



Cookie DOOH Cookbook

Creative Best Practices

DOOH



Baking the Perfect Real-World Ad

A great real-world ad campaign captures attention and delivers your message effectively.

Follow these **key recipes** to whip up designs that rise to the occasion.



Baked in Brand Presence



Craveable Products



Appealing Composition



Adding eMotion to the

Recipe 1



Creating an Eye-Catching Brand Presence

Recipe 1

Ingredients for Creating an Eye-Catching Brand Presence

1

Demand Attention

In the real world, you only have 2 seconds to make your mark

2

Simple & Limited Ingredients

Having a maximum of 3 items on screen allows people to grasp your message at a glance

3

Draw Focus With Vibrant Colors

A pop of color attracts the eye and makes your brand instantly recognizable

4

Knead In Your Logo

Boldly position your logo, ideally at the top center of the digital out-of-home ad. A bigger logo size correlates with higher brand recall

5

Dash In Distinctive Assets

Add visual assets that bake familiarity into your brand - specific icons, characters, packages as well contextual messaging

Mix all of these ingredients together to blend the perfect Brand statement.



Ingredient 1

Demand Attention

The world of ads is a never-ending cycle for consumers' time and attention. Research suggests that advertisers are vying for consumer focus that far exceeds human capacity. This underscores the critical importance of those first few seconds when someone encounters your ad - it can make or break your chance to make a huge impact.





Ingredient 2

Simple & Limited Ingredients

With the average attention span shrinking, it's important to keep your ad simple. Keep your message clear, concise, and easily digestible. Too many “ingredients” can overwhelm your target audience, saturating your brand’s recipe and diluting the effectiveness of your message.

Ingredient 3

Draw Focus with Vibrant Colors

Color has the power to evoke emotions, convey messages, and capture attention! By mixing vibrant colors into your ad recipe, you draw attention. Also, well-chosen colors reinforce brand recognition, as color can become synonymous with brand identity.





Ingredient 4

Knead in Your Logo

Your logo is like the face of your brand, representing who you are and what you stand for. Placing it prominently in your ad ensures maximum visibility, making it the focal point of your composition and instantly linking it with your message.



Ingredient 5

Dash in Distinctive Assets

Incorporating distinctive assets, in addition to your logo, strengthens brand identity and cultivates familiarity among your audience. Whether it's unique icons, characters, or packaging, these assets serve as visual cues that evoke your brand. Especially in a crowded area, these assets differentiate you, making your brand instantly recognizable!

Recipe 2



Highlighting Craveable Products

Recipe 2

Ingredients for Highlighting Craveable Products

1

Pump Up Your Product Shot

Maximize product images for greater impact.

2

Flavor with Playful Touches

Add humor and life to products with playful scenarios such as melting ice cream, adorable puppies, or zooming cars. A playful product drives emotional engagement.

3

Stir in a Clear Call to Action

Use prominent, oversized CTAs like "Order Now" to drive action and increase performance. Don't be shy with the CTA - make sure its location is unmissable.

This delicious dish of pumped up products, playful tones, and a spicy Call To Action will leave your audience craving more



Ingredient 1

Pump Up Your Product Shot

Think of your product as the star of the show - it needs a spotlight! Enlarge the coffee cups or make those burger shots so big that your audience can practically taste it through the screen! By maximizing your product's visual presence, you not only capture attention but also creating a lasting impression. Because when you amplify the appeal of your product, it becomes impossible to ignore!



Ingredient 2 Flavor with Playful Touches

Who says ads have to be serious? Sprinkling in a dose of humor works wonders in evoking emotions. By creating a sense of fun and excitement, you forge a deeper connection with your audience, making your brand more memorable and relatable in the process.



Ingredient 3

Stir in a Clear Call to Action

Clarity is key, especially when it comes to driving action. Your CTA guides your audience towards the next step in their journey, whether it's making a purchase, visiting a website, or learning more about your product. Make it big, make it bold, and make it impossible to ignore. Use CTAs like "Order Now" or "Shop Here" to command attention and drive action. And don't just stop at size – ensure that your CTA is strategically placed in a location where it can't be missed.

Recipe 3



Crafting an Appealing Composition

Recipe 3

Ingredients for Crafting an Appealing Composition

1

Sprinkle in Concise Copy

Limit body copy for faster fluency. Taglines, headings and short descriptions hit the sweet spot.

2

Decorate with Expressive Faces

Incorporate friendly faces to attract more attention and drive an emotional connection between your brand or product and your viewers.

