

## Helpful tips to maximise your Digital Billboard Advertising

### Keep it short and sharp

- Focus your message

### Let your event stand out

- Brand your event clearly and strongly
- Proportion your logo correctly (no more than 20% of the total sign face).
- Ensure any sponsors logos are branded correctly

### Create Impact

- Use colour and contrast
- Clear typography and less copy
- Strong visuals
- Minimise use of white/light coloured backgrounds

### Create Innovative Advertising

- Give people a reason to engage with your event e.g. social media, website

Please see example below:



### All Communications to: