

How to Create The Perfect Digital Poster

System1

JCDecaux

LUMEN



**We tested over 50 ads to create
best practice guidelines to
deliver**

The Perfect Digital Poster

Using 3 Measures

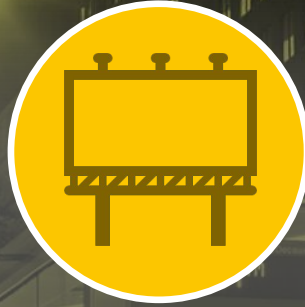
AI + Attention + Effectiveness



AI
Vim Test

How does creative composition impact focus of attention?

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Attention
Lumen Test

What do people see when they view the creative in real world environments?

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Effective
System1 Test

How does the creative make people feel?

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OOH works differently

98%

High Reach

12

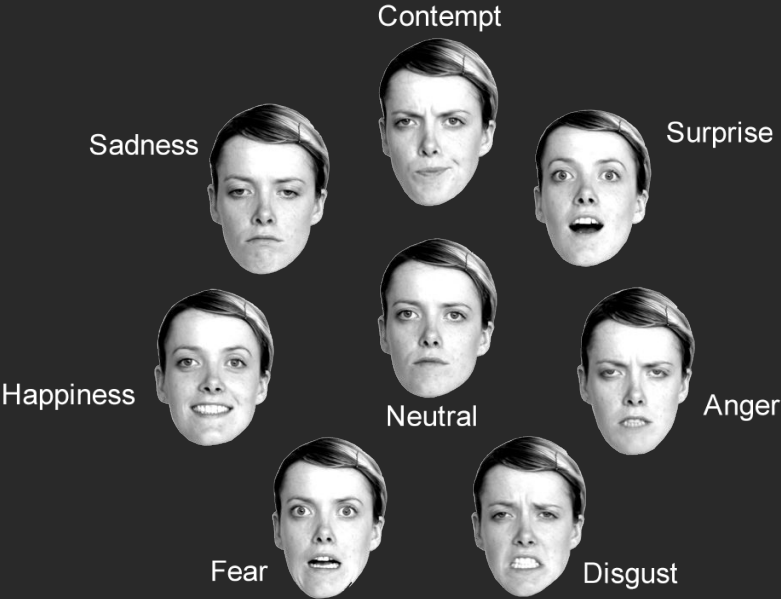
High Frequency

2

Seconds of
Attention

15+ Years of Advertising Effectiveness | Capturing Emotions

Quantity & Intensity Emotions



System1 Research © 2006



Reasons for Emotion



OOH performs **modestly** for long-term & short-term impact, and **low on fluency**



Star Rating

Potential to contribute to long-term brand growth – from emotional positivity

Max 5.9



Spike Rating

Short-term performance potential – from emotional intensity & speed of brand recognition

