



CREATIVITY GUIDE OUT-OF-HOME

**BEST PRACTICES
TO MAKE YOUR BRAND SHINE**

**QUEBECOR
OUT-OF-HOME**

Last update: April 2025

OUT-OF-HOME CREATIVITY

Creativity

/ To Maximize Your Brand's Awareness and Conversion

AWARENESS

Creativity is the main factor driving brand visibility growth.



CONVERSION

Creativity is the second factor contributing to profitability after brand reputation.



New Creative Trends

/ To Stand Out

1.

INTEGRATION OF CUTTING-EDGE TECHNOLOGY

Interactive activations, immersive experiences including 3D, and digital special effects to captivate.

2.

DYNAMIC ADVERTISING

Dynamic advertising attracts more attention, according to one in two respondents.

3.

OLFACTORY MARKETING

Smell, the sense most closely linked to emotions and memories, drives impulsive purchases by 38% – have a good nose for it!

4.

AUDIO OUT-OF-HOME

AOOH involves broadcasting music and advertising to deliver a unique, personalized customer experience by reaching consumers at retail location.

5.

QR CODES

QR codes are used by 3 out of 5 Canadians, promoting engagement, interaction, and assessment of a campaign's performance.

6.

ENVIRONMENTAL RESPONSIBILITY

Protecting the planet is becoming both an ethical and strategic tendency for maintaining brand relevance and customer loyalty.

Get Creative

/ 6 Strategies to Maximize Your Impact

CONCISENESS

Keep your message clear and concise. The shorter the message, the more impactful it is. Stick to simplicity and the essentials.

LEGIBILITY

Choose a font size that ensures your message is legible both up close and from a distance.

CONTRAST

Use colors to capture attention and make your campaign stand out.

ENGAGEMENT

Create a campaign that evokes emotions and connects people to leave a lasting impression.

CONTENT STRATEGIES

Innovate with a campaign that captivates your audience.

MEDIA ADAPTABILITY

Tailor your message to the product on which you are advertising.

1. Conciseness

/ Best Practices



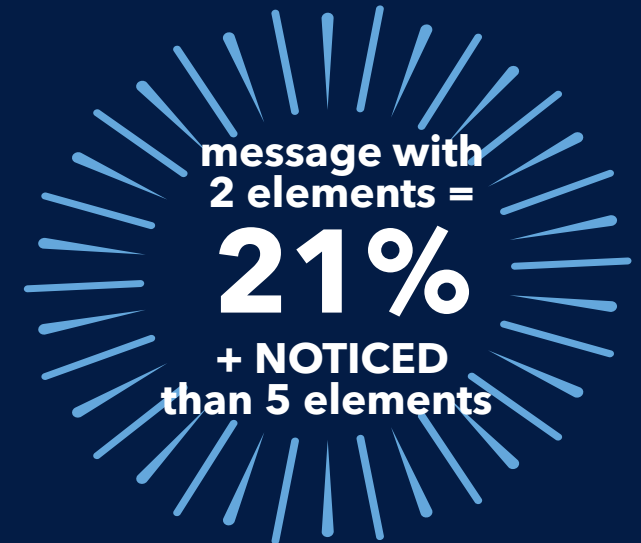
FOR MAXIMUM IMPACT: A SHORT, SIMPLE, AND STRONG MESSAGE.

STATIC

- ▶ 2 seconds of reading = 5 to 7 words
- ▶ The message should be understood in 2 to 5 seconds
- ▶ The message should contain 7 words or fewer for 1,5X increased memorization

DIGITAL

- ▶ 10 seconds of reading = 10 words
- ▶ 15 seconds of reading = 15 words
 - 1 word/second