3

Warm Up with Familiarity

Feature familiar environments, relationships and brand elements. Leverage existing ad campaigns, slogans and mascots to remind customers of positive associations.

The blend of these ingredients will drive emotion and long lasting impact of your ad



Ingredient 1

Sprinkle in Concise Copy

Every word matters. By limiting body copy, you ensure that your message is quickly digested. Think of taglines and headings as the seasoning, while short descriptions are the main course. Like a well-crafted recipe, each word should serve a purpose, enticing customers with its clarity and simplicity.





Ingredient 2

Decorate with Expressive Faces

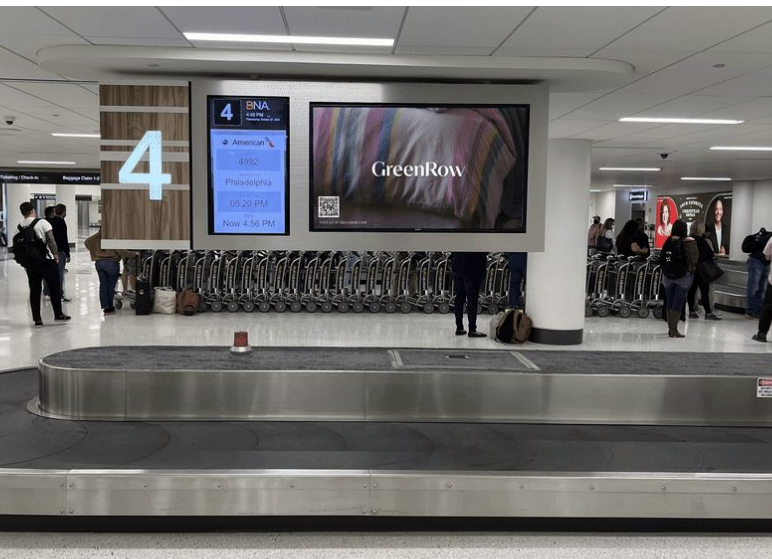
Adding expressive faces into your ad not only draws the eye but also creates an emotional connection with your audience. Whether it's a smiling customer, enjoying your product, or a cheerful mascot welcoming viewers with open arms, faces convey warmth, trust, and relatability.



Ingredient 3

Warm Up with Familiarity

Picture yourself in a cozy bookstore, filled with the aroma of cedar and vanilla and a steaming cup of coffee. This sense of warmth and familiarity is the key to our approach. By featuring familiar environments, friendly faces, and brand elements, our goal is to stir up positive associations and fond memories, transforming your customers into loyal advocates. It's this comfort and reassurance that keeps your audience coming back, forging long lasting relationships.



Recipe 4



Adding eMotion to the Mix

Recipe 4

Ingredients for Highlighting Craveable Products

1

Video IRL

Video In Real Life is the secret ingredient that superchargers your real-world ads. Scale video content beyond the mobile phone

2

Dynamic

Dynamic creative captivates audiences with personalized and relevant content.

3

Contextual

Video IRL allows you to cater to the cravings of the moment, tailoring your brand's message to what will most likely satisfy your audiences at that time.

4

Mix in Motion

Mixing in motion allows your ad to quickly focus attention and tell a story. Subtle movement is the best flavor.

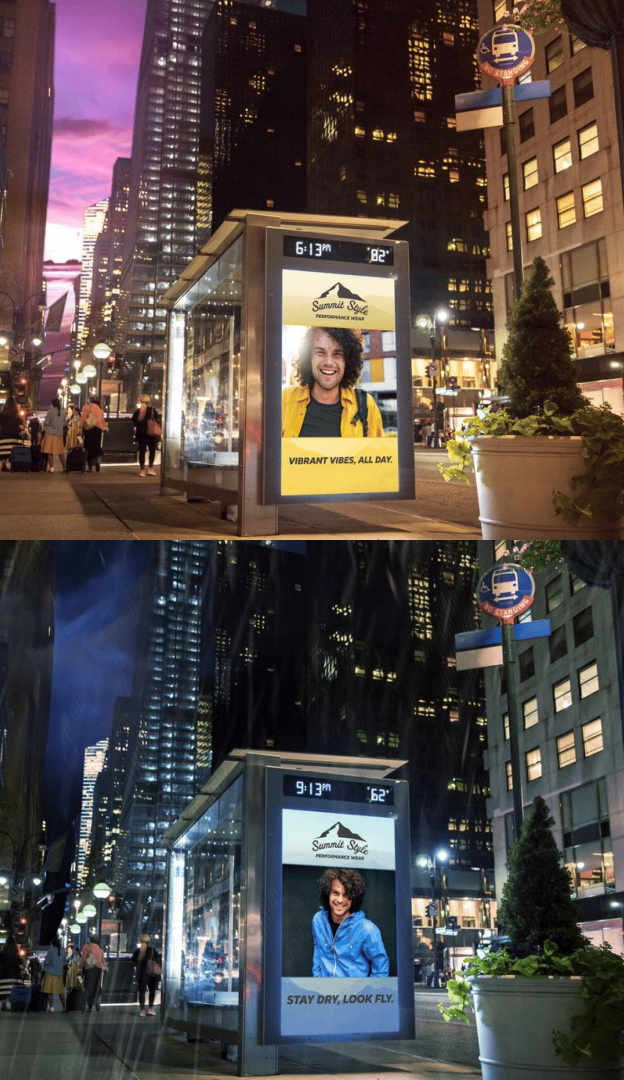
Video IRL, contextual, and dynamic messaging mixed with motion is the perfect combination for your digital out of home ad



