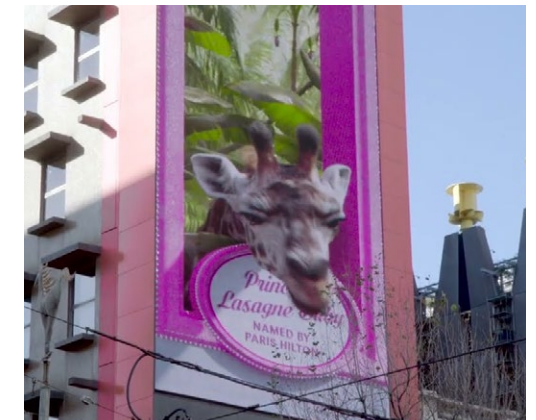
ABOVE
Media owner JCDecaux broadcast a personalised message for locals coming out of lockdown.

ANAMORPHIC SCREENS



ABOVE
d'strict releases a three-dimensional wave display on an 80m by 20m LED board in Seoul, South Korea.

3D ANIMATIONS



ABOVE
Uber Eats used 3D to bring a city-dwelling giraffe to life, for the ultimate attention-getting creative experience.

DOOH OFFERS IMMEDIACY AND HIGH IMPACT EXECUTIONS.

**“CREATING GOOD OOH TEACHES
YOU TO LET THINGS GO.”**

WARREN BROWN, ARTIST, MANINSPACE GALLERY

4.0

CREATIVE DESIGN



KEEP IT SIMPLE.

PLACEMENT

The centre of a sign is the centre of attention.



41%

Copy and creative comprise 41 per cent of what makes a successful campaign. The remaining 59 per cent is due to executional elements such as format, weeks in market and location.*



***SOURCE**
Analytic Partners Meta Analysis, New Zealand, 2015 to 2021.

OPPOSITE
Subway's close-up image of their footlong sub successfully used the space of large format billboards.

4.0

CREATIVE DESIGN

A STRONG COLOUR CONTRAST ENHANCES READABILITY.

Think of the colour wheel and choose colours at opposite sides.



4.0

CREATIVE DESIGN

| | | | | |
|--|---|--|--|---|
| <p>Red Excitement Strength Love Envy</p> | <p>Orange Confidence Success Bravery Sociability</p> | <p>Yellow Creativity Happiness Warmth Cheer</p> | <p>Green Nature Healing Freshness Quality</p> | <p>Blue Trust Peace Loyalty Competence</p> |
| <p>Pink Compassion Sincerity Sophistication Sweet</p> | <p>Purple Royalty Luxury Spirituality Ambition</p> | <p>Brown Dependable Rugged Trustworthy Simple</p> | <p>Black Formality Dramatic Sophistication Security</p> | <p>White Clean Simplicity Innocence Honest</p> |

COLOUR PSYCHOLOGY CAN HELP.

Utilise the effect colours have on your audience's emotions.

4.0

CREATIVE DESIGN



A STRONG CONTRAST DRAWS ATTENTION

Use dark text on a light background
and light text on a dark background.



10% BLACK

If you want to design for digital, use a tint
of 10 per cent black. A 100 per cent white
is perceived as too bright.

HARDER TO READ

EASIER TO READ

4.0

CREATIVE DESIGN

**TEXT**

Less is more.

< 7 WORDS OR LESS

Use active and direct language.

FONT

Choose a font style and font size that is easy to read. Think about distance from your audience and their dwell time.

TEXT POSITION

Two options are most effective:
Text in centre. Text at product.

OPPOSITE

Bumble shows its support and respect for women and victims of sexual assault during World Equality Day.

**“WE TAKE OUR
RESPONSIBILITY
IN THE PUBLIC
SPACE SERIOUSLY.”**

CHARMAINE MOLDRICH, CHIEF EXECUTIVE OFFICER OF OMA

5.0

REGULATION

5.0

OMA members advertise third party products on both digital and classic signs across a variety of OOH formats and locations.

Advertising in the public domain is visible to a broad audience, and OMA members are committed to ensuring that the advertising they post meets community standards. In addition to adhering to all applicable legislation and regulation, OMA members have adopted the voluntary industry principles in the [OMA Code of Ethics](#).

REGULATION



OPPOSITE
The OMA's healthy eating campaign promotes positive behavioural change and is part of the industry's National Health and Wellbeing Policy.

**MEETING
COMMUNITY
STANDARDS.**

**“OUT OF HOME IS NO LONGER
LIMITED TO THOSE WHO
PASS BY.”**

—
JANE BURHOP, CREATIVE DIRECTOR / FOUNDER OF COMMON VENTURES

DIVERSITY

6.0



YOUR AUDIENCE COMES FROM MANY DIFFERENT BACKGROUNDS.

Advertising is a reflection of the people it's created for. The Australian community is diverse with many cultures, ethnicities, nationalities and religions. Design your campaigns to be inclusive.

DIVERSITY

Use inclusive and respectful imagery and language that reflects diversity.

LANGUAGE

Use culturally respectful language.

