

GENERAL ASSETS GUIDELINES

Cocor MediaChannel is an unique, large scale digitale display system covering the outside of the new Cocor building in Bucharest. It is made up of multiple LED displays (3,300 sqm) capable of showing HD video content and motion graphics in a synchronized schedule on up to 13 displays.

1. Branding and image are the best uses for this type of display.

It is best used to show your potential customers a simple image by which they can remember your brand.

Good example: show your brand associated with people or images that you want purchasing your brand.

Not suggested: calls to action, phone numbers, websites, talking heads (there is no sound associated with the displays, playing a television commercial will show mouths moving, but no sound.)

2. Text should be concise and appear in bold, highly legible fonts.

3. White backgrounds are discouraged because they appear brighter than your logo or other information.

Black or dark background colors are preferred for LED display technology.

4. Simple text or slogans are all anyone can read while traveling. No fine print should be used.

5. Spots made for television are not appropriate for the COCOR MEDIACHANNEL.

a. No audio accompanies the video screens.

b. Aspect ratio of COCOR MEDIACHANNEL is unlike standard 4:3 size broadcast screens.

c. Viewers are not seated, they are moving.

6. A “spectacular” is defined by a synchronized branding message on all displays at the same time. This gives your brand an exclusive playback on all screens.

7. Style guides and brand assets are necessary for us to create the appropriate spot for COCOR MEDIACHANNEL. Please deliver all assets according to the guidelines found next in this document.

ACCEPTED FORMATS FOR ASSETS

Cocor MediaChannel is a unique, large scale digital display system covering the outside of the new Cocor building in Bucharest. It is made up of multiple LED displays (3,300 sqm) capable of showing HD video content and motion graphics in a synchronized schedule on up to 13 displays.

Logo or graphic

Please provide files with avi or eps file extensions (vector based graphics)

Photos

Please provide jpg file extensions, uncompressed, 300 dpi or higher, highest resolution possible

Video

HDcam or DVCpro HD, original footage delivered on tape is preferred. Otherwise, uncompressed avi file extensions (no mov files or wmv)

Typeface and Font Usage

Logos and compositions should not have small text size, nor should they be thin or serifed. Bold sans serifed fonts are preferred for maximum readability and legibility.

Corporate Identity and Branding Style Guides

Please provide corporate identity manuals and style guides if they are available.

Storyboards

Please provide storyboards and visual examples to detail how you would like your spot to appear.

SPECIFIC TERMS USED IN PRODUCTION

Cocor MediaChannel is a unique, large scale digital display system covering the outside of the new Cocor building in Bucharest. It is made up of multiple LED displays (3,300 sqm) capable of showing HD video content and motion graphics in a synchronized schedule on up to 13 displays.

Spot

This term describes the motion content/advertisement created for the brand. We will include the length of the spot in the description as well. For example, spot 6 means a 6 second spot, spot 15 means a 15 second spot, and so on.

Static

This term refers to an advertisement that has no movement.

Digital Assets

This term refers to logos, photos, video and so on that must be provided in order for Keyframe to create an advertisement. Digital refers to computer files (jpg, avi, eps, ai, and so on) that we'll need to produce the final advertisements and content.

Spectacular

A "spectacular" is defined by a synchronized branding message on all displays at the same time. This gives your brand an exclusive playback on all screens.

DIGITAL LED CONTENT CREATION GUIDELINES

Cocor MediaChannel is a unique, large scale digital display system covering the outside of the new Cocor building in Bucharest. It is made up of multiple LED displays (3,300 sqm) capable of showing HD video content and motion graphics in a synchronized schedule on up to 13 displays.

No more than 7 words

The fundamental principles of outdoor print media design apply equally to digital. 7 words is a good copy rule considering potential viewing times may vary from 6 - 30 seconds. Too many elements confuse so keep creatives uncluttered and simple.

(Research has shown that simple creatives consistently score higher recall rates.)

Colourful, Bright colours, High contrast

Vibrancy and colour consistency across formats is a distinct advantage of outdoor. High contrast images are viewable from greater distances while colourful creatives tend to invoke stronger emotions from the viewer. Both design factors will enhance your brand.

Creativity - Multi-creative executions

Digital allows for multiple creative executions per campaign. These can be alternated or scheduled by time and/or location. Dynamic content is also supported e.g. utilizing live RSS feeds through Flash can generate and display real-time information. (Development time may be required.)

Be Bold Clear stand-out copy

Typefaces must be legible at distance. Please therefore aim for a minimum font size of 16px to guarantee text legibility. Typefaces with thin strokes or ornate script should be avoided as they will be difficult to read.

Production Exact resolution

Please create ads at the exact pixel dimension of the digital screen. This will ensure the actual pixel density of your creative and deliver the sharpest possible image. If downsizing creative from another media-type please be aware that elements that are unclear on your monitor at the above resolution will not be legible once broadcast.

Quality Zero compression

Please avoid any visible image and video compression. To achieve the best display quality content should be submitted in uncompressed format. JPG is only acceptable at 100 quality and AVI uncompressed.

IMPORTANT - CREATIVE PRODUCTION

The most common mistakes in LED screen content creation...

Don't let this be you

Ad duration, legibility, motion and more can be your greatest asset, or greatest liability in LED Billboards content creation. Read on to see if you're thinking of all the variables or not.

If you want to get the most out of your LED wall (and your customers), in terms of recognition from the audience, this article will help you determine the best approach for creating a new ad.

Here we go with a few tips that might be useful for you (or your designer), when creating the next advertising to be broadcast on your LED wall. If you want to get the most out of your LED wall (and your customers), in terms of recognition from the audience, this article will help you determine the best approach for creating a new ad.

