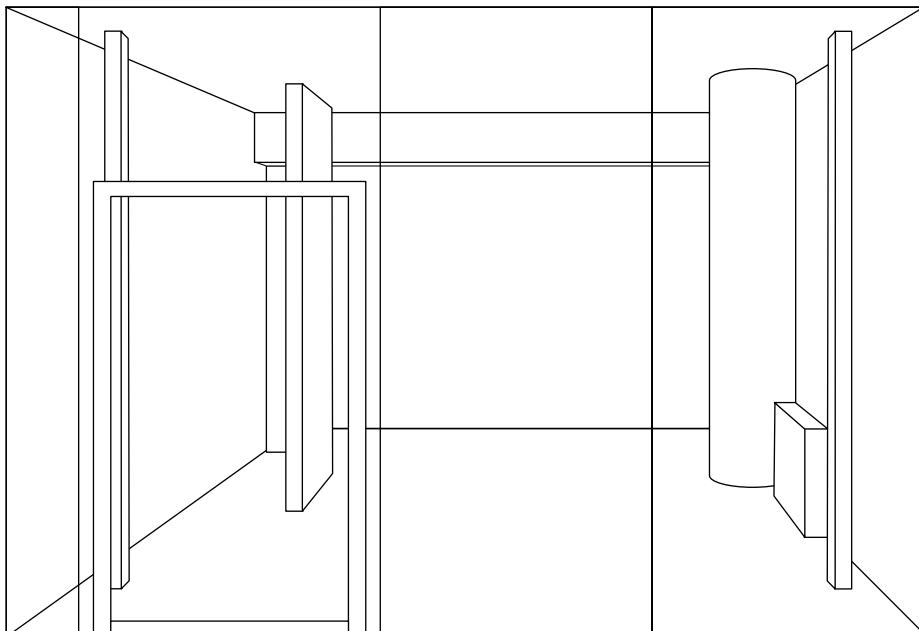
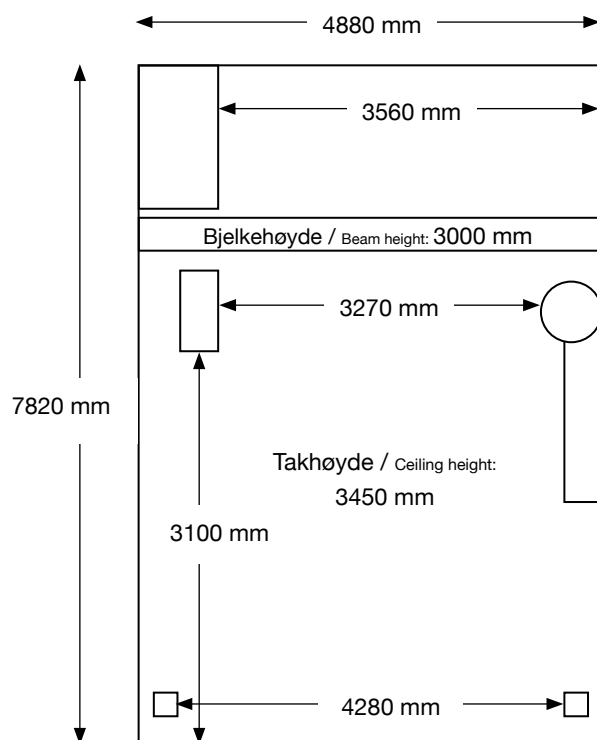




Showcase rom / Showcase room

Lokasjon / Location:	Oslo City
Størrelse / Size:	4880 x 7820 x 3450 mm
Strøm / Current:	Ja / Yes
Parkering / Parking:	Mot betaling / For extra fee
Toilett / Toilet:	Mot betaling / For extra fee
Filming/photo / :	Ja. Kreves godkjenning / Yes. Approval needed
Rommet kan låses / The room can be locked	



Miljø Environment



Tips til god utendørsreklame

Tips to effective OOH advertising

1. 5-regelen

The rule of 5

Begrens designet til maksimalt 5 elementer (logo, bilder, tekst etc).

Limit the design to a maximum of 5 elements (logo, image, text etc).

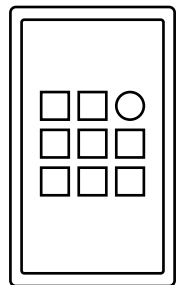


2. Bruk kontraster

Use high contrast colors and elements

Bruk kontraster i farger og gjenstander for å tiltrekke publikums oppmerksomhet.

Use contrasting colors and objects to draw the viewers attention.

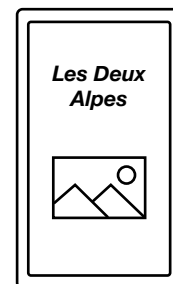


3. Bruk bilder eller illustrasjoner

Use pictures or illustrations

Bruk bilder eller illustrasjoner for å forsterke budskapet ditt.

Use pictures or illustrations to reinforce your message.

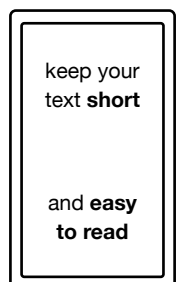


4. Hold teksten kort og enkel

Use compelling copy—but keep it brief

Hold teksten din kort og lett å lese. Velg en lesbar font og en stor skrift størrelse.

Keep your text short and easy to read. Choose a readable font and a large text size.



5. Plasser logoen øverst

Integrate your logo in top of the canvas

Plakater leses som en T og det er derfor som oftest lurt å flytte logoen opp.

Integrate your logo in top of the canvas so its visible at all times.

