

# PLACE-BASED ADVERTISING CREATIVE GUIDELINES

client

date

project

**consider the context and location**

Be creative with the environment



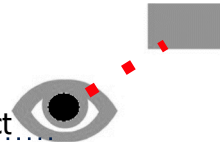
**brand clearly and strongly**

Strong brand linkage has greater impact



**have an explicit call to action**

Be clear on what the viewer should do, inspire them to act



**keep text to a minimum**

Consumers have more time to view your ad, but best to avoid long paragraphs



**engage your viewer**

By using intriguing, humorous or aesthetic images



**use high contrast & bright colours**

Choose colours that contrast well in both hue and value



***"When indoor advertising is done right, it's still the best way to make people feel and experience something different. It's the best way to connect directly with people."***

**Martin Beauvais**  
Partner, OPEN