

JCDecaux

How to create *digital* The perfect poster

**OOH works
differently.**

High Reach

98%

High Frequency.

12

2

**Seconds
of Attention.**

**We tested over 50 ads to create
best practice guidelines to deliver
the perfect digital poster.**

Using 3 measures: AI + Attention + Emotion



AI - VIM TEST:

How does creative composition impact
focus of attention?

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ATTENTION - LUMEN TEST:

What do people see when they view
the creative in real world
environments?

LUMEN



EMOTION - SYSTEM1 TEST:

How does the creative make people
feel?

System1

1

Demand Attention.

2 seconds of attention

Max 3 sections



2

Be brand bold.

Ensure your brand is in a **prominent position.**

Logos at the top deliver **+32% brand recall**



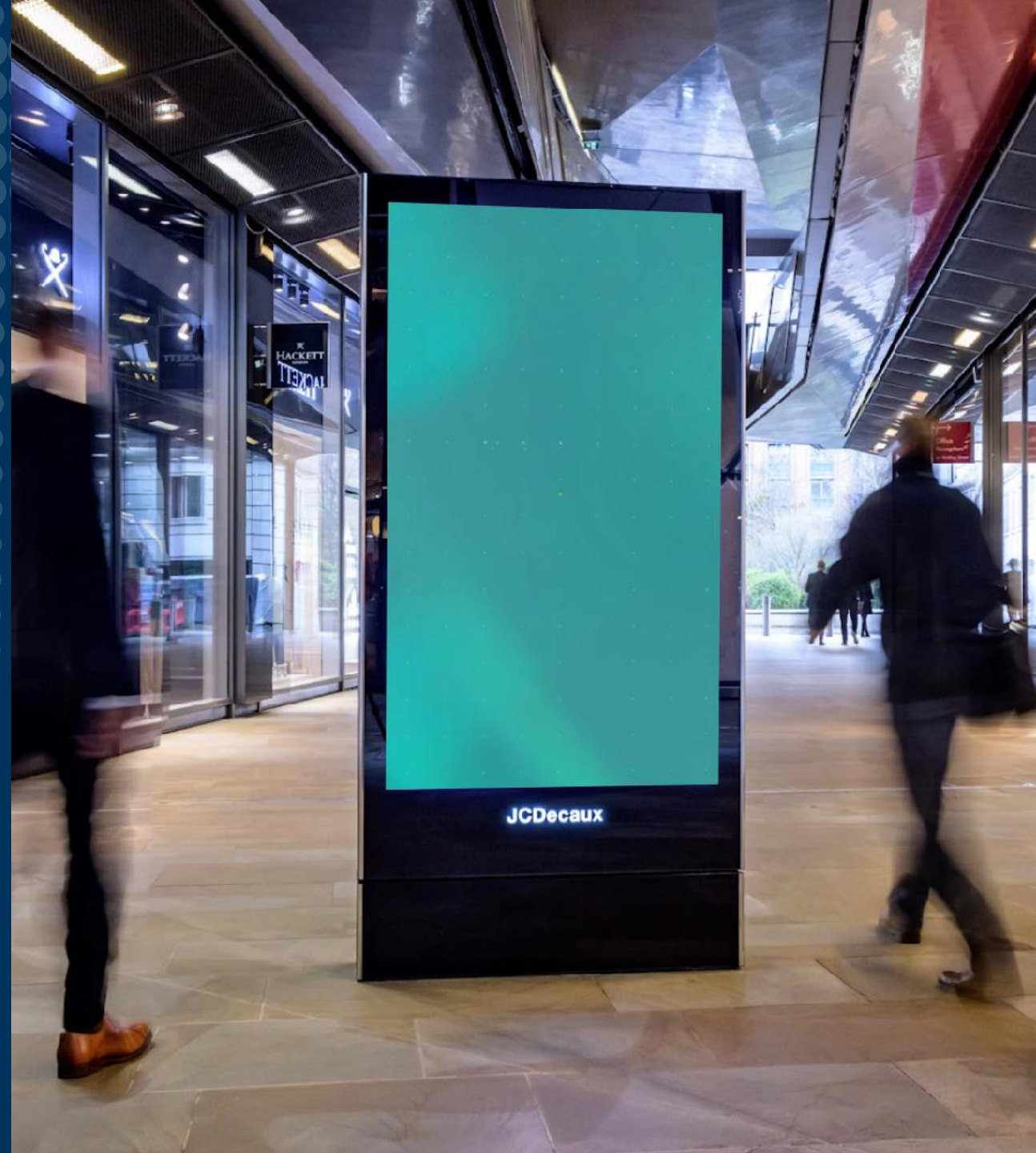
3

Drive familiarity.

Simple colours aid brand recall

Top performing Ad

93% fast fluency



4

Deploy fluent devices.

Using a Fluent Device makes your creative **1/3 more effective!***

*Meaning fluency and emotion



5

Showcase faces.

Faces attract attention.

Ensure that your position them to support the rest of your messaging.



6

Expand product images.

Products that take up >50% of the **creative** deliver 38% more attention (2.28s).

Products at <50% size are viewed for only 1.65s



7

Shorten copy.

More than 10 words means people are 30% less likely to remember who you are.



8

Shout your call to action.

Doubling the size of CTA doubles
the dwell.



9

Sell, Sell, Sell.

Bottom sections that are smaller than 10% of the creative deliver -24% of attention.



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DIGITAL CHANGEMAKERS

If you'd like a bespoke learning session for your team, please get in touch and we'd be happy to help.



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