Max 2.0



Fast Fluency

% of viewers that correctly recognise the brand after 2sec

Max 100



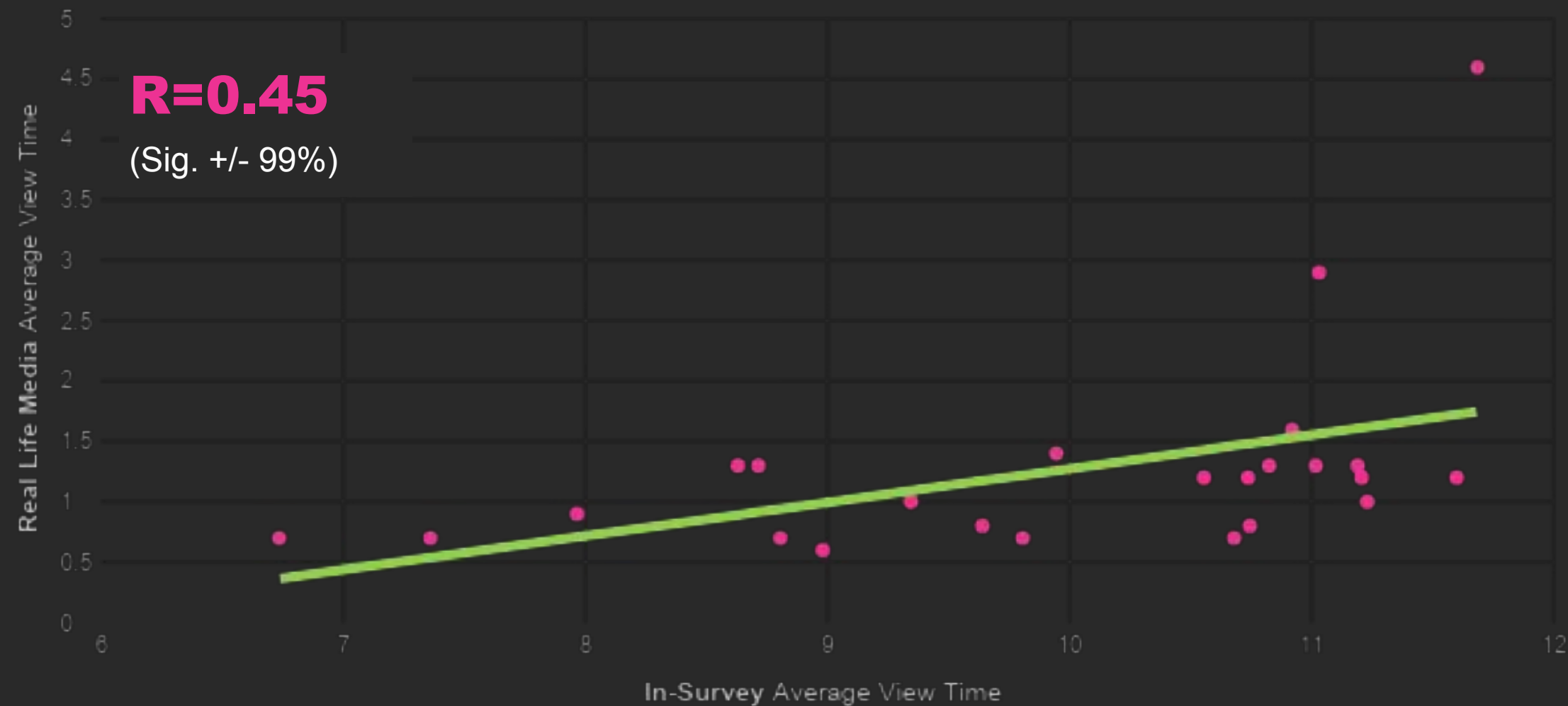
Emotional Intensity

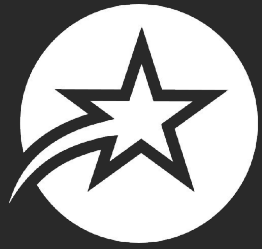
How strongly viewers feel any emotion

Max 2.0

Mimics Media Environment | Creative Consumed Like Real Life

New Survey Method VS Real Life Attention





Test Your Ad OOH

Actionable reporting
for creative optimisation



System1



System1
Test Your Ad



Andrex



DIGITAL VIDEO FINISHED FILM

Andrex

Andrex Puppy - JCD OOH Context 3.0

[View The Report](#)

A little love
goes a long way



There are 9 guidelines for the perfect poster

Rules of Brand

Demand attention.

Deploy fluent assets.

Be brand bold.

Product & Performance

Expand product images.

Shout your CTA.

Sell, Sell, Sell.

Composition & Creativity

Shorten copy.

Showcase faces.

Drive familiarity.

