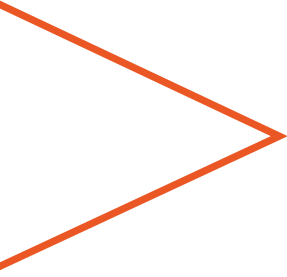


THE
DO & DONT'S

OF DIGITAL BILLBOARDS

DIGITAL
ADVERTISING

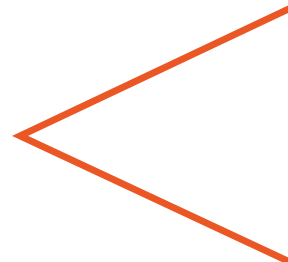
Create. Communicate. Connect.



WHAT IT MEANS?

Digital advertising usually involves “**talking**” to a client through a series of short ads, rather than the old days of print media where people had more time to sit and read it.

If you were doing a Poster for an upcoming concert, in Print Media everything would be in the one place. Under a digital delivery (unless it was a PDF they might sit and study), you would usually break the information down into ‘**parts**’ and just tell one piece at a time.





In the case of digital billboards (including indoor retail), it is even more important each message is clear and short, as your target audience is usually busy scurrying by on a mission to get jobs done.

Our advice is to:

- Put one **clear** picture (doesn't have to be related to what you're advertising, as long as it creates the right mood or impression)
- One clear '**call to action**' or '**point**' to your ad (ie 'Open Saturday' or '50% off')
- Your logo/company name to reinforce your brand
- ***The general rule of print is a white background but in digital billboard its a black background! Black allows the colours to look more vibrant and is far more eye catching than a white background!***

Other examples include:

- A picture; and
 - www.YourWebsite.co.nz
- 



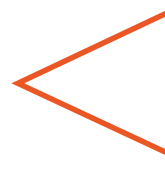
Please see the following examples of the difference between Print and Digital.

We are always here to help with any **free** advice you may need, so please feel free to email/ring us at any time if you would like our feedback on your proposed digital advertising.

(Size specifications are contained in the Rate Card of the respective screens you are advertising on)

Please see

www.DigitalBillboardAdvertising.co.nz/Locations



PASSION FOR FASHION

OPEN PHOTOSHOOT AND FASHION SHOW

Venue: PULLMAN Hotel

Date: Wednesday, 17 October 2019

Time: 1PM – 6PM (Photoshoot of A1 models)

6:30-7pm – 9pm (Fashion Show)

Canape's will be served before the fashion show.



www.fashionpashion.co.nz

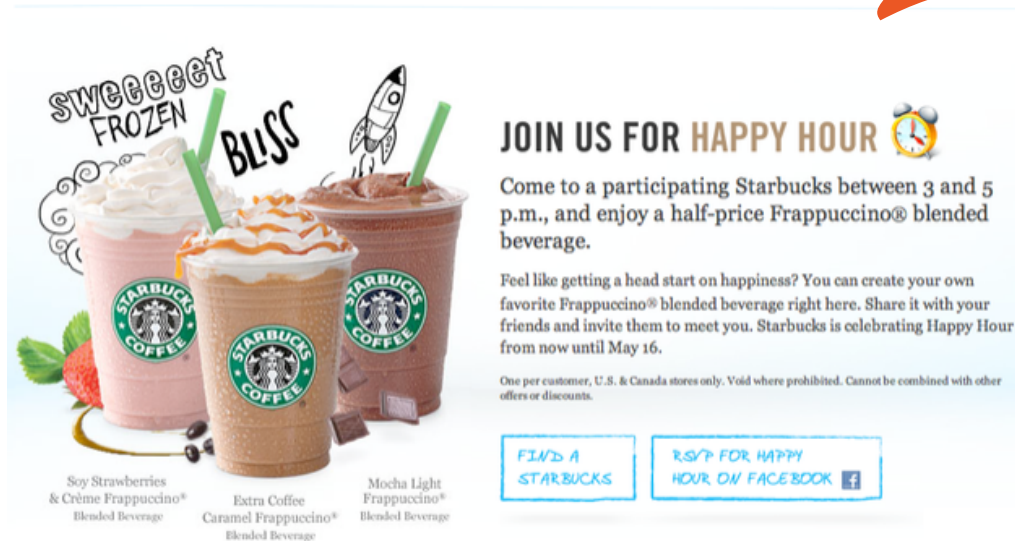
SUITABLE FOR PRINT MEDIA

"White background with lots of detail a reader can take in overtime"

DIGITAL EQUIVALENT SPLITS THE MESSAGE DOWN INTO PARTS (LIKE TALKING)



ANOTHER PRINT EXAMPLE



DON'T

Never miss a Happy Hour. Sign up for daily SMS reminders.

DO

Less is more



Digital Example



**DIGITAL
ADVERTISING**

Create. Communicate. Connect.

Get in Touch

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