

**A GLANCE  
MEDIA**AVERAGE  
DWELL-TIME:**4 SECS**

With such a short time to display your message, it's important that it is as **IMPACTFUL** as possible.

# Less is definitely more.

A strategically designed billboard advertisement can provide unlimited opportunities to connect with audiences. By cluttering the billboard with too many elements and too much copy, you reduce the billboards effectiveness.

There are three main key elements to a great billboard:

**MESSAGE**

- Consider your most important message, just **ONE**, and don't be boring!
- Should be **7 WORDS OR LESS**. The reality is that people are always on the go, make sure they can read your message in a few seconds.
- Consider if you actually need a Call To Action (CTA) or directional message. Don't forget the name of your company is also a mild call to action.
- No need for **phone numbers, bullet points or websites**, the audience will search for you online to get more information! It's all about **BRAND RECALL**.
- Use **ONLY** legible **BOLD FONTS** to ensure maximum readability from a distance.

**BRAND**

- Use your logo (if clear and simple, it should take up at least **20%** of your billboard). Brand recall is key! Make sure audiences know what your logo is and who it represents.
- Use **CONTRASTING COLOURS** to stand out!

Forward artwork drafts to our design team for recommendations or talk your creative ideas through with your Account Executive, they can all get you on the right track.

**IMAGERY**

- Pick **ONE** good impactful image.
- Consider the surroundings of the **BILLBOARD LOCATION** you have booked, what will stand out?

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BILLBOARD ADVERTISING

# The AIDA model

This four stage model is a communication strategy employed in billboard advertising to resonate with the audience on an emotional level.

Not all stages should be used in the one creative. You should be intentional about which stages to choose, based on your campaign objective. If a business' brand awareness is already established, then the focus is on building interest/desire/action.

There is no need to always have a Call To Action (CTA) ie. website, phone number, direction, street address etc. Often the CTA can be the logo by itself. The audience will simply look further online for more information or recall this desire to action.

What is it?

**AWARENESS**

I like it.

**INTEREST**

I want it.

**DESIRE**

I'm getting it.

**ACTION**

**COGNITIVE stage**

To build brand **AWARENESS** or capture the **ATTENTION** of the audience.

**AFFECTIVE stage**

Effective communication of the brand's message, about its products/services must be short, concise and compelling, sparking the audience's interest and desire to learn more.

**BEHAVIOUR stage**

The audience retains the logo or CTA, then seeks out the service online or purchases the product to fulfil their desire.

**AWARENESS**

CAPTURE THE ATTENTION OF AUDIENCE WITH IMAGERY

**INTEREST**

DESCRIBE WHAT THE PRODUCT/SERVICE CAN DO FOR THEM



**DESIRE**

CREATE A DESIRE FOR THIS PRODUCT/SERVICE

**ACTION**

PROMPT THEM TO TAKE ACTION



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# Some great examples:

## BILLBOARD ADVERTISING

### 3 KEY ELEMENTS: MESSAGE BRAND IMAGERY

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#### STATICS AND DIGITALS

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SUSPENSION SPECIALISTS  
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Your home of beautiful tiles

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**Sweet & Savoury**  
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**STAG**  
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