What is OOH Advertising?

Out Of Home

is advertising that reaches the consumers while they are outside their homes.

Out-of-home media advertising is focused on marketing to consumers when they are "on the go“.

It is situated in public places, in transit, waiting (such as in a doctors surgery), and/or in specific commercial locations (such as in a retail venue).

The most common forms of outdoor advertising include:

Billboard advertising

Point of sale displays

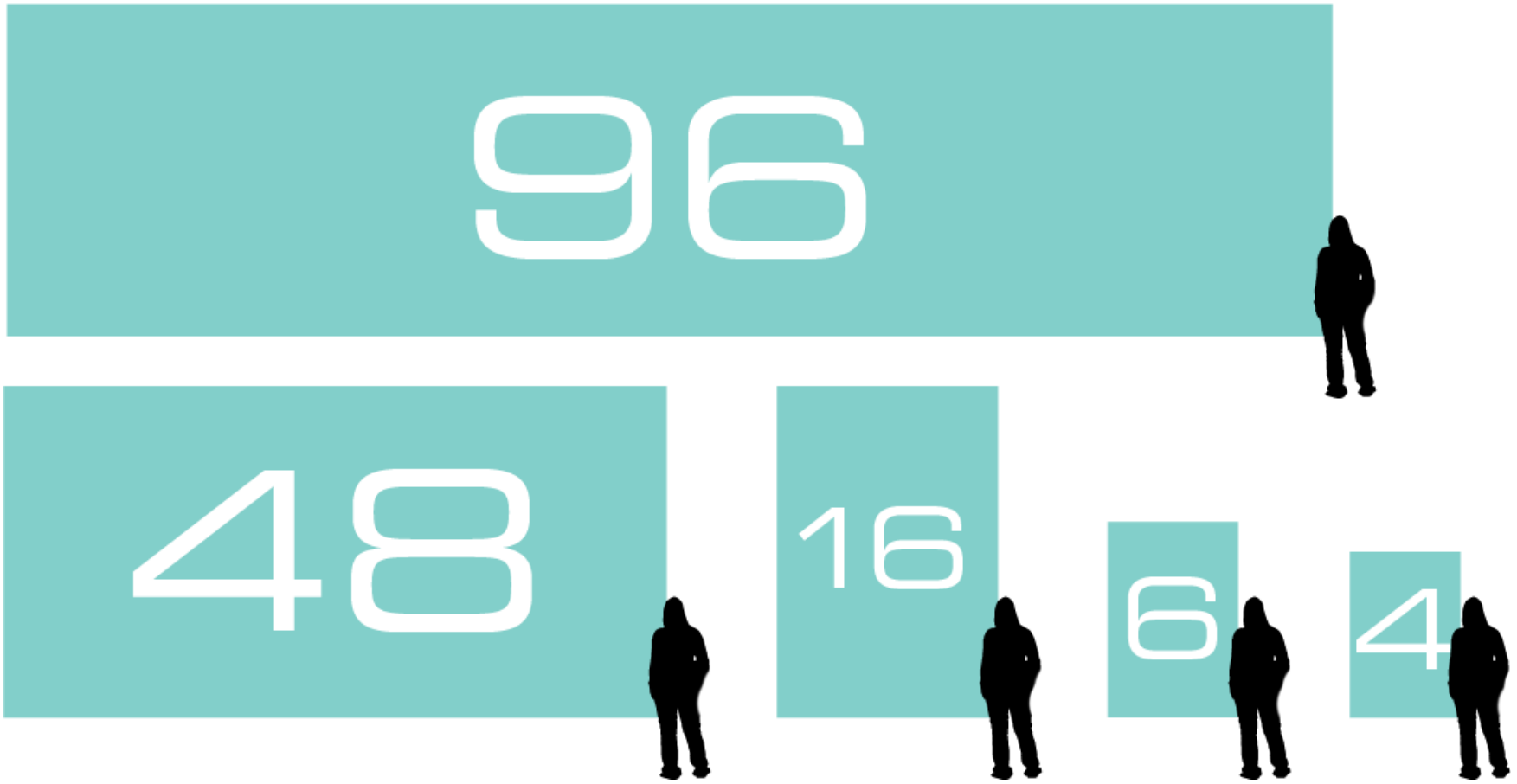
Street furniture (bus shelters, kiosks, telephone booths etc)