1. Conciseness

/ Examples



+ 8 WORDS ❌



2 WORDS ✅



3 WORDS ✅



4 WORDS ✅



4 WORDS ✅



5 WORDS ✅



6 WORDS ✅

2. Legibility

/ Best Practices



UP CLOSE AND FROM A DISTANCE

DOUBLING THE SIZE OF YOUR LOGO RESULTS IN A **22% INCREASE** IN VIEWS

- ▶ **Typography:** clear, simple, and legible
- ▶ **Characters:** neither too thin nor too thick, with sufficient spacing between letters
- ▶ **Size:** appropriate use of the text, product, and logo
- ▶ **Fonts:** maximum three different fonts
- ▶ **Logo:** at the top of the visual for better brand association

✗ SPACE

✓ SPACE

✗ STYLE

✗ *Style*

✗ *Style*

✓ Style

✗ LEGIBILITY

✓ LEGIBILITY

✗ **LEGIBILITY**



2. Legibility

/ Examples - Graphic Layout

VERTICAL

The vertical poster examples show three different layouts. The first layout (left) is marked with a red 'X' and a yellow callout indicating '<50%' legibility. It features a large 'TEXTE ÉVOCATEUR' at the top, a small 'IMAGE DU PRODUIT' in the middle, and a small 'INCITATIF (call to action)' at the bottom. The second layout (middle) is marked with a green checkmark and a yellow callout indicating '>50%' legibility. It features a large 'TEXTE ÉVOCATEUR' at the top, a large 'IMAGE DU PRODUIT' in the middle, and a large 'INCITATIF (call to action)' at the bottom. The third layout (right) is also marked with a green checkmark and a yellow callout indicating '>50%' legibility. It features a large 'TEXTE ÉVOCATEUR' at the top, a large 'IMAGE DU PRODUIT' in the middle, and a large 'INCITATIF (call to action)' at the bottom. A fourth poster (far right) shows a brown boot with the 'SOREL' logo at the top and 'JEAN OF ARCTIC WOODS' at the bottom.

1.39s
AVERAGE VIEWING TIME

A BIG PRODUCT = + 50%
BRAND RECOGNITION

2.59s
AVERAGE VIEWING TIME

HORIZONTAL - READING FROM LEFT TO RIGHT

The horizontal poster examples show two different layouts. The first layout (left) is marked with a red 'X' and a green checkmark. It features a large 'TEXTE EN TOUT PETIT' at the top and a large 'TEXTE ÉVOCATEUR' at the bottom. The second layout (right) is marked with a green checkmark and a red callout indicating 'LOGO'. It features a large 'TEXTE ÉVOCATEUR' at the top and a large 'Fièrement.' at the bottom, with the 'fizz' logo at the bottom right.

3. High Contrast

/ Best Practices



CONTRASTS AND BRIGHT COLORS TO STAND OUT AND IMPROVE YOUR VISIBILITY
CONTRASTING COLORS = **38% INCREASE** IN MEMORIZATION



