

# How to create *digital* The perfect poster

**OOH works  
differently.**

High Reach

**98%**

High Frequency

**12**

**2**  
**Seconds**  
**of Attention.**

**We tested over 1,000+ ads to create  
best practice guidelines to deliver  
the perfect poster.**

TALON\_

# Using 3 measures: AI+Attention+Emotion



**AI – VIM TEST:**

How does creative composition impact focus of attention?

JCDecaux



**ATTENTION – LUMEN TEST:**

What do people see when they view the creative in real world environments?

LUMEN



**EMOTION – SYSTEM1 TEST:**

How does the creative make people feel?

System1

1

# Demand Attention.

2 seconds of attention.

Max 3 sections.



# 2

## Be Brand Bold.

Ensure your brand is in a **prominent position.**

Logos at the top deliver **+32% brand recall.**



3

# Drive Familiarity.

Simple colours aid brand recall.

Top performing ad.

93% fast fluency.



# 4

## Deploy Fluent Devices.

Using a fluent device makes your creative **1/3 more effective\***

\*Meaning fluency and emotion



# 5

## Showcase Faces.

Faces attract attention.

Ensure that you position them to support the rest of your messaging.



# 6

## Expand Product Images.

Products that take up **>50%** of the creative deliver **38%** more attention (2.28s).

Products at **<50%** size are viewed for only 1.65s.



# 7

## Shorten Copy.

More than **10 words** means people are **30% less** likely to remember who you are.



8

# Shout Your Call To Action.

**Doubling** the size of the CTA, doubles the dwell.



9

# Sell, Sell, Sell.

Bottom sections that are **smaller than 10%** of the creative, **deliver -24%** of attention.



# 10

## Make Them Smile.

Triggering a positive emotion like surprise or happiness, drives **2x** the commercial impact.



**If you'd like a bespoke learning session for your team,  
please get in touch and we'd be happy to help.**



**Rishi Padda**

Client Marketing Manager



**[Rishveer.Padda@jcdecaux.com](mailto:Rishveer.Padda@jcdecaux.com)**



**+(44)781 501 2764**