OPPOSITE
Sydney Gay and Lesbian Mardi Gras jazzes up the streets of Sydney with this special build to promote the parade.

“A GREAT SITE IN A PREMIUM ENVIRONMENT WITH BRILLIANT CREATIVE CARRIES WONDERFUL EMOTIONAL VALUE.”

NEIL MORRIS, FOUNDER OF GRAND VISUAL; NON EXECUTIVE DIRECTOR, STOREBOOST RETAIL

7.0

CELEBRATION

7.0

CELEBRATION

The OMA Creative Collection was born in 2013 to acknowledge and celebrate the most creative and innovative OOH campaigns.

The five Creative Collection categories showcase the creative work that is being presented.

Read the criteria opposite or view our [past winners](#) for some inspiration and ideas on cutting-edge OOH.



BIG, BOLD AND BRIGHT

- Campaigns that make you look up
- Simple, engaging, memorable and / or humorous



ABOVE
Art Gallery NSW brings art to the streets of Sydney to celebrate 100 years of the Archibald Prize.



BEST USE OF DIGITAL

- Digital campaigns that are dynamic or relevant to the environment (contextual)
- Use opportunities for immediacy and broadcast that go beyond weather and countdowns but may incorporate these tactics in a new and innovative way
- Delivers the right message, at the right time and place, to the right audience

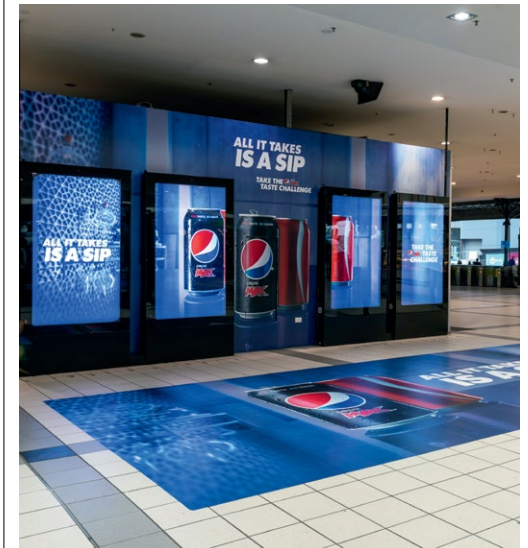


ABOVE
Chatime creates an immersive experience for audiences with augmented reality and QR technology.



BEST USE OF MULTI-FORMAT

- Campaigns that were booked across more than two formats (transit, roadside, street furniture, static, digital etc)
- Makes use of the versatility of the OOH channel to reach and engage audiences across multiple formats



ABOVE
PepsiCo's multi-format campaign included an activation of a blind taste test of a competitor and Pepsi Max.

DIGITAL OOH NOW REPRESENTS 62.5% OF REVENUE.



ABOVE
Village Roadshow promotes the blockbuster 'Moonfall' with illuminated billboards that glow at night.



INNOVATION IN OUT OF HOME

- Strong creative appeal and visual impact, and clarity of message and purpose
- Makes the most of context and / or adds to the surrounds
- Campaigns that are dynamic and / or relevant to the environment

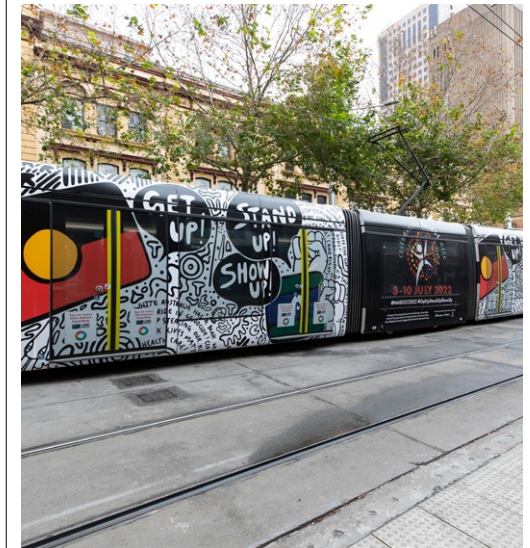


OUT OF HOME FOR GOOD

- Campaigns that prioritise the creative concept and use technology as a tool to bring this concept to life
- Embraces new technology and innovation with the purpose to drive audience action
- Serves as an effective reach partner for static OOH campaigns as well as larger media campaigns that integrate television, audio, digital, mobile and print.



ABOVE
Mastercard and Spotify share the sounds of the 2022 Australian Open with curated playlists that embody the tournament.



ABOVE
Trams in Sydney showcase bold artwork from by Ryhia Dank from Gundandji / Wakaja Country in celebration of NAIDOC week.

**TO SUBMIT YOUR CREATIVE OOH CAMPAIGN
INTO THE OMA CREATIVE COLLECTION,
OR IF YOU WOULD LIKE A PRESENTATION
OF THESE GUIDELINES TO YOUR TEAM
EMAIL [INFO@OMA.ORG.AU](mailto:info@oma.org.au)**

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