

Out of Home

Marketing

Advertising in physical space, and what suits it.

Rules for physical advertising.

Design rules

Seven words or fewer where possible

One idea, one image

Brand visible at a glance

High contrast for distance and weather

Legible at the actual viewing distance

Planning

Location determines audience, not demographics

Dwell time varies enormously by site

Roadside differs from transit and retail

Repetition on a commute builds frequency

A poster is read in around two seconds at speed. Anything requiring a third second is not read at all.