

OUT-OF-HOME CREATIVE GUIDE

QUEBECOR

The background is a complex, abstract geometric pattern composed of numerous triangles in various shades of blue, teal, and light grey. The triangles vary in size and orientation, creating a dynamic and layered visual effect. The colors range from deep navy blues to very light, almost white, tones.

OUT-OF-HOME
CREATIVE

OUT-OF-HOME CREATIVE

- Simplicity is the key to out-of-home advertising
- Stick to this key to capture attention – a nice challenge for designers
- During the creative process, it is important to consider audience mobility
- 3 main advertising factors that most affect drivers and pedestrians:
 - Creativity
 - Proximity
 - Media weight – media planning
- The more creative the visual, the more impact it has, the more it is appreciated by consumers and the more the brand is recognized (recall)
- The creative must be quickly understood to generate an emotional reaction with consumers

THE CREATIVE CONCEPT'S AFFECT ON AWARENESS

The more a creative concept is liked, the higher the brand recognition.



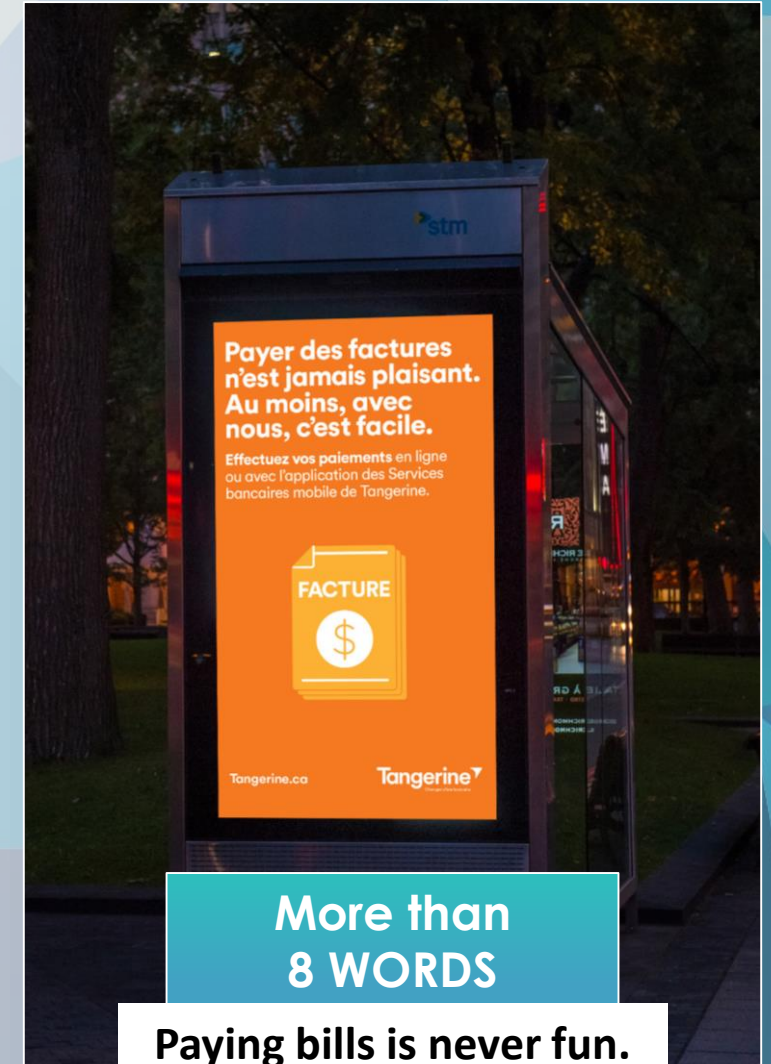
Source: Kinetic Research

BREVITY IS THE SOUL OF SELL

- Simple message
- Must be understood in 2 to 5 seconds
- Maximum of 8 words
- 5 to 7 words = 2 seconds
- Impact is lost as words are added



BREVITY IS THE SOUL OF SELL



READABILITY

- A clear and easy to read type face
- More spacing between letters, a simple character style and a font size that is not too thin nor too thick

 SPACE

 SPACE

 **style**

 *style*

 style

 style

 READABILITY

 READABILITY

 **READABILITY**

READABILITY



Grated for Montreal

READABILITY



(ORANGE) JUICE AND COFFEE



(RED) LINE – A POSSIBLE DREAM?

