

LED Display Advertising Guide



Generate results with effective ad content.

Content is King

There are several steps in successfully deploying LED display advertising such as choosing the right type of display, the correct size, resolution, placement and control method. But the most important factor in determining whether your display generates MAXIMUM RESULTS is the presentation of the content.

As with any other form of advertising, the creative concept of the ad, it's delivery and how it resonates with the intended customer audience determines the level of the advertisement's response. The right message, focused on the right people at the right time is the ultimate way to achieve consistent results.

Illustration: Which ad do you think will sell more hamburgers in a day?

Example 1



This ad satisfies the basic requirements, featuring a branded product with an attractive price point.

Example 2



This ad also includes eye-appealing graphics, has better image contrast and incorporates a recognizable branding element.

LED display advertising requires unique content strategies

Even though a full color LED video display has the ability to run a 30 second television commercial, this content would be ineffective when presented through LED display advertising for several reasons:

- ✦ Most importantly, the audience for a television ad (whether in-home or on a digital signage screen) is stationary. This allows a higher level of engagement with the audience, including audio. When presenting an advertisement to vehicular traffic, this is not possible so the ad must be adjusted to account for this.
- ✦ Because the audience for an outdoor LED display is mobile and not stationary, there is also a much smaller window of time to get your message across. This limits your message to "headline" copy and short, impactful image presentations.
- ✦ Ads created for other media such as television have to be planned well in advance and tested. Since LED display advertising enjoys the unique advantage of being located at the point of sale, your advertising strategy can be based on REAL TIME circumstances. You can adjust your ad campaigns "on the fly" to address changes in market conditions or consumer preferences throughout the year or even throughout the day!.

Top 10 Rules for Effective LED Display Advertising

1) Day part your ad campaigns.

Market different products/services at different times of the day (i.e.: breakfast items from 6am to 11am, lunch menu from 11am to 1pm, etc. to achieve maximum *relevancy* to your customer base.

2) Keep it fresh.

To capture the continued attention of your audience, there must always be some fresh, updated, curious or useful content. Otherwise people get accustomed to the ads and will stop looking at them.

3) Promote specific products and services.

Unlike traditional media, LED displays advertising offers the opportunity to promote individual product/service offerings that would not be feasible to advertise in traditional media.

4) Focus on different demographic groups at different times of the day.

Promote to construction workers in the early morning, soccer moms in the afternoon and office workers in the evening rush hour, etc.

5) Connect with your local community.

Generate good will by using your LED display to promote community events.

6) Broadcast days and hours of operation.

Your customers want to know what days you're open and how late. LED display advertising is one of the best ways to communicate this information.

7) Differentiate from your competitors.

Use your LED display to highlight your advantages over your competition.

8) Advertise seasonal products/services.

Consumer preferences fluctuate with the seasons. Keep your advertising relevant by offering items in sync with their seasonal needs.

9) Run regularly scheduled promotions.

Automatic scheduling allows you to plan your promotional schedule to begin and end at the exact right times, as far in advance as you prefer.

10) Tie-in with ad campaigns running in other advertising media.

Strengthen the power of your overall marketing campaign by displaying ads complementary to advertisements running on other media.

Tips for Designing Compelling Content

- ✦ Create a series of still frames, each frame 3 to 5 seconds in display length.
- ✦ Be sure the driver can read the frame's entire content in less than the frame's display time.
- ✦ Minimize the number of frames used for each ad concept. Use only one frame for the entire concept when possible.
- ✦ Incorporate vibrant, but tasteful, colors when possible.
- ✦ Blue is the weakest color, so use it as an accent or highlighted with white for contrast.
- ✦ Make certain the display has sufficient resolution to adequately show the image, especially a photograph.
- ✦ Use animation to enhance features of the still frame, but don't show a fully animated message, because it's difficult for a driving audience to read. These messages also cause the most zoning concerns.
- ✦ Use such display effects as making images appear/disappear in various ways to add excitement to the design.
- ✦ Subtle animated outdoor advertisements resonate better with audiences according to a study by Kinetic Worldwide and Clear Channel Outdoor. The study found that while animated campaigns worked better than static copy, full video or overly-elaborate animation had little impact.

Content Examples

Below are a few examples of content created for displays of various sizes and resolutions. The layout, style and presentation will vary based on display's configuration and proximity to the intended audience.



Envoltage offers a wealth of resources to help you create and manage effective content. Contact your local LED display dealer to learn more!