How to create *digital*
The perfect poster

JCDecaux   **System1**   Specsavers

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?

JCDecaux

ATTENTION - LUMEN TEST:

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

LUMEN

EFFECTIVE – SYSTEM1 TEST:

How does the creative make people feel?

System1

Our Speakers.

Andrew Tindall

Creative & Media Partnership
Director, UK

System1

Chris Felton

Data & Insight Director

JCDecaux

Sonya Mooney

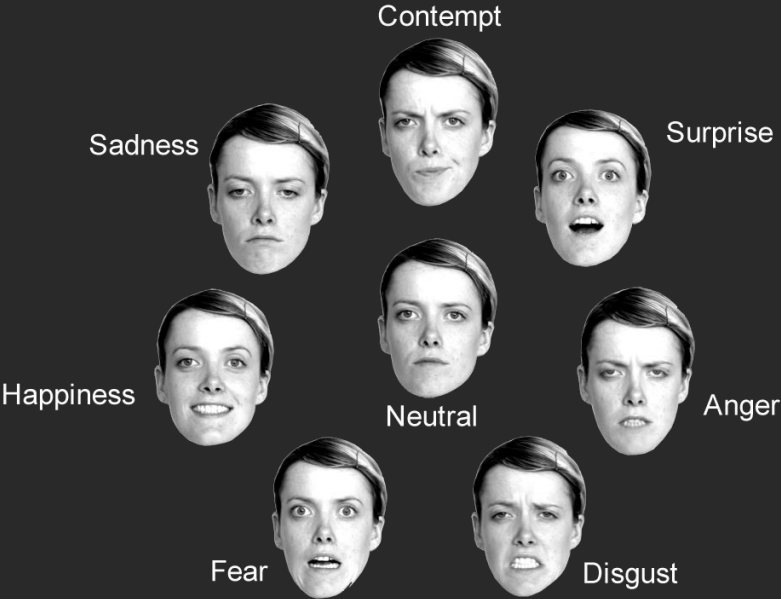Marketing Communications
Lead

Specsavers

From Out of Home
to Out of this World

JCDecaux System1

15+ Years of Advertising Effectiveness | Capturing Emotions

Quantity & Intensity Emotions

Contempt

Sadness

Surprise

Happiness

Neutral

Anger

Fear

Disgust

System1 Research © 2006

1   2   3

Reasons for Emotion

- ● **Contempt**
- ● **Disgust**
- ● **Anger**
- ● **Fear**
- ● **Sadness**
- ● **Neutral**
- ● **Happiness**
- ○ **Surprise**

COUNTRY AVERAGE

YOUR AD

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-
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+
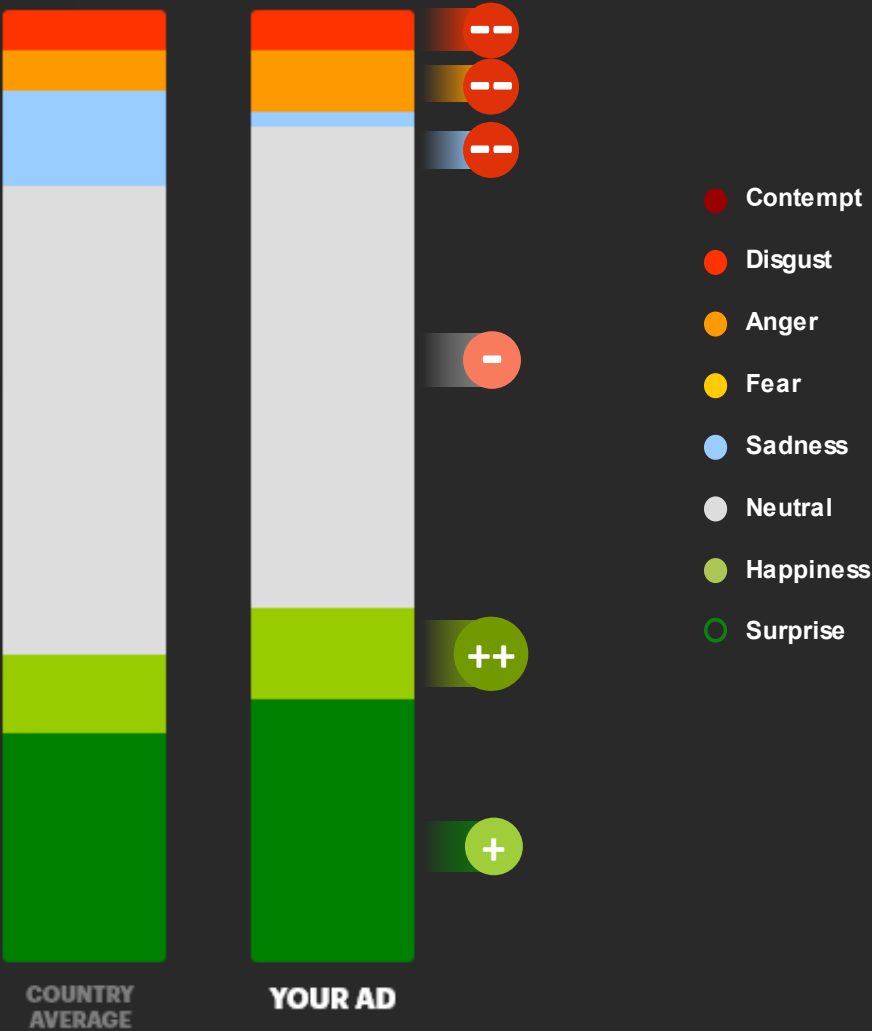
The Measures