HIGH CONTRAST = GOOD VISIBILITY

ABRIBUS	ABRIBUS
ABRIBUS	ABRIBUS
ABRIBUS	ABRIBUS



LOW CONTRAST = LOW VISIBILITY

ABRIBUS	ABRIBUS
ABRIBUS	ABRIBUS
ABRIBUS	ABRIBUS



3. High Contrast

/ Examples



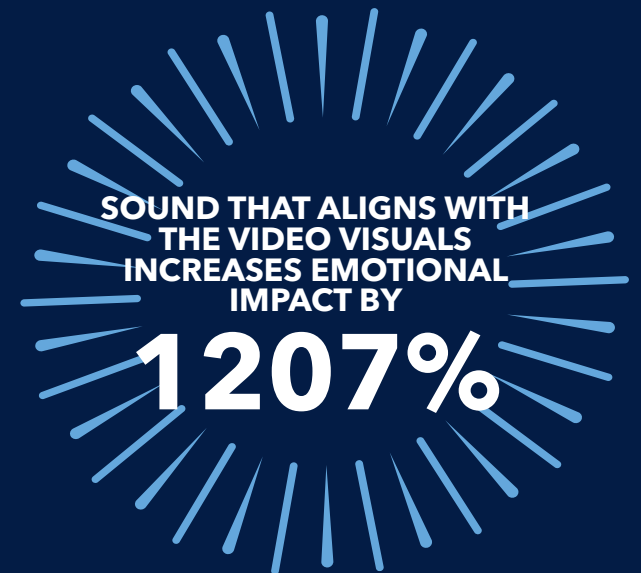
4. Engagement

/ Best Practices



**OPTIMIZE YOUR CREATIVITY WITH THESE IMPACTFUL STRATEGIES
FOR BETTER BRAND RETENTION**

- ▶ **Immersive experiences:** to engage the public in a captivating sensory universe, notably through interactive installations such as touchscreens.
- ▶ **Animation, video, and audio:** to capture attention and strengthen the impact of the visual message.
- ▶ **Out-of-home and social media strategy:** to encourage passersby to share their experience online and reach a broader audience with increased reach and frequency.
- ▶ **Sample distribution:** to create a connection, encourage product trials, and drive conversion.
- ▶ **Interactive contests:** to motivate the public to actively participate and engage with the brand.

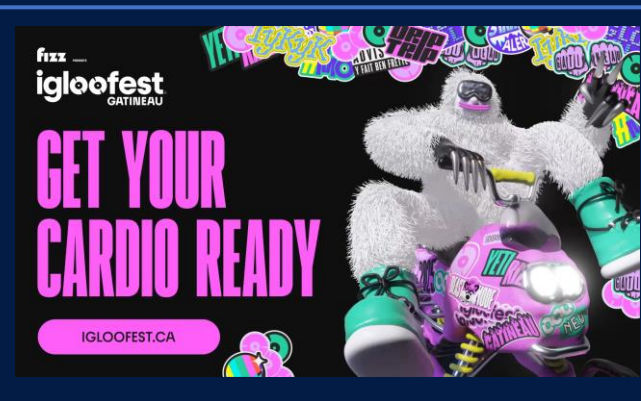
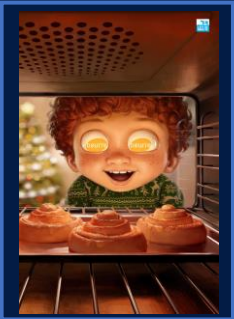


4. Engagement

/ Animation Examples

LIGHT ANIMATION

- ▶ Leverage animation in environments that can be noisy to capture the attention in a playful way



VIDEO

- ▶ Choose the power of video DOOH: massive reach, greater impact than online video, and boosted performance through targeting, automated management, and advanced campaign measurement.
- ▶ Video captures attention, tells a visual story, and sparks an emotional response.



VIDEO + AUDIO

- ▶ Leverage the strength of audio combined with the power of out-of-home to amplify your brand awareness.



5. Content strategies

/ Best practices



THINK OF ORIGINAL CONTENT STRATEGIES TO STAND OUT.
70% OF DECISION-MAKING IS EMOTIONAL.

- ▶ **Celebrities and brand ambassadors:** to instantly capture attention with familiar faces. The human brain is naturally wired to recognize faces, enhancing engagement and connection.
- ▶ **Interactive games:** to encourage direct participation and provide a playful, and therefore more memorable, experience.
- ▶ **Humor:** to humanize the brand by creating an emotional connection and standing out in a saturated landscape, while delivering complex messages in a lighter way.
- ▶ **Multiple messages:** to strengthen recall by repeating a message in different formats or at various moments.
- ▶ **Targeted messaging:** to reach a local audience with more relevant and personalized communication.