Rules of Branding

How to stand out

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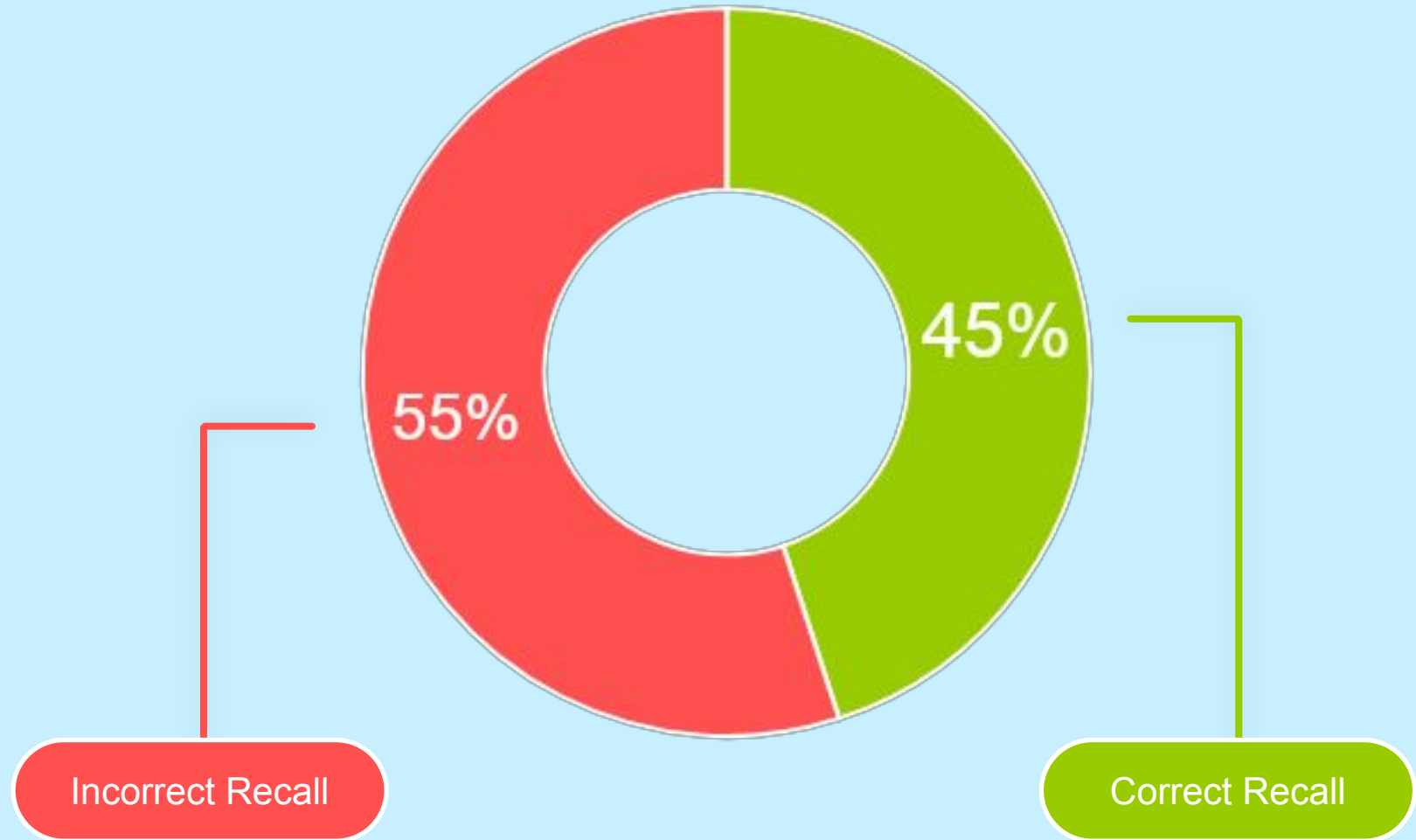
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Demand **attention**.

55% of consumers incorrectly recall brand in 2 seconds on average. That's over half of media impact lost.

In OOH, you only have **2 seconds** to make your mark. Here's how to make sure your poster doesn't go unnoticed.

Average Poster 2s Brand Recognition



Fast impact.

Having a maximum of **3 items** on screen means people can take in the whole of your message at a glance.



Digital Fluency
Exceptional

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Vibrant colours.

Using vibrant colours drives higher **emotional impact**.

Vibrant colours **demand attention** & have **fast-impact**, as a focal point of contrast between ad and environment.



+22%
Emotion **vs norm**

Distinctive colours.

And if such vibrant colours are also distinctive to your brand, they not only drive emotional impact but quickly **cue brand** too.

When brand is instantly recognizable, emotion is often more positive too, reducing neutrality caused by confusion.

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Star Rating
Strong



Spike Rating
Exceptional



Fluency Rating
Strong

Deploy fluent devices.