Transit advertising and wraps (taxis, buses, trains etc)

Mobile billboards

Guerrilla advertising (aka ambient media)

Billboard and Poster Sheet Sizes



6-sheet – 1.8m x 1.2m

Often seen at bus stops, railway stations, and shopping malls.



48-sheet – 3m x 6m

This format makes a big statement and gets your message across a sizeable distance. Regular rail users will spend plenty of time staring at these across the tracks as they await the next train.



96-sheet – 3m x 12m

96-sheet billboards are basically two 48-sheets placed side by side. In terms of brand visibility, this is a big-hitter.



So who wants to know the detail of the assignment for this module?

Design a billboard advertising campaign to raise awareness of littering issues.

You will need to:

- Research the issues surrounding littering.
- Demonstrate awareness of the work of anti-littering groups.
- Show development of visual and written concepts in layout pads or sketchbooks.
- Research billboard media formats.
- Design a final concept for a Billboard Advertising Campaign to include 96 sheet, 48 sheet and 6 sheet bus shelter poster. Your solution can be 3D, 2D print and/or including digital.
- Demonstrate that you have researched production methods and media costs.

The deliverables will include:

- Concept boards of your campaign.
- A PowerPoint/Prezi/imovie presentation of your research development and final billboard campaign.
- A 200 word written rationale for your concept.
- Research and development book(s) documenting all of the above will be presented to the module coordinator on the day of the presentation.

So what makes a good advertisement?

You need to answer **YES** to all of the questions below if you want to create a great attention grabbing advertisement.

Do you know who your target audience are?

Will your imagery and copy attract their attention?

Will your advertisement identify the USP of the product?

Will your advertisement reflect the products benefits?

Will your advertisement contain a call to action?

AIDA

Attention

Interest

Desire

Action

Let’s look at some billboard examples (good and bad – which is which is up to you)


BELIEVE
128
REGENCY
Sherman Oaks Daily News


It's 2:04 We're open.
24 HOURS
i'm lovin' it
2255


SUSPECT
EVERYONE.
DECEPTION
JAN 7 | MONDAYS 10PM
4
406
REGENCY








HOT WHEELS


JACK DANIEL'S
ORIGINAL RECIPE
Tennessee
HONEY
TELL THE BIRDS
WE FOUND THE BEES
INTRODUCING JACK DANIEL'S TENNESSEE HONEY
Fly straight. Drink responsibly.


6117
Have a br
have a
primesight


APN
LAW & ORDER
WEDNESDAY 8:30PM
3


JCB
Amazing force to lift
is in your grasp!
JCB LIFTALL
Lifting performance
to a newer hight
LIFTALL
1253



An eight foot extension of Canadian hurdler Perdita Felicien was attached to the top of this billboard.


Berger
NATURAL FINISH COLOURS


Pimples?
POND'S
Cleans pores.
Fights pimples.


www.myhoardings.com
POND'S
oil & blemish control
anti-bacterial
facial scrub
Cleans pores. Fights pimples.


quitplan.com
092753
CLEAR CHANNEL


SONIC
ORANGE-MANGO-CHERRY SLUSH


TAILGATING
ISN'T WORTH IT.
GIVE TRUCKS ROOM.
IT'S THE LAW.
TACT
UAC


100% NATURAL
PREMIUM TOMATOES
RED GOLD
DICED TOMATOES
THE BEST TOMATOES COME FROM
TOMATO COUNTRY
005605
ONE WAY
FOR LEASE


in theatres july 15
Disney
CBS

What about littering examples (again, good and bad – which is which is up to you)


$194
Want to litter?
Fine.
Litter and it will hurt.
CLEAR CHANNEL


This is how you do it!
REPORT LITTERERS.
493-LITR
FIRST FEDERAL BANK


FOUND ON REDONDO BEACH. AUGUST 21, 2005.