Star Rating

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

Spike Rating

Potential for an ad to drive short-term performance – **from emotional intensity & speed of brand recognition**

Fast Fluency

% of viewers that correctly recognise the brand after 2sec

Emotional Intensity

How strongly viewers feel any emotion
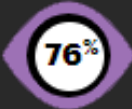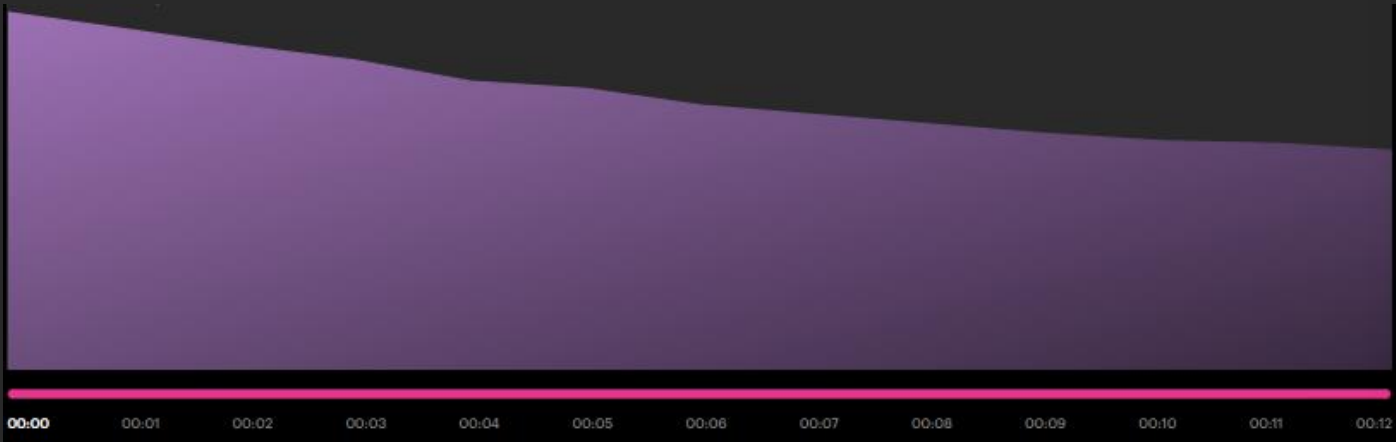
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"Toilet Roll"

Spontaneous Association | **42%**

The happy Andrex puppy!