READABILITY



READABILITY

- Attention increases with the logo at the top and the slogan at the bottom

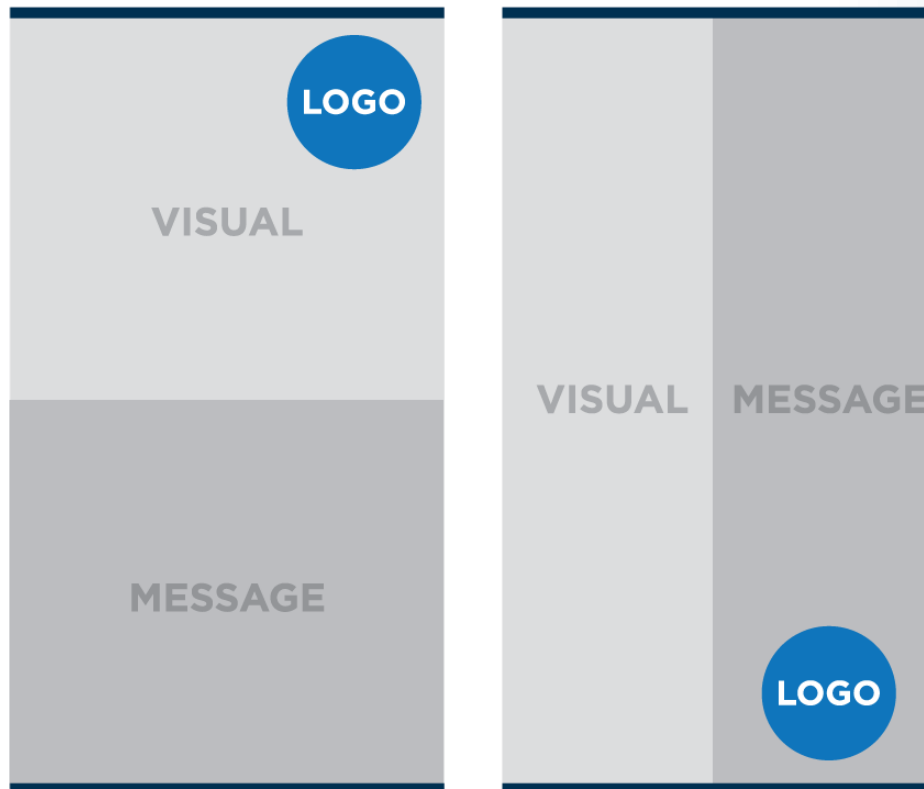


Logo	6 %	17 %	24 %
Headline	3 %	12 %	11 %
Recall	12 %	28 %	28 %

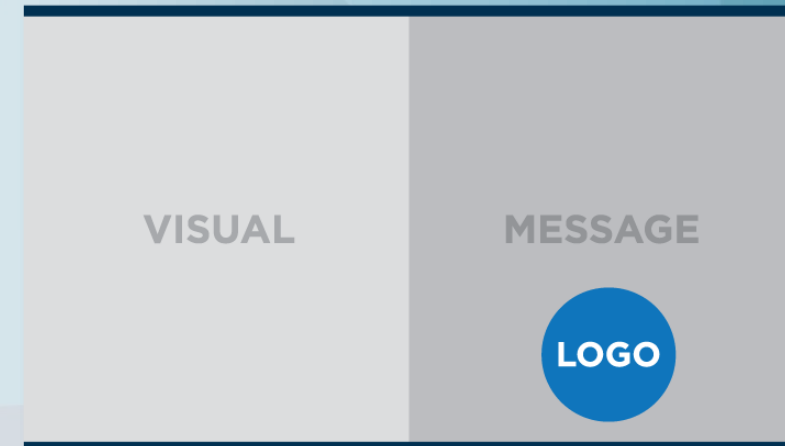
GRAPHIC LAYOUT EFFECTIVENESS

- From left to right

PORTRAIT: TRANSIT SHELTER



LANDSCAPE: BUS



COLOUR

- Use bright and vibrant colours

WOULD YOU EAT
A FLAME?



Source: Clear Channel research

CROQUERAIS-TU DE LA
DYNAMITE?

WOULD YOU SNACK
ON DYNAMITE?