Ingredient 1

Simmer In Video IRL

Extend your video content onto real world screens, connecting with your audience across diversified channels and touchpoints. Take-over cities, destinations, curated venues to make a huge impact!



Ingredient 2

Dynamic Creative

Dynamic creative is a powerful strategy that captivate audiences with **personalized** and **relevant content** on Video IRL screens.

Update and optimize content based on weather triggers, time of day, in real-time - influencing consumer decisions, enhancing engagement, and optimizing campaign effectiveness.



Ingredient 3

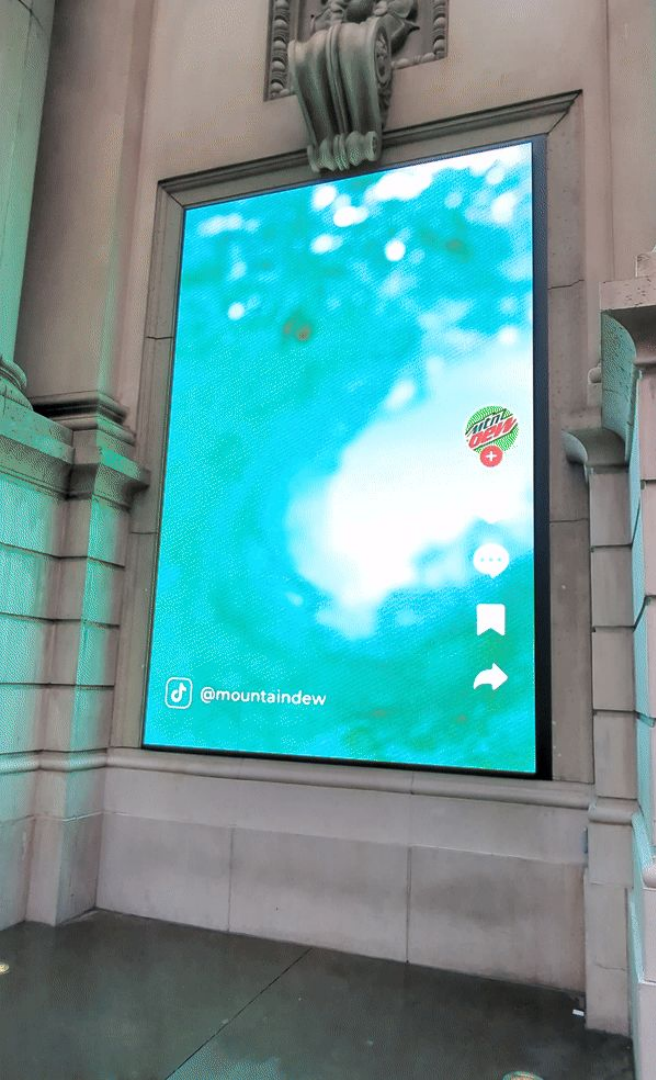
Contextual

Contextual targeting captivates audiences with **personalized** and **relevant content** on Video IRL screens.

Take into account the physical setting of Video IRL ads to craft messages that align with the environment, demographics, and viewership.

Update and optimize content in response to local events, while capitalizing on the mood of the moment to influence consumer decisions, enhance engagement, and maximize campaign impact.





Ingredient 4

Mix in Motion

Motion adds depth and dynamism into your campaign. Make it come to life with subtle movement. It not only draws the eye but also focuses attention on key elements of your message, guiding viewers through a story that unfolds before their eyes.



THANK YOU!

Questions?

Contact Adam Courrier



adamc@adomni.com