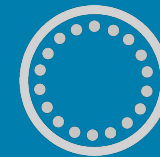
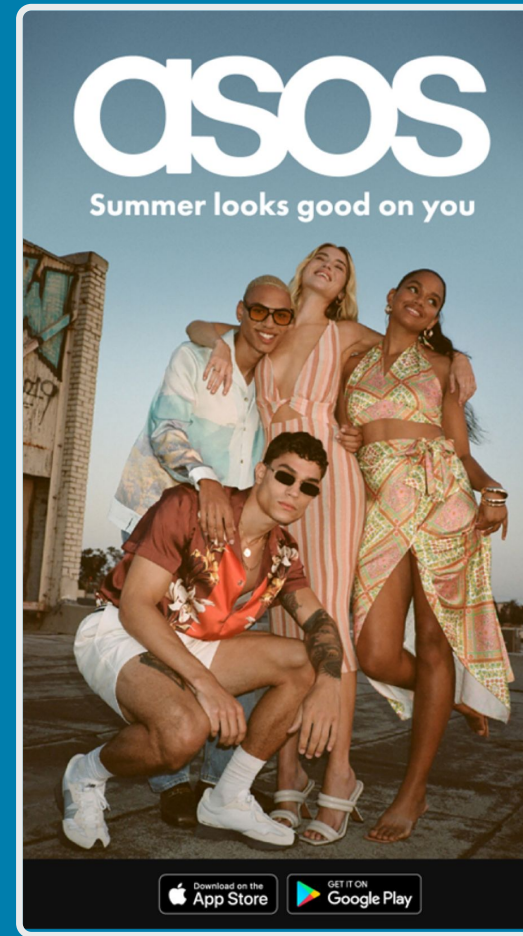
Using a fluent device makes your creative 1/3 more effective in terms of fast fluency & emotion.



Be Brand Bold.

No fluent device? No problem. The key is to be bold with brand, ensuring the logo is **large** and **at the top** of your poster.

Having the **logo at the top** of the creative drove far **more attention** and **17pp (%) more brand recall**.



Digital Fluency

+0.35
Bigger Logo Correl.

Top Case Study.

In this comparative example, Specsavers saw **+20% Brand Fluency** when its logo was placed at the top.



+20%

Brand Fluency **with top branding**

Think Big.

Bigger logos draw more attention.

Simply doubling its logo size earned Three **+22% views** and **+28% average view time**.

FINAL FLUENCY

Correlation

Final Fluency
Logo Size

0.35

ORIGINAL



x2
logo size

VARIATION 1

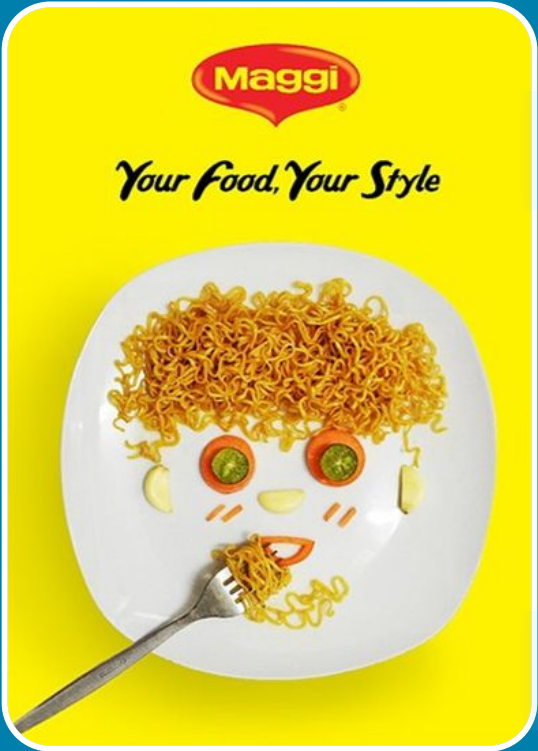


+22%
Viewed
+28%
Average view time

Power in Pairs.

Using these brand techniques in collaboration with each other is even more powerful.

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Brand Bold

Distinctive Colours

Vibrancy

Fast Impact



Digital Fluency

+39pp
Compared to Ave.

Rules of Branding

How to stand out | Summary



Demand Attention

Vibrant colours and a maximum of 3 items on a page heighten impact.



Deploy Fluent Assets

Fluent Devices and distinctive colour codes positively and quickly cue brand.



Be Brand Bold

Bigger logos drive impact and positioning logo at the top of the page delivers results.