First of all, let's address the ad duration. Some people make the huge mistake of creating 30 to 40 seconds ads. 30 seconds? Your audience is not sitting on a sofa waiting for the next TV show! They are most probably driving by at 45 miles per hour and hopefully they are more focused on the street rather than your screen.

Still, they should be able to see the entire ads, from start to end while passing by. So what's the point of creating a wonderful ad, if they can't read the advertiser's phone number and address at the end because the ad is too long? From my experience an ad should be a maximum of 10 seconds in length, and rarely 15 seconds.

Longer ads are pointless because either your target sees the beginning and not the end, or vice-versa. In both cases, you didn't get the message across, and the audience did not find an interesting message on your LED wall. Therefore your customer will have no interest in doing it again in the future because they didn't get much in return for their investment.

Of course, there are exceptions to the "10 second" rule, such as when LED walls are installed in pedestrian areas where people have more time to watch the LED wall. But as I said, those are exceptions and are rare.

Rules, rules, rules

The first rule of formatting: when creating text (ie. the address, phone number, etc.) for a LED wall ad is... Ready? Make letters BIG! At least 1/4 of the screen! I can't understand those designers that create super small text that might look nice on their PC or MAC monitor when they create it, but it's terrible when broadcast on the LED wall.

The second rule of formatting: is to not apply shades or glossy effects on text. As mentioned before, these fancy effects might look nice on the monitor, but they definitely are not cool on the LED wall. The reason is that despite its huge size, the LED wall has actually less pixels than you PC monitor. So it is pointless to create special shining effects on a 2 inch letter that looks big on a PC but is invisible on a LED screen.

The third rule of formatting: is to use Sans Serif fonts only. If the text looks blurry on the LED wall, you should make every possible effort to make things better. Serif fonts (i.e. Courier, Times New Roman etc) are very nice on the PC monitor but they do have the serifs which add pointless "noise" to the text and makes it look less clear. Imagine this situation amplified by the "blurry" effect of the virtual pixel. Instead, use Sans Serif fonts such as Arial, Geneva, Helvetica, Verdana or Tahoma, as they appear much more readable on the LED wall. If you absolutely have to use a "noisy" font, at least make it big.

The fourth rule of formatting: is to use contrasting colors. Over 20 years ago, Ms. Karen Claus published a table indicating the color-match with the best contrast ratio. She created the table for classic static signage, but the principle is still very valid with LED Billboards. According to her research and studies, the best matches are: black on yellow; black on white; yellow on black; white on blue; yellow on blue; green on white; blue on yellow; white on green. Use text colors in these combinations and try to avoid such things as pink on red.

The fifth rule of formatting: is that the simpler the text is, the better the text looks. On LED walls, you have 10 to 15 seconds to make your ad memorable. It means that if the text is not clear at first sight, people won't give it a second chance. Remember that they are most likely driving at least 45 miles per hour and hopefully they are more concerned about the road than about a fuzzy headline.

IMPORTANT - CREATIVE PRODUCTION

Other mistakes in LED screen content creation

As you can very well imagine, the key role in the LED screen content creation is the designer. Many people don't realize how fundamental this role is, because they are too focused on selling the ad spaces. The point is, if you have a good designer, your ads will sell themselves well. If you don't have a good designer, it doesn't matter what a great salesman you are, you won't sell much for long!

If you installed a LED wall, you've likely made quite an investment in that wall. I know at this point you don't want to hear about further expenses. I can understand that, but please don't make the unforgivable mistake of skimping on the content/ad designer. Having an inexperienced person creating the ads (i.e. your teenage nephew), is like giving your brand new Ferrari to a first-time driver. I know you already spent lots of money, but don't be penny wise and pound foolish, by poorly managing your investment.

Make sure you know what your designer does. Sometimes I look at ads that are so poorly designed that I actually would like to call and complain. I feel like even I could do better than that and I bet other people think the same. To avoid such situations, send your content/ad designer to view their designs in the real world and view them from in front of the screen at least one hour a week to see in person, what they are doing and how the ads appear to the final audience. I promise you that the first few times, they will change 50% of the content of each ad they created.

The basics

Now that you have the designer on the right path, you must give direction on the type of content that they are creating. Here are some of the basic rules of content: First, look at the complex versus the simple. There are two different schools of thought regarding the ad content. The first claims that the ad should be as creative as possible in order to get attention. It seems to be a pretty clear and justified goal because a paying customer should get the most memorable ad possible.

The second school of thought is that a simple version of an ad is better. This version claims that the memorable ads may boost the agency pride, but not the customer's profits. So making an ad too funny or too memorable might not be the best for your customer if it doesn't result in filling your clients goals from the advertising. Usually this happens because people concentrate so much on content and become blind to the brand or product. From my point of view balance is the best solution.

As a final thought to consider, remember that freshness is king. You should consider always having some fresh, updated, and useful content on your LED screen. Not just ads only. Otherwise people will get accustomed to the LED wall having just ads on it and will be less encouraged to look at your board. You should provide updated content on a regular basis: ideally you should upload new useful content every day. Even basic information such as the temperature, the weather forecast for the next few days, the fact of the day, or a random quote of the day will significantly increase the stickiness to your LED screen.

If you manage to get people looking at the LED display over time because they are curious about the next random quote, you simultaneously achieve two results: People will start commenting about the LED screen, and second, and probably most important, you will receive and maintain a strong selling point with your customers, because you can provide to them that the reason that people will look at the display and in the end why they should advertise on your LED screen.