NO EXCUSE.
Report Litter: 493-LITR (5487)


KEEP BRITAIN TIDY
DON'T FEED THE ANIMALS
Put your litter in a bin
Let's Keep Our School Tidy!


KEEP BRITAIN TIDY
DON'T FEED THE ANIMALS
Put your litter in a bin
Let's Keep Our School Tidy!


Litter is a bigger problem than you think.
TOSSNOMAS.COM


PLEASE
DO NOT
FEED THE
ANIMALS


This Is
Litter Too.
KEEP GREENVILLE COUNTY
BEAUTIFUL
864.467.7270
KeepGreenvilleCountyBeautiful.org


THIS IS LITTER TOO
don't flick it!
BEAUTIFUL


Cigarette butts are litter
Watch your butt. It could cost you £75
Photo: Grave of butts by Matthew Romack, from Flickr. Made available by creative comms attribution 2.0 generic (cc by 2.0) license


It's take-out.
Not toss-out.
Don't mess with Texas.
dontmesswithtexas.org
VisualFunHouse.com


KEEP


THIS FRAME WAS
MADE WITH RUBBISH
FOUND ON Mt.FUJI
KEEP Mt.FUJI CLEAN
To donate or volunteer - fujisan.or.jp


WHAT WOULD YOU PREFER TO WATCH?
ITALIAN F1 GRAND PRIX
TENNIS: US OPEN
THINK INSIDE THE BOX
AND VOTE WITH YOUR BUTT
1. STUB IT OUT
2. VOTE WITH YOUR BUTT
LITTER IS IN OUR HANDS.
LET'S WISE UP AND BIN IT.
#NEATSTREETS

$11.5 billion



is spent on litter cleanup across the U.S. annually.

#DontTrashFact

Source: KAB Litter in America Study


EVERY YEAR MORE THAN
100,000 SEA ANIMALS
DIE BECAUSE THEY ARE
SUFFOCATED BY PLASTIC BAGS
AND LITTER LEFT AT THE BEACH
WHICH EVENTUALLY ENDS UP
IN THE OCEAN
LITTERING
KILLS
STOP LITTERING
SAVE LIFES!



KCT
KEEP CADWCH
CARDIFF CAERDYDD
TIDY YN DACLUS

CARDIFF
CAERDYDD

DON'T TIP CARDIFF OVER THE EDGE!

FLY TIPPING IS ILLEGAL!

LOVE WHERE YOU LIVE ... AND HELP US KEEP CARDIFF TIDY

Time it takes for Litter to Decompose



10-20 YEARS



1-5 YEARS





450 YEARS



1,000,000 YEARS

CleanFLroads.com

Source: The U. S. National Park Service at the Mote Marine Lab, Sarasota, Florida