Excited | **17 Agreed**

76% Average % of the Ad Viewed
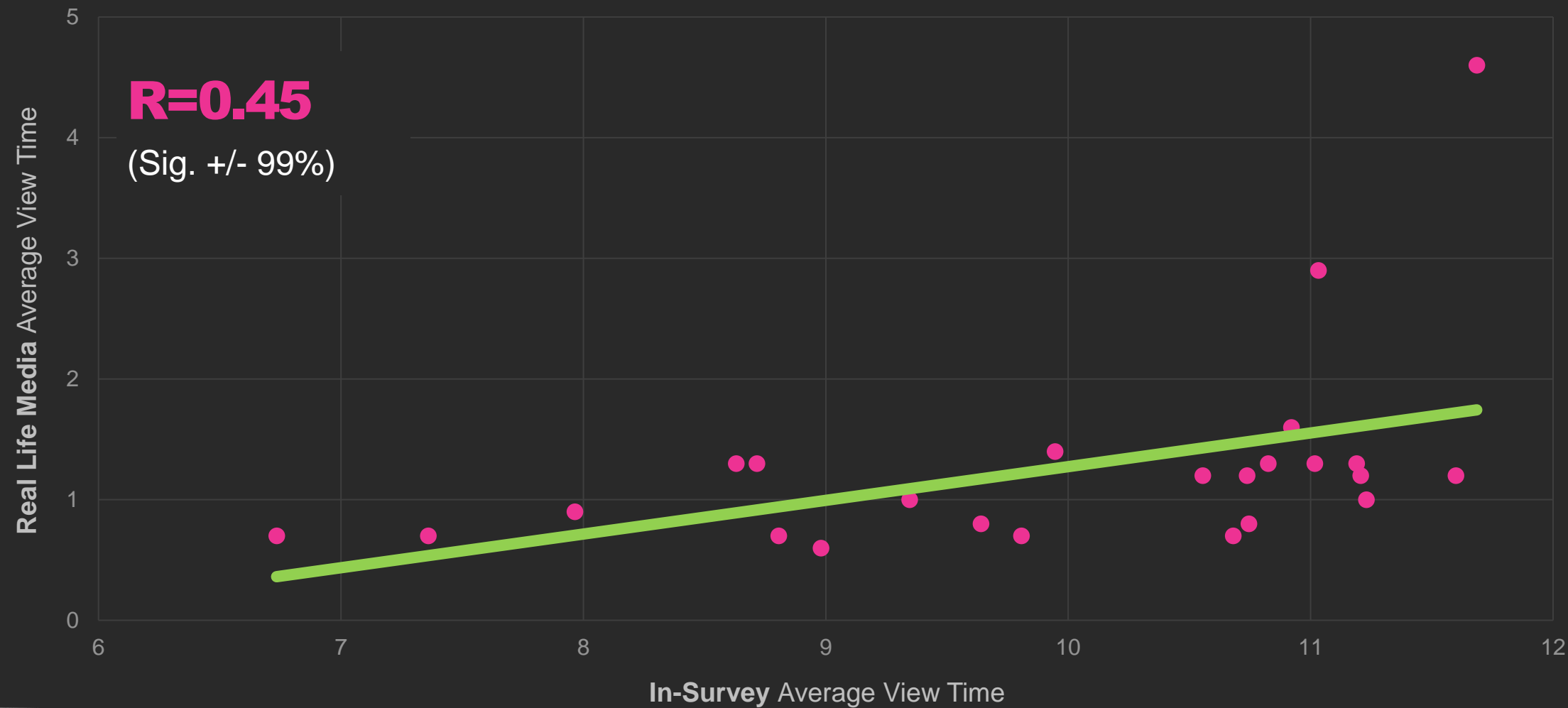
4.4 Star Rating **Strong**

1.44 Spike Rating **Exceptional**

89 Fast Fluency Exceptional

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Mimics Media Environment | **Creative Consumed Like Real Life**

New Survey Method VS Real Life Attention

R=0.45

(Sig. +/- 99%)

Real Life Media Average View Time (y-axis, 0 to 5)

In-Survey Average View Time (x-axis, 6 to 12)

JCDecaux **System1** LUMEN®

3 Ways to capitalise on OOH advertising

Respond
Respond to environments & consumers. Social cues, brand & cultural references.

Blend
Use the outdoors to your advantage – familiar assets, sense of place, human interactions.
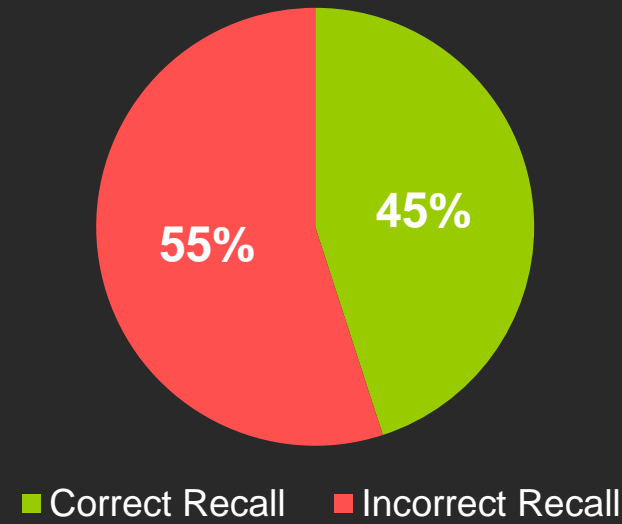Work **with** the space rather than simply within it.