Product & Performance

Optimizing the Short-Term

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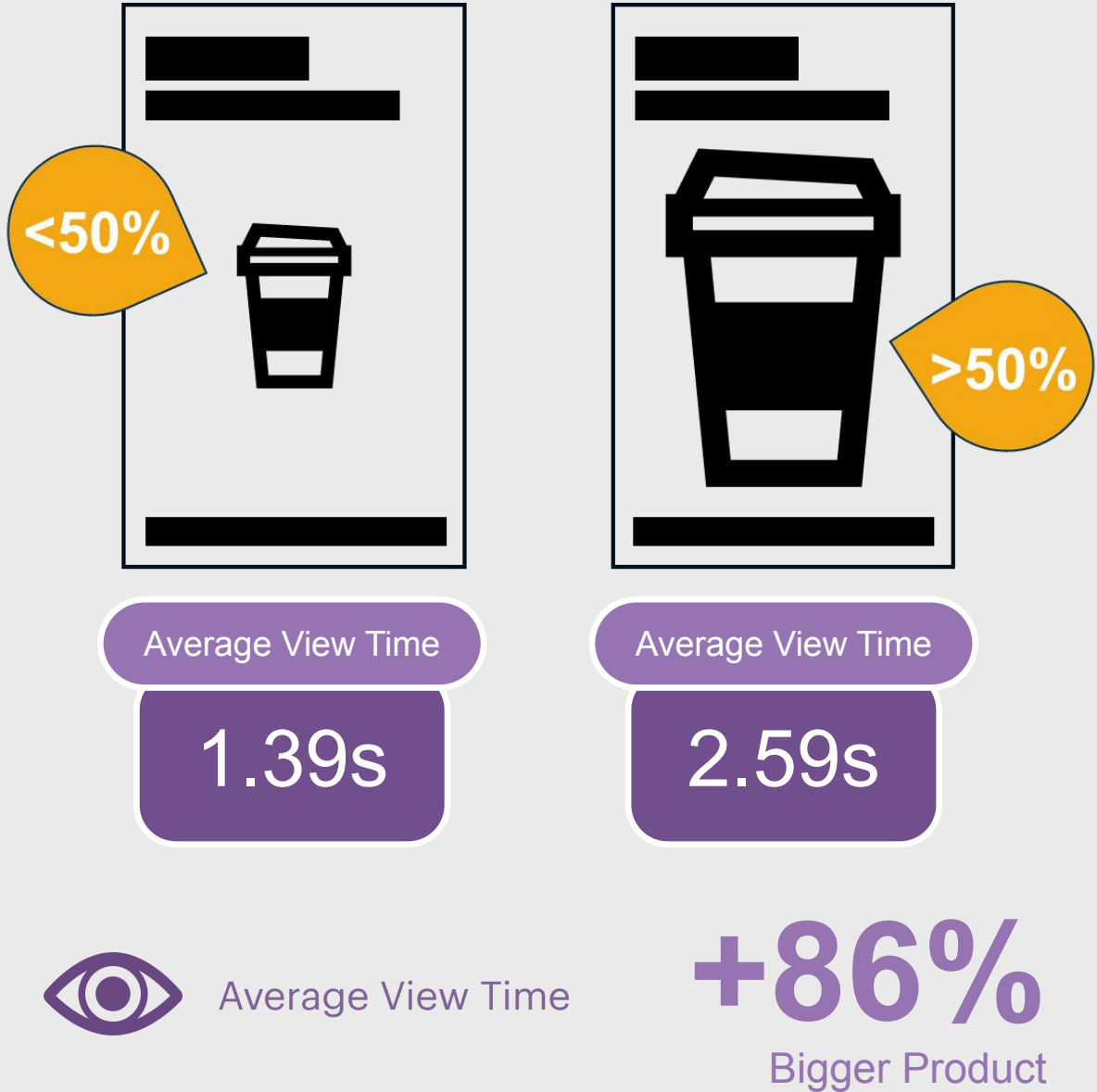
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Expand product images.

Larger products attract more attention –
and hold it for longer.

Doubling product size increased average view time by a whopping 86%.



Big product, **big Impact.**

The benefit of featuring large products isn't limited to attention.

Prominent products drive **higher short-term impact** as well as **stronger brand recognition**.

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+32%

Short-term impact
vs. Average

+50%

Brand recognition
vs. Average

Play with Product.

Zeroing in on product can result in flatness and abstraction, causing neutrality.