DRIVE IT HOME

KEEP OUR PARADISE LITTER-FREE℠

U.S. Department of Transportation Federal Highway Administration

FDOT

#Love Essex



LITTERING

It's not smart

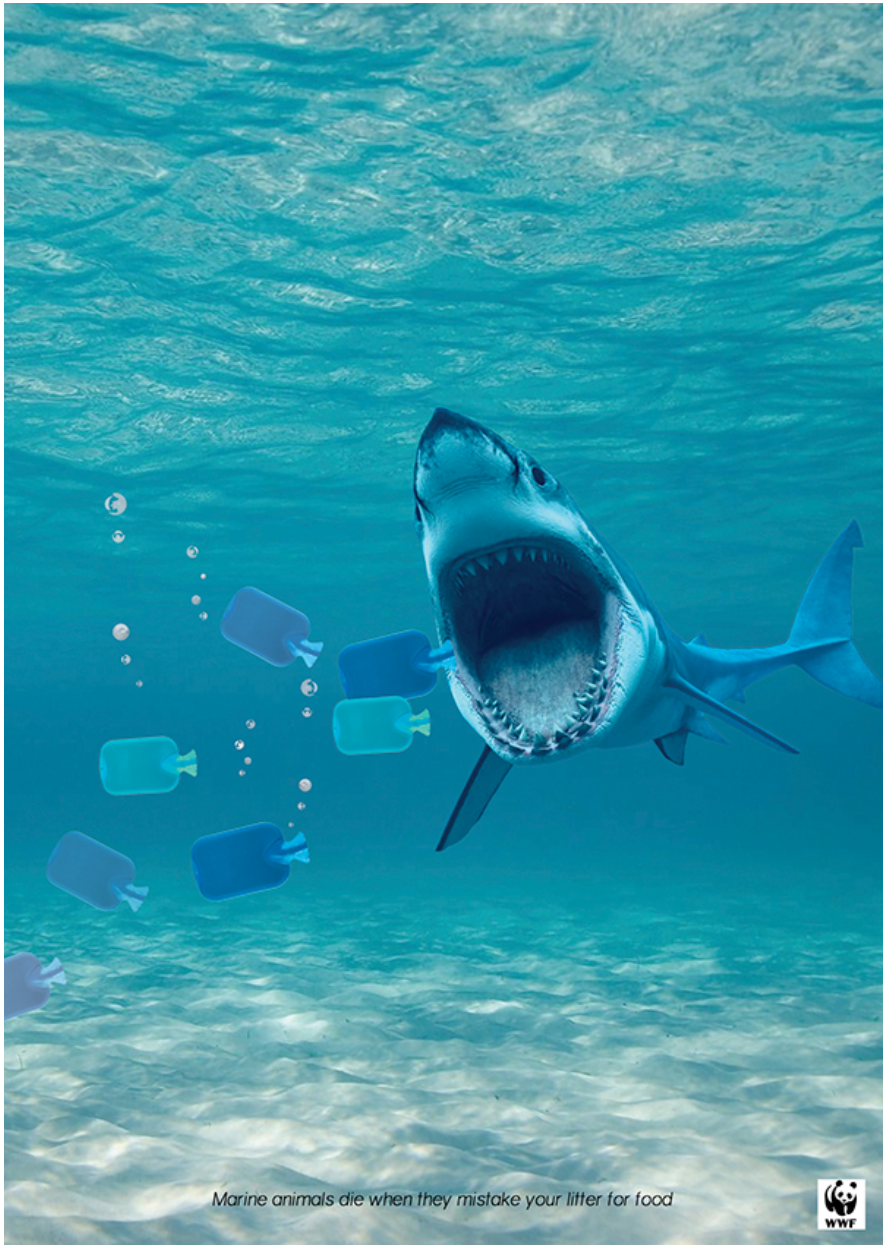
Bin your litter or face **A FINE FROM £75**

