



ANATOMY
OF OOH

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

Out of Home Creative Guidelines

September 2022

Our Green Gold





Harness the power of a glance

We know Out of Home (OOH) has impact, but how important is the creative execution?

We've been researching creativity and impact, trying to find the sweet spot where OOH campaigns are most effective. And the results are in – the OMA Creative Guidelines show best practice and scientific evidence for how to create an effective OOH campaign.

[Read here.](#)

Decisions are made subconsciously

95%

of purchase decisions are
subconscious.

Source: *How Customers Think: Essential Insights Into the Mind of the Market*, by Gerald Zaltman. Harvard Business School Press, 2003.





Evolving creative delivers higher impact

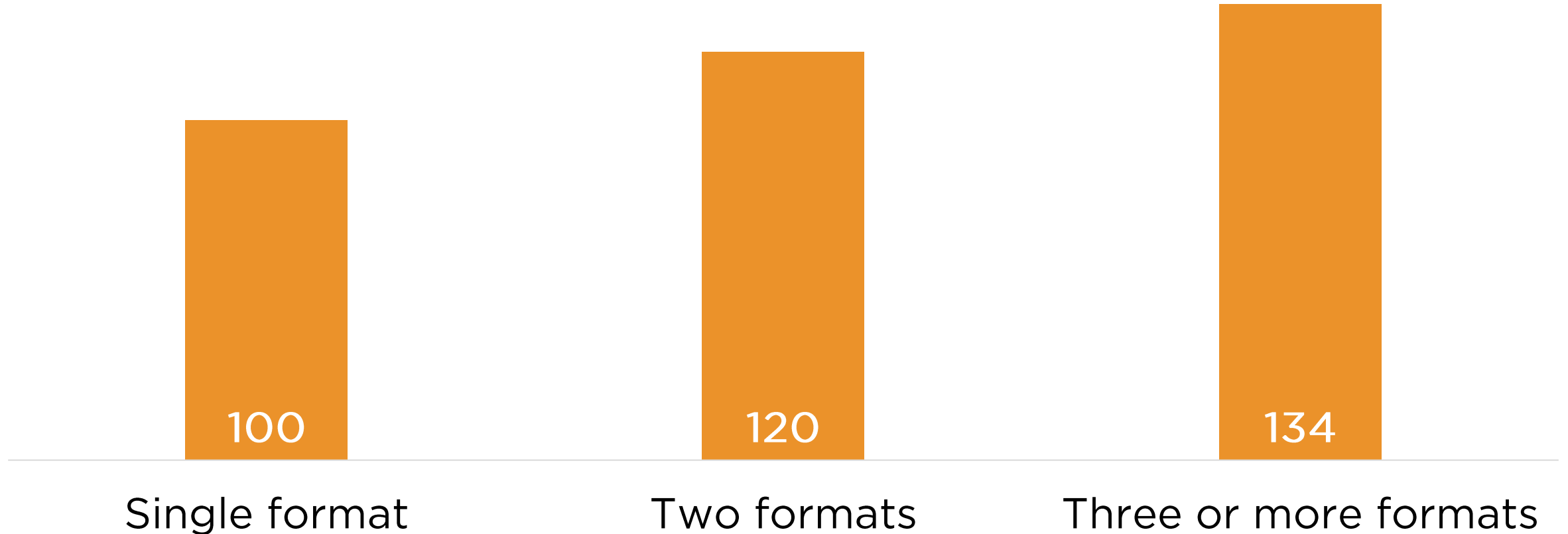
38%

Evolving creative in a campaign delivers 38% higher impact compared to static campaigns with singular creative execution.

Source: Neuro Insight OOH Case Study with QMS neuro-insight.com/casestudy/ooH-study-with-qms

Campaigns are more effective using three or more formats

ROI short term performance by channel indexed to TV (100) NZ



**Colour contrast
is vital**

**Strong
contrast**

in colours draws more attention.
Use dark text on light
backgrounds or light text on dark
backgrounds

HARDER TO READ

EASIER TO READ



7 words

or less should be used.



Digital signs have a higher impact

63%

Digital signs have 63 per cent more impact than classic signs; classic signs deliver higher reach because your advertisement owns that space.

Source: The Neuro Impact Factor, OMA Whitepaper 2022

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More research and insights may be found at
[Anatomy of Out of Home](#)