Humour is one of the key drivers of emotional engagement. Use it to bring to life your product's unique features in a playful way, and it will effectively **cue brand while also driving positive emotion.**

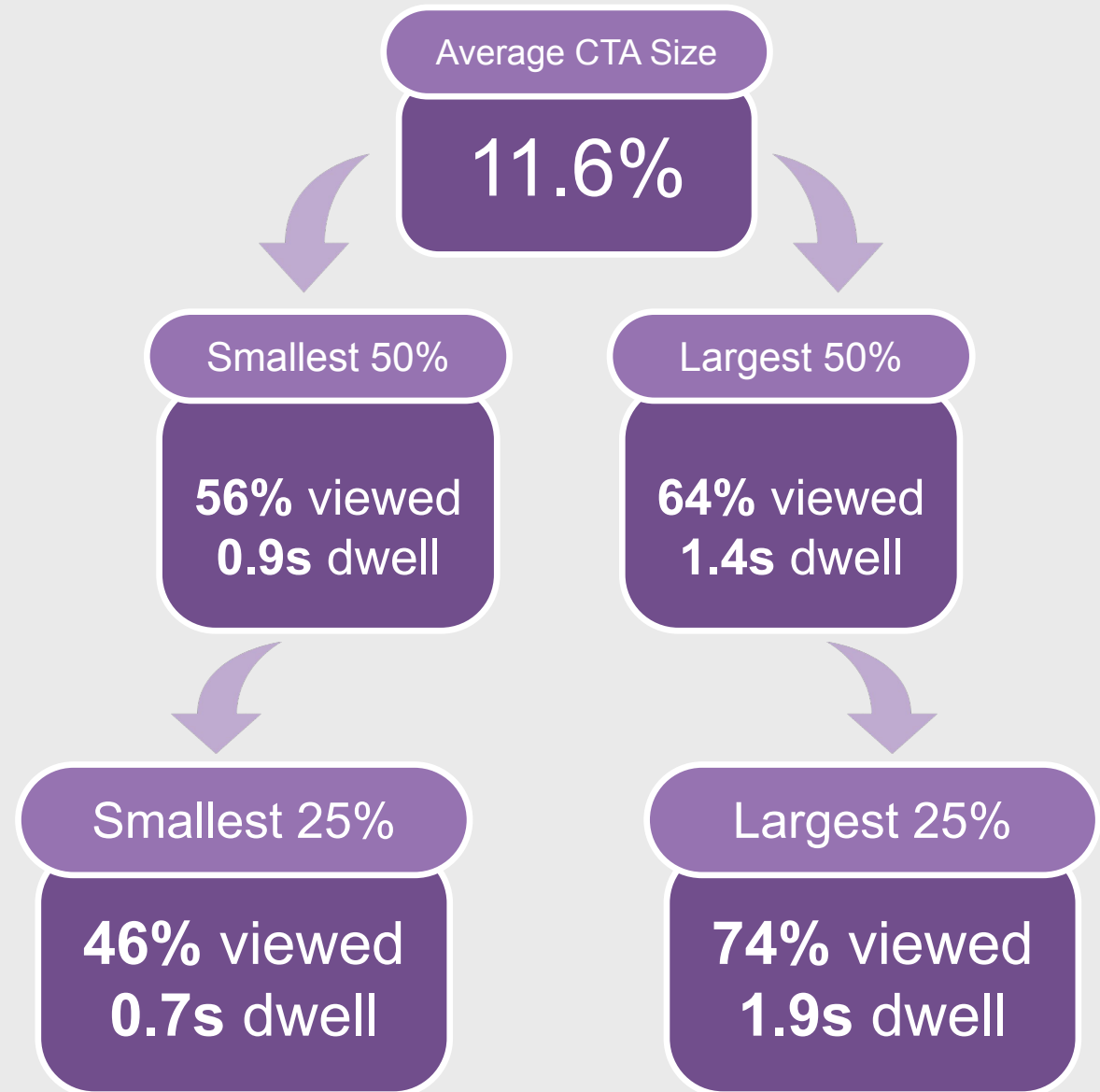
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Shout Your Call to Action.

Larger CTAs lead to **higher and more sustained attention**.