Epping Forest District Council
www.eppingforestdc.gov.uk

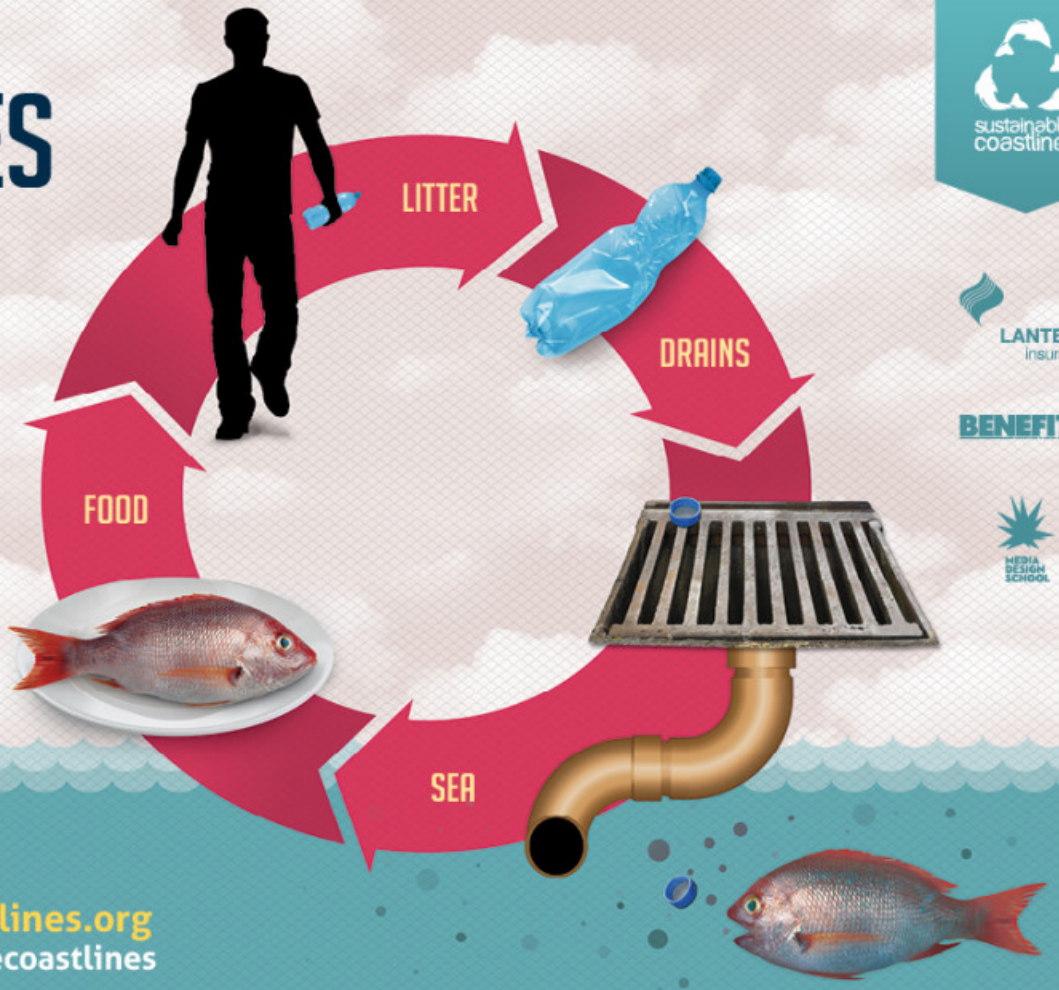
LOVE ESSEX


KEEP NEW YORK CITY CLEAN
FREE DAILY
am NEW YORK
STOMP OUT LITTER
For more information please visit:
www.nyc.gov
The City of New York
Michael R. Bloomberg, Mayor
In Partnership with
STOMP
THE INTERNATIONAL SENSATION
WM
WASTE MANAGEMENT
MADE IN NY


