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Getting the Most From Your Billboard Advertising

Billboards can be a spectacular medium, if done right. And right means keeping them simple and capitalizing on the storytelling advantages of visual communications. Here are some creative considerations for developing effective billboard advertising:

Product Identification

- Advertiser's name or product should register quickly.

Short Copy

- Express basic idea quickly and with impact. Research shows the fewer words you use, the higher the recall.
- Ads with eight words or less score the highest.

Legible Copy

- Type should be large and well spaced on a simple background.
- Background should enhance the message, not compete with it.

Large Illustrations

- Use visuals to tell the story.
- All unessential details should be eliminated.

Bold Colors

- Colors should be vibrant and contrasting.

Fred Riger
Advertising
Agency, Inc.

Fred Riger Advertising Agency, Inc.

53 Chenango Street • PO Box 1623 • Binghamton, NY 13902-1623 • Phone 607.723.7441 • Fax 607.723.7623 • E-Mail agency@riger.com • Web site www.riger.com