The Loop
Digital Production Specs
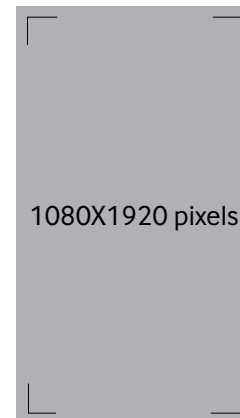
O|O OCEAN

Artwork specifications

✉	RESOLUTION	W: 1080 X H: 1920 PIXELS
📄	FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
⏱	DURATION**	5 OR 10 SECONDS
FPS	FPS	25 FRAMES PER SECOND
⬚	SAFETY MARGINS	NONE

Delivery of artwork

✈ Send content **5 days** before the start of the campaign
  via WeTransfer to **digital@oceanoutdoor.dk**

Artwork measurements

1080X1920 pixels

Artwork Recommendations

The main message needs to be easily understood. From a 5 second ad the client on an average only perceives 2 seconds. Hence the following four points should always be considered when creating a Digital Outdoor ad.

Amount of text

Be selective and dare to remove text. A clear message is the single most important feature to make customers act. If you have a message that requires more text, please refer to your webpage or other platforms.

Readability

Use contrasts and clear fonts. Also consider the environment the ad will be displayed in, is it readable from a distance, from a moving car, etc.

Choice of colour

Strong colours tend to increase the observation value, but the main focus in order to make people act, should always be on the actual message you display and your brand.

Motion

Animations and motion creates reactions and together with the copy it can underline and emphasize the message. Most im-portant however is the harmony. If the ad has too much motion the message will be hard to understand.

Checklist:
- Well planned main message
- Short and to the point
- Clear contrasts & high readability
- Well selected colours
- Use motion
- Add data to increase relevance