

YOUR BUSINESS. YOUR CUSTOMERS. YOUR MESSAGE.

Design Tips:

1

CLEAR MESSAGE

Only one message and one visual with no more than 5-7 words is recommended.

2

BOLD FONTS

Use a large, simple font easy to read from the road, avoid script if possible.

3

STRONG CONTRAST

Choose colors that make your message stand out.

4

CALL TO ACTION

Your logo is your call to action because viewers can then search your company name.

DESIGN YOUR DIGITAL BILLBOARD FOR A QUICK GLANCE

Drivers only have a few seconds to see and understand your message. Arrange your content from left to right and top to bottom, placing the most important information where it will be noticed first.

WHAT SHOULD YOUR BILLBOARD AD DO?

A well-planned digital billboard campaign can build brand awareness, increase website traffic and bring more customers through your doors by keeping your business visible to local drivers.

WHO IS YOUR AUDIENCE?

Think about the age, interests and needs of the people you want to reach. Understanding your audience will help you choose the right message, images and offer for your billboard.

GOOD EXAMPLE



BAD EXAMPLE



WE DESIGN. WE SCHEDULE. WE SUPPORT.

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