5. Content strategies

/ Examples

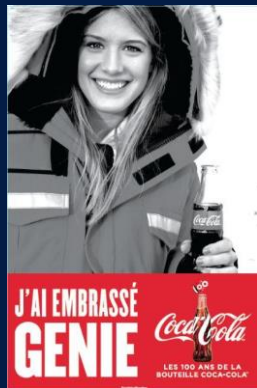
HUMOR



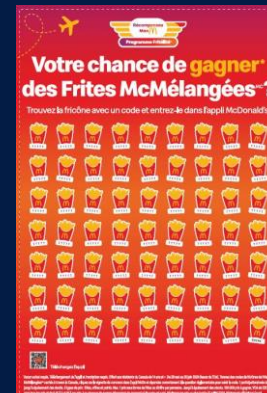
MULTIPLE MESSAGES



CELEBRITIES AND BRAND AMBASSADORS



INTERACTIVE GAMES



TARGETED MESSAGE



6. Message adaptability to the media

/ Best Practices

Consider audience mobility and the 3 main advertising factors that most influence drivers and pedestrians:

- ▶ Creativity
- ▶ Media weight (planning)
- ▶ Degree of proximity



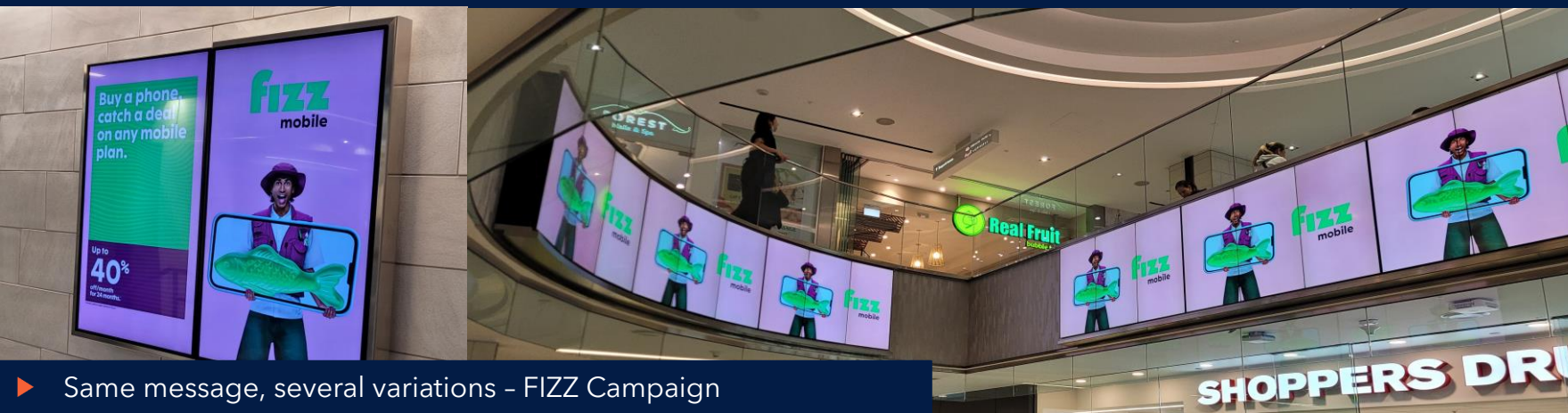
RECOMMENDATIONS		
Product	Legibility Distance <i>Feet</i>	Recommended Font Size <i>Inches</i>
SUPER BOARD	350 to 600	15 to 40
TRANSIT SHELTER	50 to 100	2 to 4
SEVENTY POSTER	65 to 100	2,5 to 4
KING POSTER	115 to 165	4,5 to 6,5
MOBILE DIGITAL SCREEN	75 to 100	3 to 4
SPECTACULAR	30 to 100	0,83 <i>(60 pts min)</i>
DIGITAL DUO HORIZONTAL	30 to 60	0,83 <i>(60 pts min)</i>
DIGITAL VERTICAL	30 to 50	0,83 <i>(60 pts min)</i>
EXPRESS VIDEO	3 to 6	0,42 <i>(30 pts min)</i>

6. Adaptability to the media

/ Examples



▶ Same message, three variations - Earth Day Campaign



▶ Same message, several variations - FIZZ Campaign

CREATIVE LEVERAGING OF PRODUCTS

DID YOU KNOW?

