

# CREATIVE GUIDELINES.

8 simple pointers for great big creative.

## 1. KEEP IT SIMPLE

50% Fizzier

Use one single message.  
Avoid multiple messages.

## 2. SHORT COPY, SHORT WORDS

50% Fizzier

YOUR FREAKING  
HEAD WILL EXPLODE



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

## 3. LEGIBLE TYPE

50% FIZZIER

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

## 4. BIG PICTURE



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

## 5. BOLD COLOURS



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

## 6. 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?

## 7. AUDIENCE ENGAGEMENT



If you want your audience to take action, say so; Call 1300, book online, visit our website, on sale now, share it, tweet this, #hashtag.

## 8. GOOD ADS DON'T DATE



Remember your Running Boards advertising skins are reusable. Save future production costs by making sure your creative won't date.

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