

# RUNNING BOARDS™ CREATIVE GUIDELINES

Mobile billboard advertising is designed to capture the public's attention when they're out and about and on the move. The billboard is visible up to 70 metres away, but the audience's exposure to it may be brief – so the message needs to be received and understood instantly.

Our experience tells us that the most successful campaigns have simple creative.

Less really is more.

With that in mind, we've prepared these guidelines for successful creative development.

**START**

7 Duffy Street, Burwood VIC 3125

**PHONE** 1300 334 556

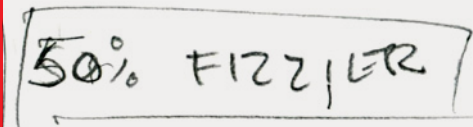
**FAX** (03) 9808 1966

[www.runningboards.com.au](http://www.runningboards.com.au)

**RUNNING  
BOARDS™**

# KEEP IT SIMPLE.

Use one single message.  
Avoid multiple messages.



50% FIZZLER

**PREV**

**NEXT**

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**PHONE** 1300 334 556

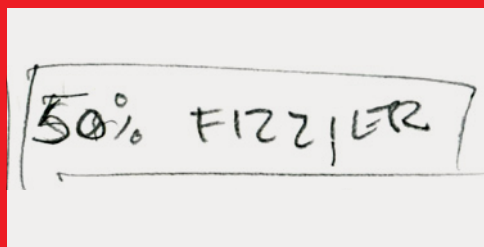
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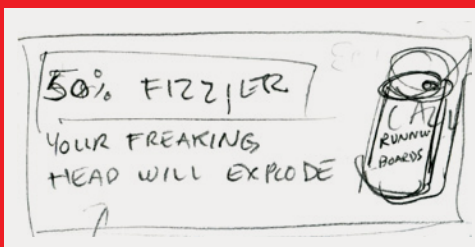
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## SHORT COPY - SHORT WORDS.

Remember the copy needs to be legible from a distance. Aim for ten words or less.



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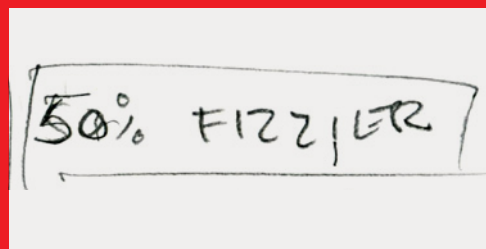
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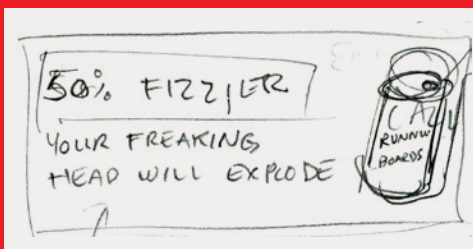
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## SHORT COPY - SHORT WORDS.

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## LEGIBLE TYPE.

Use large type that's well spaced.  
Use a bold and uncomplicated font.

**50% FIZZIER**

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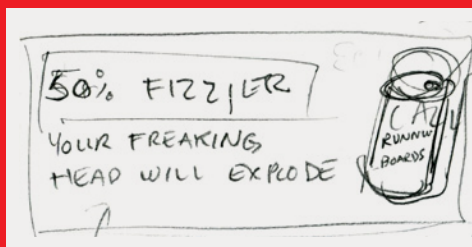
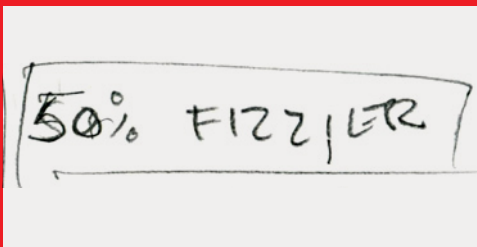
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## LEGIBLE TYPE.

Use large type that's well spaced.  
Use a bold and uncomplicated font.

## BIG PICTURE.

Remember the picture needs to be visible from a distance. Make sure it's high resolution.



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# BOLD COLOURS.

Use bold colours to stand out.  
Contrasting colours are best.



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## INTRIGUING.

Remember that clever creative has cut-through. Can you use humour or intrigue? How will your message be unique in a cluttered media environment?



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## AUDIENCE PARTICIPATION.

If you want your audience to take action, say so: **CALL 1300, BOOK ONLINE, VISIT WEBSITE, ON SALE NOW.**



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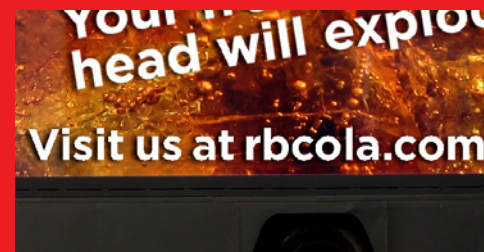
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## GOOD ADS DON'T DATE.

Remember your Running Boards advertising skins are re-useable. Save future production costs by making sure your creative doesn't date.



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