

CREATIVITY

Special Projects Gallery

PRODUCTION

GIS 2.0

MARKETING RESEARCH

STREET FURNITURE SOLUTIONS

MOBILITI SOLUTION



Commitment to Quality

1•866•8•ASTRAL

10 Keys to Success



1. Simplicity

You have 3 seconds to seduce. A single key message. Go for the essential.



2. Legibility

Be legible. Employ strong contrasts and easy-to-read characters. If possible, no more than seven words.



3. Intrigue

Tell a story, play with intrigue and the element of surprise. Attract attention to enter into the head of the consumer.



4. Humour

Positive emotions facilitate retention and influence purchase intention. People will remember your message if they've laughed or smiled.



5. Aesthetics

Advertising campaigns that are pleasing to look at are more effective.



6. Synergy

The use of synergy can add value to a campaign, but there must be a strong visual link (no possible confusion with another advertiser).



7. Self-sufficiency

Can your campaign stand on its own, independent from other media?



8. Brand Integration

Is your brand held in high regard creatively?



9. OOH Media Selection

Every OOH product has its characteristics. Which is the best choice to attain the campaign objectives?



10. Media Strategy

Is the reach, average frequency of exposition and campaign length favourable in terms of attaining the objectives? Concrete examples are available in our post-tests bank.