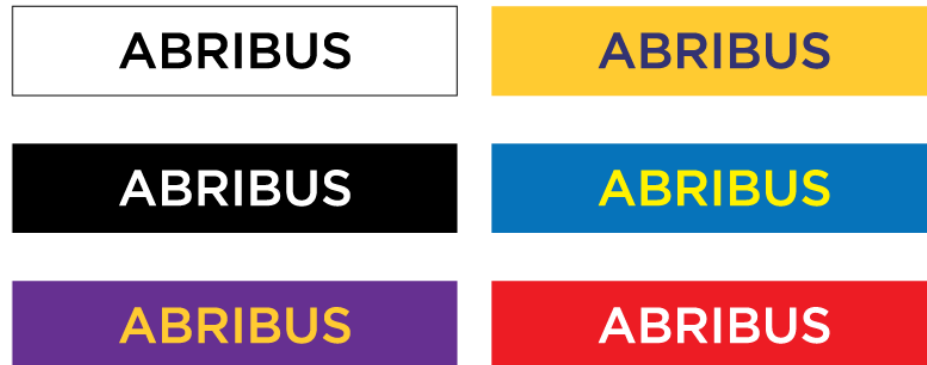


CONTRAST

- A combination of colours increases visibility



STRONG CONTRAST = GOOD VISIBILITY

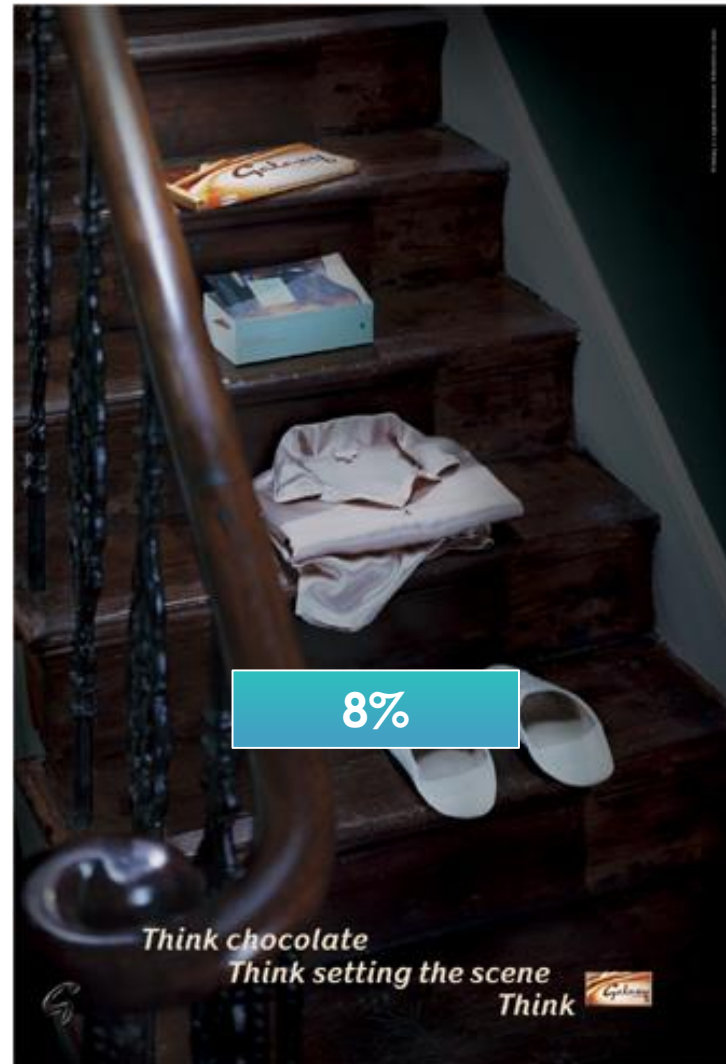


WEAK CONTRAST = LESS VISIBILITY

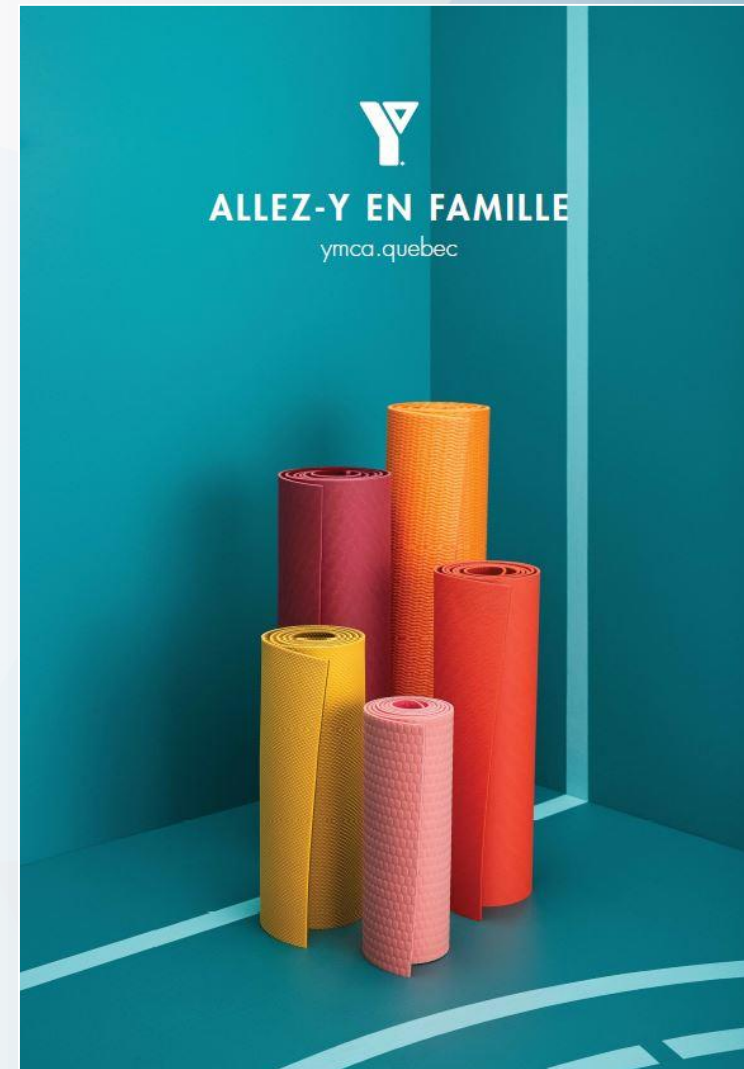


CONTRAST

- Similar colours blend too much and blur the message



CONTRAST



FEATURE THE LOGO AND THE BRAND

- Position the logo at the top for better association with the brand



FEATURE THE LOGO AND THE BRAND



FEATURE THE LOGO AND THE BRAND



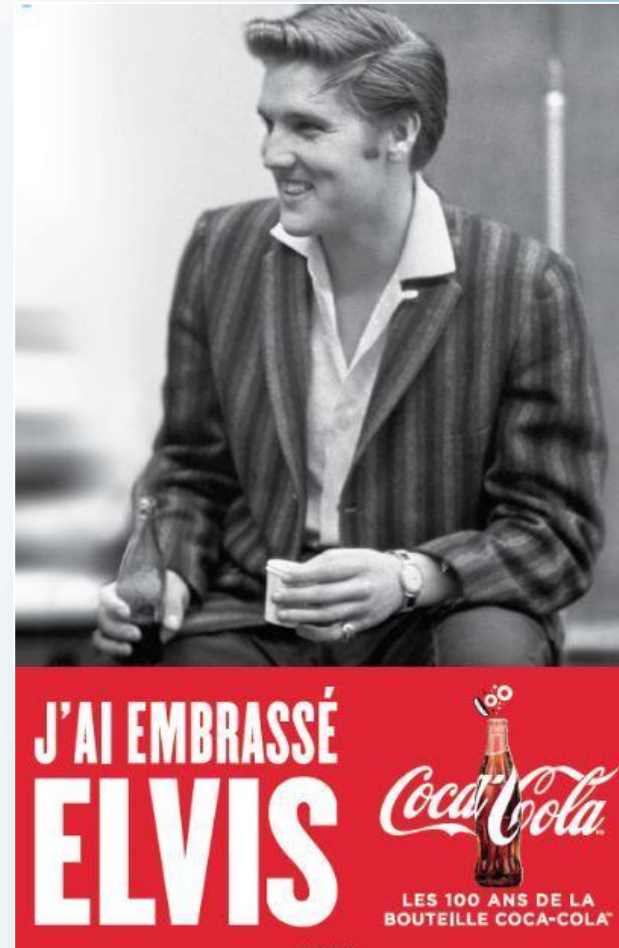
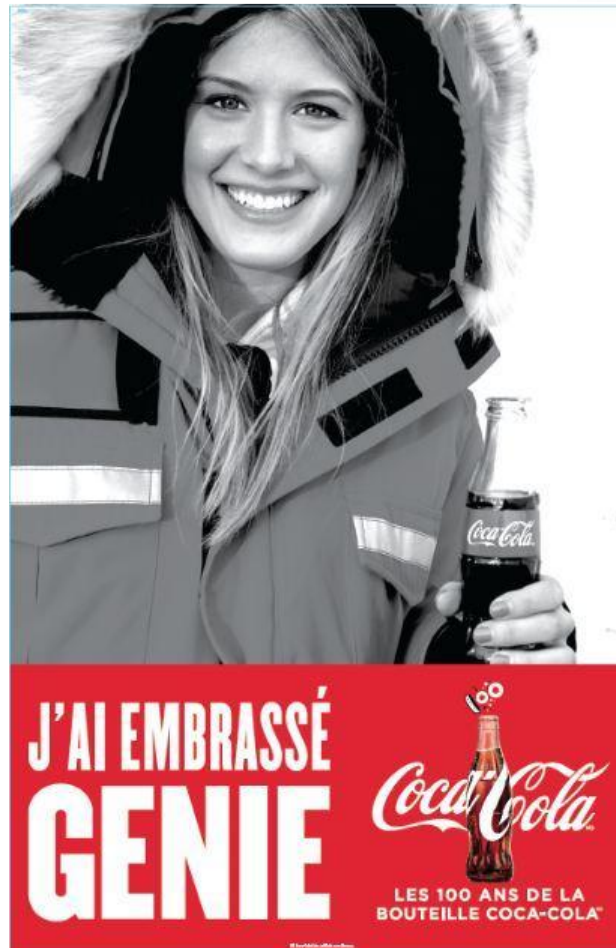
THE POWER OF THE IMAGE: MORE THAN A THOUSAND WORDS

- An image or photo must catch the eye



THE POWER OF THE IMAGE: MORE THAN A THOUSAND WORDS

- An icon or well-known personality