Disrupt
Drive the unexpected. Lure consumers in with striking imagery, adventurous copy, the strange and unfamiliar.

Brand **Bold**

Average Poster 2s Brand Recognition

asos

83 — Fast Fluency **Exceptional**

45% 55%

■ Correct Recall ■ Incorrect Recall

Correlation
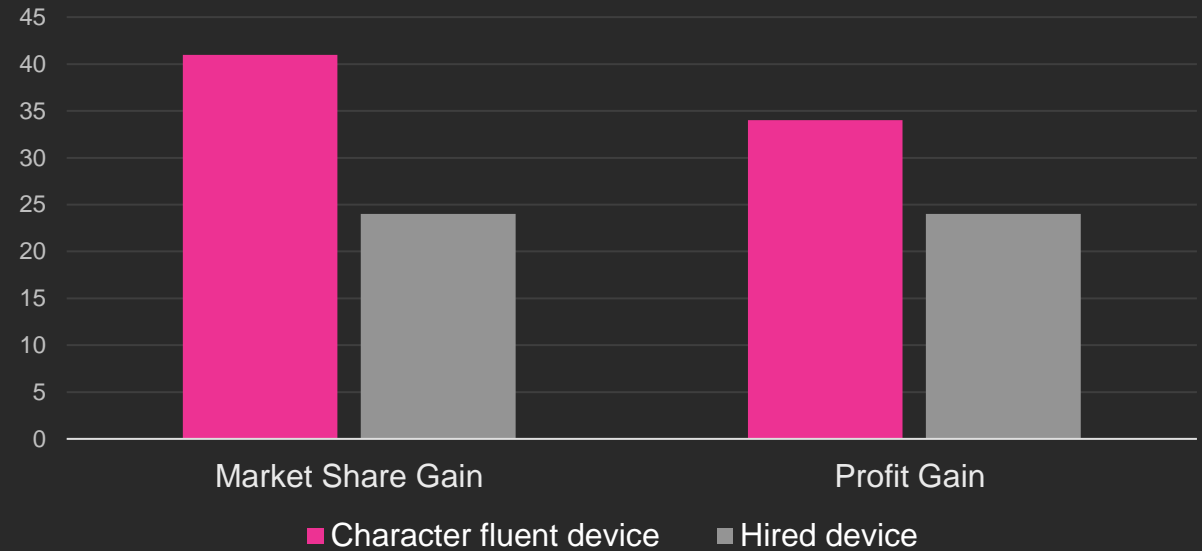Final Fluency
Logo Size   0.35

★ Consumers need to know who's talking

★ The bigger the better

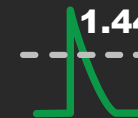★ Distinctive assets rarely deliver emotion but deliver fluency fast

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Types of Happiness (ToH) (%)

Bar chart comparing Aperol (pink) and average (grey):
- Toh Excited: Aperol 20, average 11
- Toh Uplift: Aperol 21, average 10

■ Aperol ■ average

Star Rating
4.1
Strong

Emotional Intensity
1.41

Drive long-term effectiveness and make your brand salient

★ Distinctive assets meet a clear sense of place and relatable characters

★ Make it better than real life with bright imagery to excite and uplift viewers

★ Product at the centre, feelings at the heart

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Real & Relatable Characters

Average Increase To Star Rating
Long-Term Effectiveness

+0.6

Implicit Communication
OOH Feature Inclusion

+0.6

References to Culture
OOH Feature Inclusion

2.6 Star Rating
Modest

Happy people together
Happiness | **10 Agreed**

Family!
Happiness | **10 Agreed**

★ Feature characters with agency

★ With implicit communication, sharing spontaneous expressions or touching

★ Bring them to life with references to cultural moments

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OOH works differently.

High Reach

98%

High Frequency.

12

2
Seconds
of Attention.

There are 9 guidelines for the perfect poster.

1 Demand attention.

2 Be brand bold.

3 Drive familiarity.

4 Deploy fluent devices.

5 Showcase faces.

6 Expand product images.

7 Shorten copy.

8 Shout your CTA.

9 Sell, sell, sell.

Fast impact.

2 seconds of attention

Max **3** items on screen

Brand Is boss.

Using a fluent device makes your creative **1/3 more effective**

Logos at the top deliver **+32% brand recall**

Hold Attention.

Faces attract attention.

Products that take up
>**50%** deliver 38% more attention.

Use them wisely to drive
seamless reader flow.

Less is more.

