

## 1 Identify the target audience

- Speak their language. Analyse who your message is intended for.

## 2 Identify your objective

- What is the purpose of your ad? Branding? Sales lift? Promoting services or products?

## 3 Choose the right medium

- Choose the type of medium that best fits your message. There are 3 types to choose from:
  - Video
  - Animation
  - Still images
- Other factors to consider:
  - Which medium is accessible to you?
  - Who will be creating the content?
  - What is the production cost going to be?

## 4 Choose a layout

- Understand your options. Each network may have different layout(s). Find out the screen layout in the Advertising Material Specification. Also see #10 File Formats.
- Make use of the extra screen exposure. Take advantage of Zone 2 - Call-To-Action Zone.
- With our multi-zone feature, you have two options:
  - Two small messages playing side by side in Zone 1 and Zone 2.  
Advantage: Easier to create and update individual messages
  - One big message playing in Zone 1&2 or in all zones(full screen).  
Advantage: Greater visual impact on your audience.

Sample layouts



■ Zone 1  
■ Zone 2



■ Zone 1 & 2

## 5 Call-To-Action

- Use the message to instruct the viewers to take immediate action.
- How do you prove the message is working for you?
- Add a phone number or give away coupon in the message to track the effectiveness of your campaign.
- Use direct speech such as "you", "us", "we", etc.

## 6 Plan your message

- Let your message flow. Come up with the "screen to screen" story board to convey your message.
- Focus on the main point you want to convey; include only the relevant points.
- Choose a comfortable tempo for your messages.
  - Being too slow will lose attention
  - Being too fast will lose legibility
- Consider repeating a short message to get more exposure.
  - Rather than filling your 30 second spot with a lengthy 30 second message, consider using two 15 second messages. A well written message played twice is more effective than a boring lengthy message.
- Use more subtle transitions between scenes if messages are running side by side on Zone 1 and Zone 2.

## 7 Visual elements

- Decide what visual elements (pictures, animations, logos, etc.) will be seen on screen.
- Use a consistent color scheme if you have messages playing side by side in Zone 1 and Zone 2.
- Using more visual elements than text will get more attention.

## 8 Script (text)

- Without the help of audio, text will become necessary to convey your message.
- Lengthy messages will lose viewers attention.
- Break long messages into smaller sections.
- Try to be simple and precise. Less is more.
- Comfortable reading speed is around 3 words per second, longer time is needed for animated text.
- Animated text is a good idea, but do not over do it.
- Check for the spelling mistakes before submitting the content.

## 9 Fonts

- Your text should be legible within a 10 foot distance from the screen.
- Font size should be 36 pt or larger for distance viewing.
- Avoid using thin and outlined fonts to ensure the legibility of text from a distance.
- Use contrasting fonts, color or strength (bold and/or italic) to create focus and emphasis points.
- Remember to have enough contrast between the text and the background.

## 10 File formats

- It is extremely important that you follow the specification for each media format.
- Please see Advertising Material Specification for details.

