

# RUNNING BOARDS™ CREATIVE GUIDELINES.

8 simple pointers for great big creative.

## 1. KEEP IT SIMPLE

Use one single message. Avoid multiple messages.

## 2. SHORT COPY SHORT WORDS

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

## 3. LEGIBLE TYPE

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.

Continued »

50% Fizzier

50% Fizzier

YOUR FREAKING  
HEAD WILL EXPLODE



**50% FIZZIER**



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

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BOARDS™**

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## 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; Call1300, 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 re-useable. Save future production costs by making sure your creative won't date.



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