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

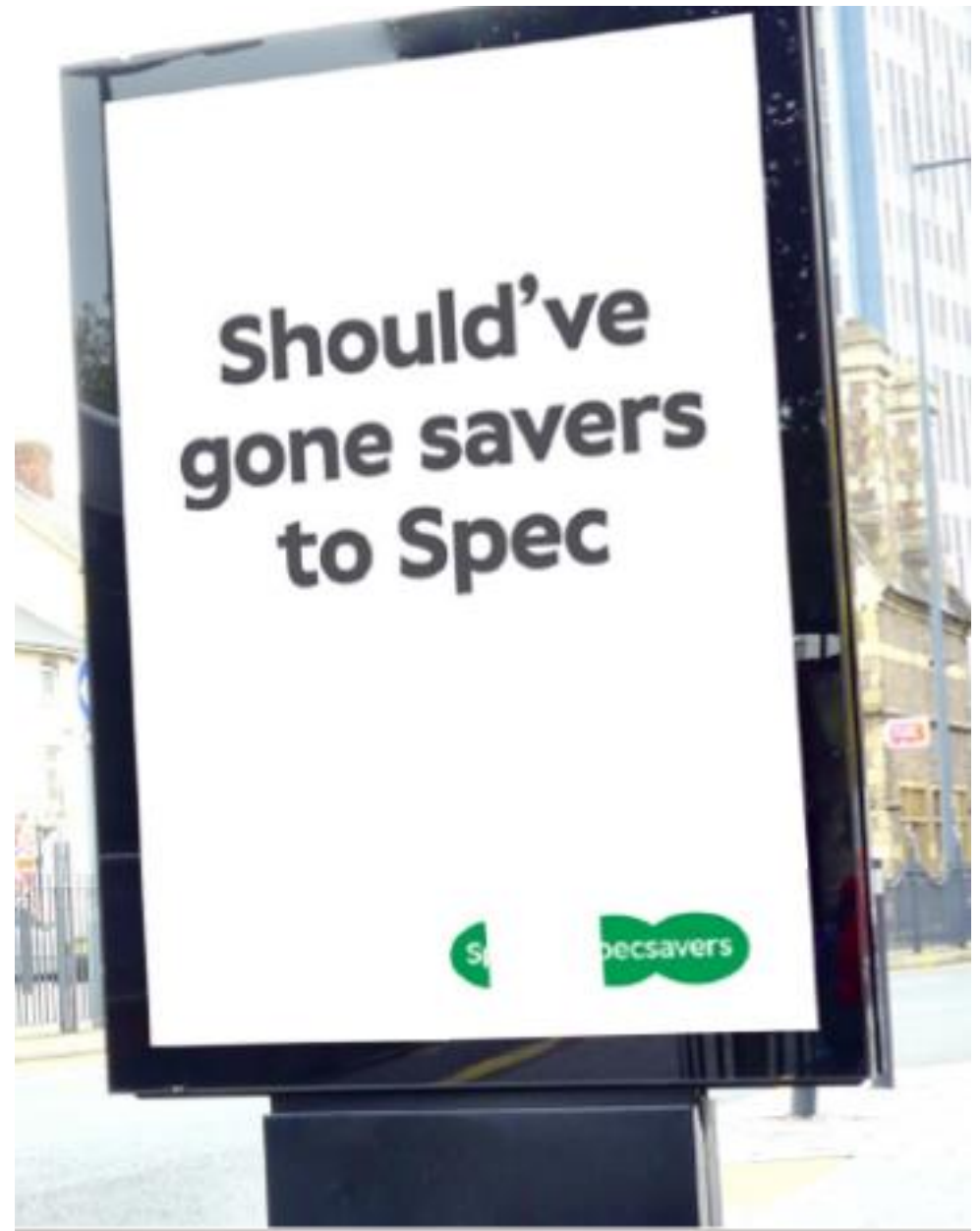Clear take out - Doubling the size of your CTA doubles the dwell time

Using OOH.

Specsavers use OOH for its **broad reach, design impact** and **effective brand awareness.**

OOH does not have the same testing capabilities as **Digital channels.**

Our Learnings.

Initial findings looked at use of size and positioning of messaging, colour and logo placement.

