



TheGredeCompany

30-SECOND MARKETING TIP



Better Billboards

All outdoor advertising has one thing in common: Your readers are moving.

They can't stop for a second look. A passing driver has just five seconds to read your ad. Five seconds. You have time for just one simple idea.

Both the words and pictures must convey your product benefit simply, directly, and fast.

- Be brief (no more than 8 to 10 words)
- Use sans-serif type as large as possible (the same as a highway sign)
- Use bright colors
- Use a white or yellow background

Follow these few guidelines and you may not win any classic art awards, but you will produce effective billboards.

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