The background is a complex, abstract geometric pattern composed of numerous triangles in various shades of blue, teal, and light grey. The triangles vary in size and orientation, creating a dynamic and modern visual texture. The colors range from deep navy blues to very light, almost white, tones, with some teal and greenish-blue accents.

DIGITAL TRANSIT SHELTER CREATIVE

CONTEXTUALIZING THE DIGITAL TRANSIT SHELTER

CONTEXTUALIZE THE ADVERTISING

- Message and concept can be adapted according to events:
 - Outside temperature
 - Moment in the day
 - Location of transit shelter
 - Time of day
 - Countdown
 - RSS feed
 - Dynamic and fast updates

CONTEXTUALIZED ADVERTISING

- Countdown (entertainment / sport)
 - Perfect for an hourly schedule

BROADCAST OF NEXT GAME



CONTEXTUALIZED ADVERTISING

- RSS feed (entertainment/show)



CONTEXTUALIZED ADVERTISING

- RSS feed (dynamic finance/mortgage rate)

Today's mortgage rate

Taux hypothécaire
du jour

3.24%



 **VOTRE
BANQUE** votrebanque.com

Taux hypothécaire
du jour

3.54%



 **VOTRE
BANQUE** votrebanque.com

Taux hypothécaire
du jour

2.99%



 **VOTRE
BANQUE** votrebanque.com

CONTEXTUALIZED ADVERTISING

- RSS feed (dynamic finance/RRSP alert)

Il vous reste

8 : 14 : 34

JOURS HEURES MINUTES

pour **cotiser**
à vos REER



 VOTRE
BANQUE

Il vous reste

3 : 08 : 14

JOURS HEURES MINUTES

pour **cotiser**
à vos REER



 VOTRE
BANQUE

**You've got
3 : 08 : 14
to contribute
to your RRSP**

CONTEXTUALIZED ADVERTISING

- RSS feed (retail sale / real-time flyer)