STOP LITTERING
YOU ARE NOT ALONE
HEAVY FINES $500
COH CODE OF ORDINANCES CHAPT. 97


Marine animals die when they mistake your litter for food
WWF

WHAT GOES AROUND COMES AROUND



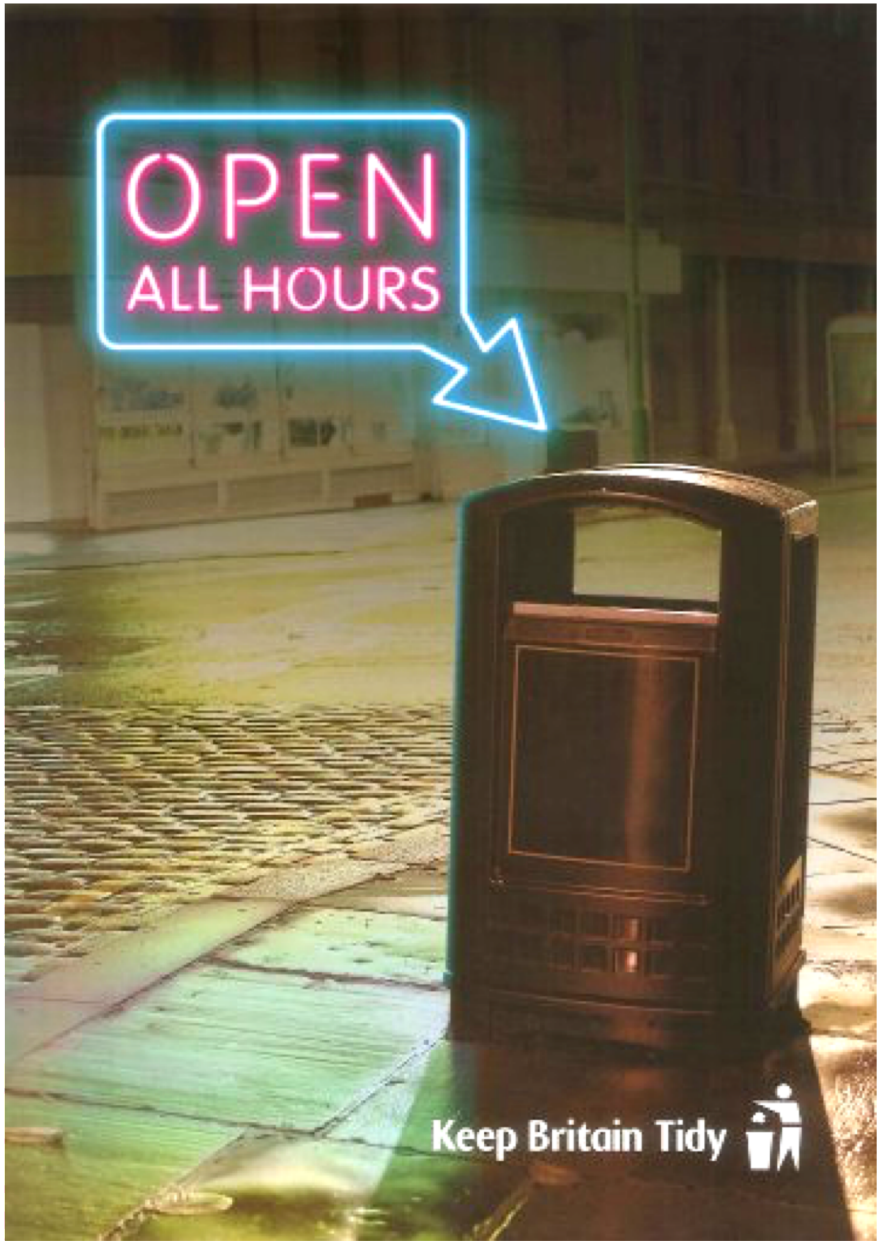
sustainable coastlines

LANTERN insurance

BENEFITZ

MEDIA DESIGN SCHOOL

www.sustainablecoastlines.org
facebook.com/sustainablecoastlines


OPEN
ALL HOURS
Keep Britain Tidy


There's no such thing as the Dog Poo Fairy
Bag that poo –
any rubbish bin will do
KEEP BRITAIN TIDY
Love where you Live


Comhshaol, Pobal agus Rialtas Áitiúil
Environment, Community and Local Government
Fáilte Ireland
National Tourism Development Authority
Dublin City Council
Let's make a clean start together.
This is completely impractical
Just pick up after your dog
projectPOTI.com


£50
A litter fine makes it
an expensive night out.
Your litter. Your problem.
·EDINBVRGH·
KEEP EDINBURGH CLEAN


LITTER
AND YOU'RE
RUBBISH
Keep
Australia
Beautiful
WA


RUBBISH CAN BE RECYCLED. NATURE CANNOT.
WWF
for a living planet


ZY
GLUE
Littering says a lot about you.
TORONTO
Livegreen
Toronto


LOW
LIFE
Littering says a lot about you.
TORONTO
Livegreen
Toronto


PiG
Littering says a lot about you.
TORONTO
Livegreen
Toronto


Dip
STICK
Littering says a lot about you.
TORONTO
Livegreen
Toronto