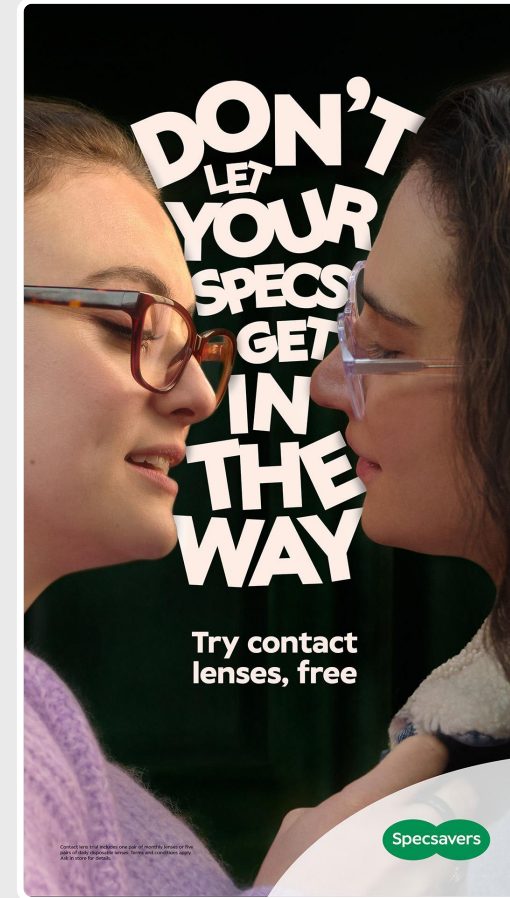
Just by doubling their size, **dwell time doubled** as well.



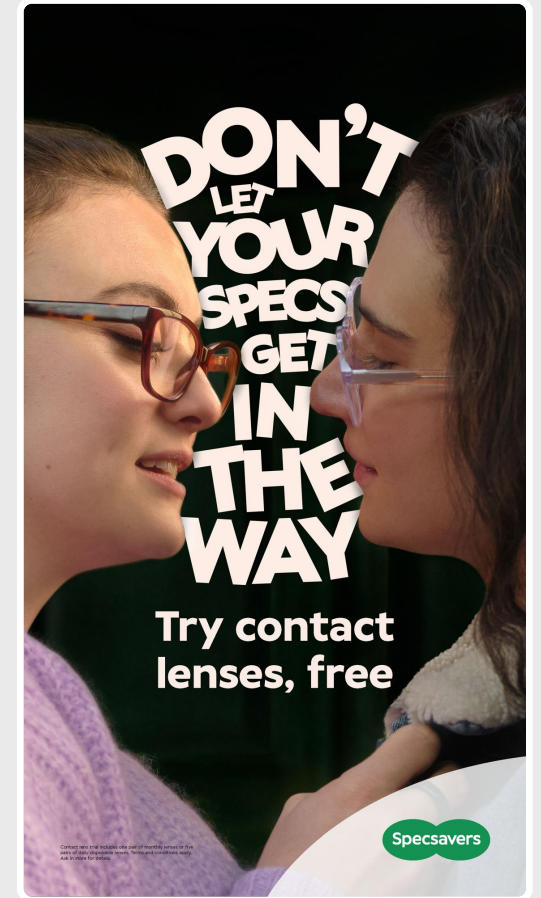
Impactful Case Study.

Larger CTAs do not only equal longer dwell time, but **stronger impact too**, making the creative idea land more effectively.

Specsavers saw positive engagement **increase by 14%** with a bigger CTA.



Star Rating
Modest



Star Rating
Modest

+14% Bigger CTA

Make it Unmissable.

The bottom section of creatives often lacks prominence, so it's key to ensure CTAs are not impacted by this and still stand out.

Giving CTAs **space and prominence** increases dwell time considerably.



Smaller than 10%

57% viewed
0.7s dwell



Larger than 10%

72% viewed
1.3s dwell

Sell Sell Sell.

A combination of large products, creative treatments and prominent CTAs makes for the most impact.

This Costa example features an unmissable coffee cup presented in a playful way, alongside a prominent call to action.

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Product & Performance

How to Optimise the Short-Term Summary



Expand Product Images

Placing products under the spotlight holds attention for longer and, if done creatively, generates greater emotional engagement too.



Shout Your CTA

Larger calls to action lead to longer dwell time and increased impact.



Sell, Sell, Sell

Big products presented in creative ways alongside prominent CTAs make for the most selling potential.