ÉPICERIE BIO
—des aliments frais—

CETTE SEMAINE

POMME GRENADE

 2⁵⁰

1000, boul. St-Laurent


ÉPICERIE BIO
—des aliments frais—

CETTE SEMAINE

BROCOLI

 2⁴⁹

1000, boul. St-Laurent


ÉPICERIE BIO
—des aliments frais—

CETTE SEMAINE

CITRONS

 4 pour 2⁷⁰

1000, boul. St-Laurent

CONTEXTUALIZED ADVERTISING

- Countdown (retail sale / event or promotional offer)

**MOTHER'S DAY IN
7 days**

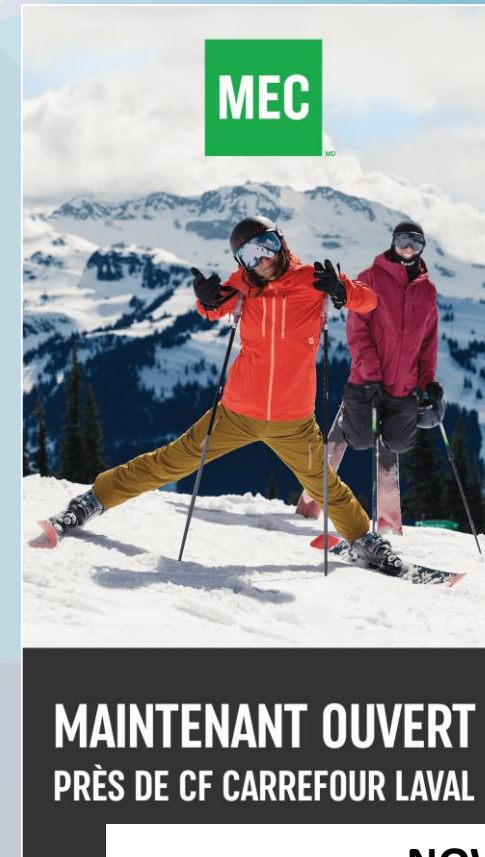
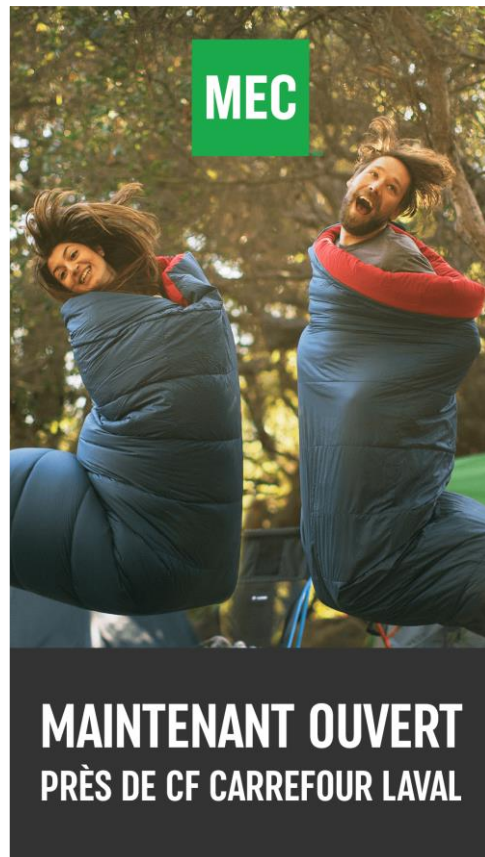




CREATIVE STRATEGIES FOR STATIC TRANSIT SHELTERS

CREATIVE STRATEGIES

- Proximity strategy targets the local population and surrounding areas



NOW OPEN
NEAR CARREFOUR LAVAL

CREATIVE STRATEGIES

- Neighbourhood strategy

There are 12 restaurants with the world's best poutine in the Plateau.



There are 7 bike shops in Mile End. Perfect for buying a new old bike.



Cellar reception problem? There are 134 wireless stores in Montreal.



CREATIVE STRATEGIES

- Multiple creative concepts with one message



CREATIVE STRATEGIES

- Multiple creative concept

SHAKENALLOVER

**THE MOST EMOTIONS
IN 1 SQ. KM**



MELANCOMIC

**THE MOST EMOTIONS
IN 1 SQ. KM**

STUNTS

- A different way to grab attention



STUNTS



STUNTS

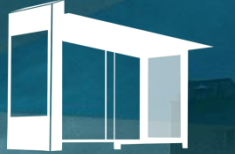


STUNTS



STUNTS





THE MOST IMPORTANT ADVICE: HAVE FUN!

QUEBECOR
Media Out of Home