- ▶ Use RGB colors and colorful backgrounds, rather than plain white ones, which can blend into the sky or surroundings.
- ▶ Bring static ads to life with expressive faces, dynamic gestures and a sense of movement.

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Creative Leveraging

/ Video with Audio



41%

believe that audio
is one of the key
elements of a
brand's
communication



Did you know? The Express Video product is the only outdoor advertising product that allows the use of audio.

Creative Leveraging

/ 4 Ideas to Optimize your Advertising

LARGE FORMAT

- ▶ Keep your message ultra-concise with giant lettering for a strong brand impact



SIDE-BY-SIDE HORIZONTAL SCREENS

- ▶ Choose a panoramic setup for an ad concept that moves seamlessly from one screen to the next



SIGHTLINES

- ▶ Bet on strategic locations like sightlines to maximize your impact



MOBILE ADVERTISING

- ▶ Choose a message that is quick to understand with clear, impactful, and high-quality visuals for an audience on the move



CREATIVE STUNTS

- **VINYL WRAPS**
- **CUSTOM**

Vinyl Wraps

/ On Transit Shelters and Marquees for Maximum Impact in Exterior Advertising

SPECTACULAR MURAL ON TRANSIT SHELTERS

- ▶ by transforming a transit shelter into a striking large-format advertising medium



SPECTACULAR MURAL ON MARQUEES

- ▶ by vinyl-wrapping the glass panel between the two posters



Vinyl Wraps

/ On Taxis and Buses for Mobile Creativity

TAXIS

- ▶ Combine your Mobile Digital Screen advertising with a vinyl wrap

DOORS WRAP



360 FULL WRAP



BUSES

- ▶ Choose between the side mural, the rear mural, the side mini-mural or the superbus

REAR MURAL



SIDE MINI-MURAL



SIDE MURAL

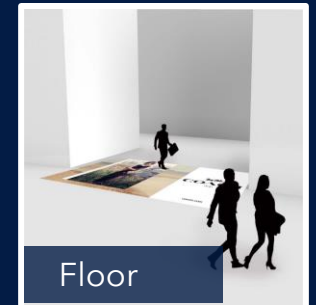
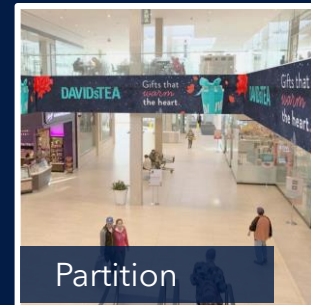
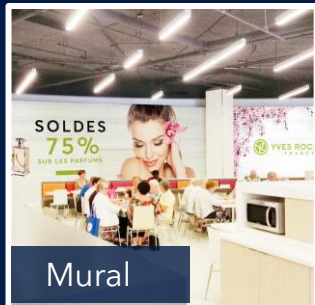
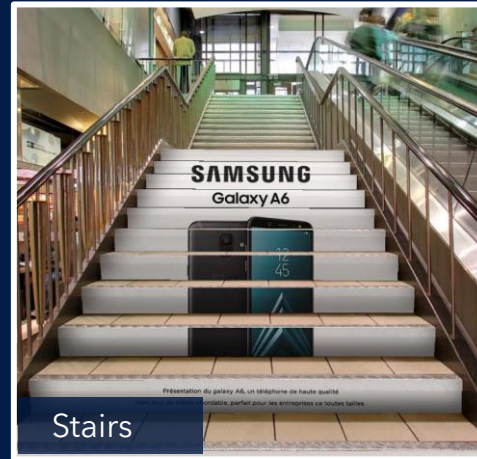
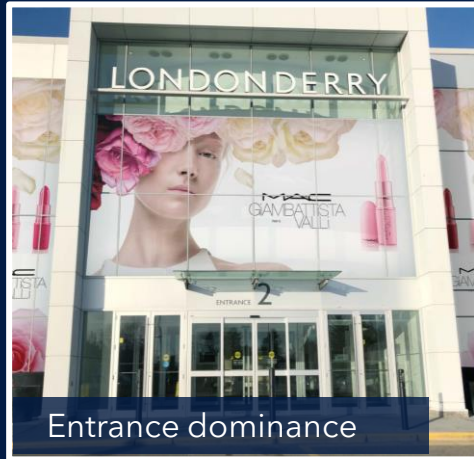