Composition & Creativity

Driving Emotion for the Long-Term

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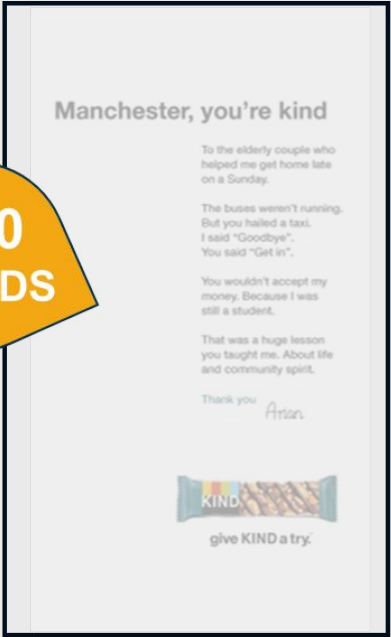
Short, Snappy Copy.

Less copy drives impact for long-term business effects as well, seeing a **+0.5 uplift in Star-Rating.**

Max 10 words.

More than 10 words means people are **30% less likely** to remember who you are.

>10
WORDS



Fast Fluency



<10
WORDS



Fast Fluency



+0.5 Uplift in Star
Long-term gains

10 Year Taglines.

Brands who focus on long-term strategy optimise brand strength and emotion.

Taglines are memorable and transferrable across communications – from “Have a Break” to “Finger Lickin Good”, **short, consistent copy can elicit humour and brand.**

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Hold Attention.

Faces attract attention – **characters** and **expression** are right-brained elements that drive engagement.

People increase view time more than any other feature and uplift long-term impact (Star) by:

+0.25 Uplift in Star
Long-term gains



Familiar devices Pay Off.

Using a fluent device is proven to drive long-term success, more so than a Hired Device, with **+17% market share gain** and **10% profit**.

Performance



Star Rating
Exceptional



1.44
Spike Rating
Exceptional

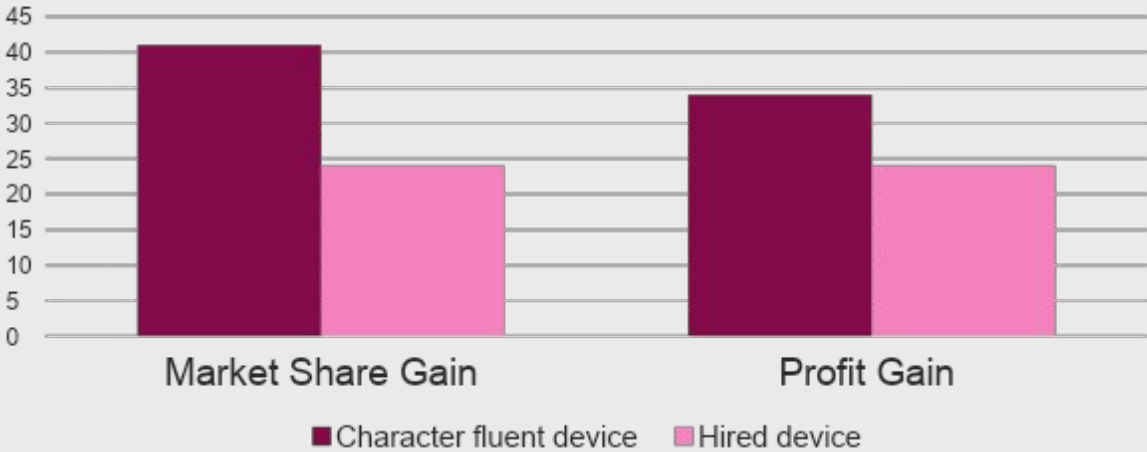


Fluency Rating
Exceptional

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% Achieving very large business effects



Moto e azione.

Bright colours and bold branding may steal our attention, but it's **characters with agency that steal our hearts.**

Static ads don't have to be static – bring them to life through expression, motion and dynamic gestures.

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Star Rating
Strong



Emotional Intensity
1.41



+0.6
Cultural
Reference

+0.6
Implicit
Communication

Composition and Creativity

How to Drive emotion and Long-term impact



Shorten Copy

Shorter copy steals attention and is more emotionally engaging, driving long-term effect.



Showcase Faces

Faces increase attention, view time and emotion, delivering on long-term results.



Drive Familiarity

Appeal to familiar settings, scenarios, characters and relationships, but also drive brand familiarity – fluent device, slogans, campaigns.