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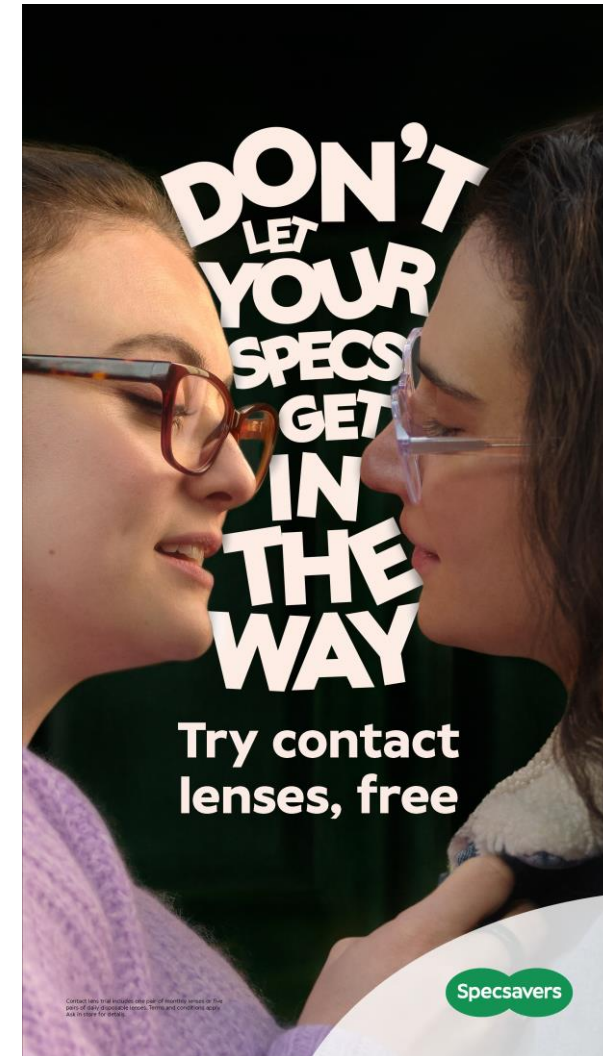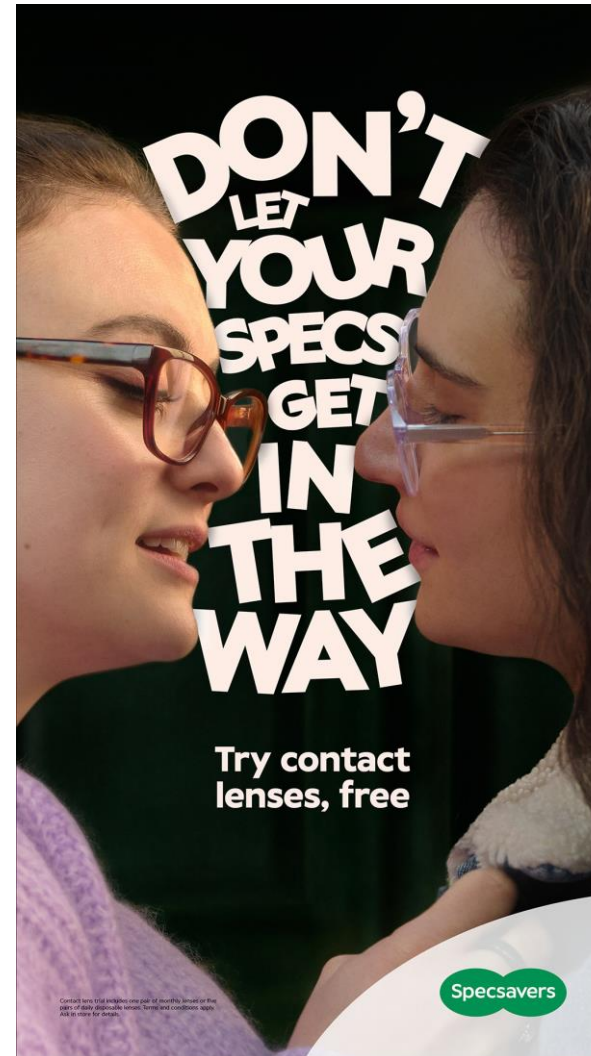## CTA Prominence

*

Colour Vibrancy

*

Message Placement

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Logo Placement

Learnings:
Call to Action.

A larger CTA drove **greater impact**

2.4 → 2.7

Bigger CTA
+14%

Vibrant colours.

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

+22%
Emotion vs norm

Linear composition.

Following **centralised, linear creative path** drew attention across the whole creative.

Branding prominence.

Having the **logo at the top** of the creative drove far more attention.

+20%
Brand Fluency
with top branding

Test
in situ.

2 seconds of attention

Test real life scenarios

AI VIM tool

Attention

Emotion