SUPERBUS - 360 FULL WRAP



Vinyl Wraps

/ In Shopping Centers for Maximum Creativity in Interior Advertising



Custom Creative Possibilities

/ To Stand Out with our Creative Stunts

Make use of the **5 senses** to create an impactful and memorable brand experience.

SMELL



EX.LAVO LA PARISIENNE

Diffusion of a fragrance reminiscent of the smell of laundry!

TOUCH



EX.TAKIS

Integration of a hand warmer in the shape of chips.

HEARING



EX.TEL-JEUNES

Broadcasting of adapted music to encourage consultation.

SIGHT



EX.FIZZ

Interactive booth inviting you to take a photo and share it.

Can you **TASTE** the boldness? Does it make you want to stand out?

LIGHTS



PHOTO BOOTH



MULTIMEDIA



3D STRUCTURE



ADDITIONAL INTERIOR SCREEN



WIND MACHINE



3D INTEGRATION



Creative Stunts

/ We Love to Make you Shine

AWARD-WINNING CREATIVITY!



ADCLUB 2023

Street Level / Transit / Transportation

1st place: **Scène+** 2nd place: **IKEA** 3rd place: **belairdirect**

Best Innovation OOH

1st place: **INTEL**

Best in Show

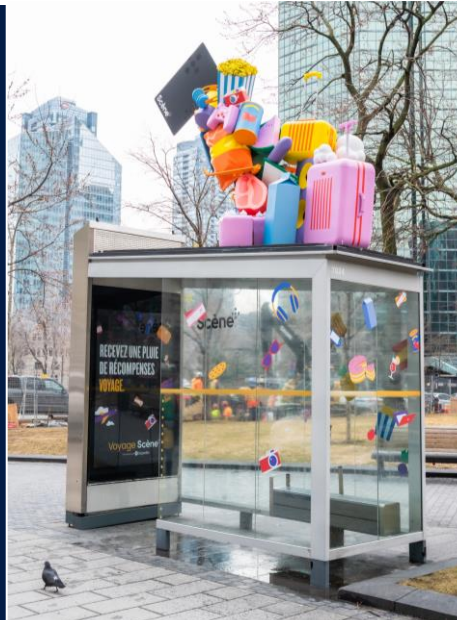
1st place: **SCÈNE+**



THE CANADIAN OUT-OF-HOME AWARDS 2024

Best Creative

Winner: **IKEA** Runner-up: **SCÈNE+**



Past Creative Stunts

/ To Inspire Future Creations



LAST TIPS

Last Tips

/ To Make Your Creative Campaign a Success

- ☐ Confirm delivery deadlines for the materials
- ☐ Inquire about printing and installation timelines
- ☐ Ensure that the keywords are well-optimized
- ☐ Update the call-to-action as the campaign messages evolve
- ☐ Validate URLs, hashtags, and site numbers (if applicable)
- ☐ Make sure all elements, such as websites and social media, are functioning before launch.
- ☐ Consider updating your creative every 2 months for better results.
- ▶ 50% continue to notice the same ad after 1 month
- ▶ 25% continue to notice the same ad after 3 months

The more creative and appealing the visual is, the greater its impact and brand recall.

THE MOST IMPORTANT: HAVE FUN!



"Outdoor advertising is only limited by your own imagination." – Bob Wingo

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