

Advertising Specifications



Advertising Tips in Retail

Hero your product, promotion or brand

Ensure the product or service is the hero. If your objective is awareness or consideration then make the brand obvious for your shopper.

Animate

Animated advertising is 201% more effective than static messaging in retail environments. Movement will demand 88% greater eye movement, attracting shopper attention driving higher engagement and memorability.

Use simple and clear messaging

Retail out of home advertising ideally has a maximum of 10-12 words.

Be distinctive

Consistent use of unique and distinctive brand cues will create memorable triggers that allow brands to connect with shoppers.

Clear call to action

Be clear about what you need the shopper to do next. E.g. buy your product or donate online

Localise and personalise

Increase message relevancy by localising and personalising the message. 1 in 4 shoppers are more responsive to personalised advertising. 1 in 3 shoppers choose brands that are aligned to their values.

Contextually relevant digital OOH increases ad recall and sales

Neuroscience reveals dynamic triggers increase brain responses and drive greater ad effectiveness.

17% increase in ad recall and a 16% in sales uplift.

Messages triggered with weather, location or a live update created a 18% increase in brain response.

Advertising at the right time/right day of the week created a 12% increase in brain response

Combining both generates a 32% increase in brain response.

Smartlite™

Static Creative

Naming Convention	Brand_Client_Campaign_Smartlites_Dates.png
Pixel Dimension	1080x1920
DPI	72
Format	JPG - Best Quality, JPG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_Smartlites_Dates.mp4
Format	MP4
Codec Compression	H.264
Resolution	1080x1920
Field Order	Progressive
Bit Rate	CBR Constant Bit Rate 12 Mbp
File Size	Under 60MB
Creative Duration	7 Seconds

