

**What Makes Effective Out of Home?**

# **GOOD CREATIVE**

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# GOOD CREATIVE. BETTER RETURN.

**75% of an ad's effectiveness is due to the quality of the creative.** Think about that. Your ads. Your efforts. Your money. They're all tied into how unique, unexpected, and - ultimately insightful - your campaign is.

Play it safe. You lose. Do what your competition is doing. You lose. Set out without fully understanding your audience, or what success looks like. And, you guessed it - you lose.

Your out of home campaign is about making an impression. Wallflowers aren't the life of the party. You know who is? The interesting. The confident. The storytellers. They're the ones that people pay attention to. And, they're the ones that are ultimately remembered - long, long after.

Who are you? How will you be remembered?



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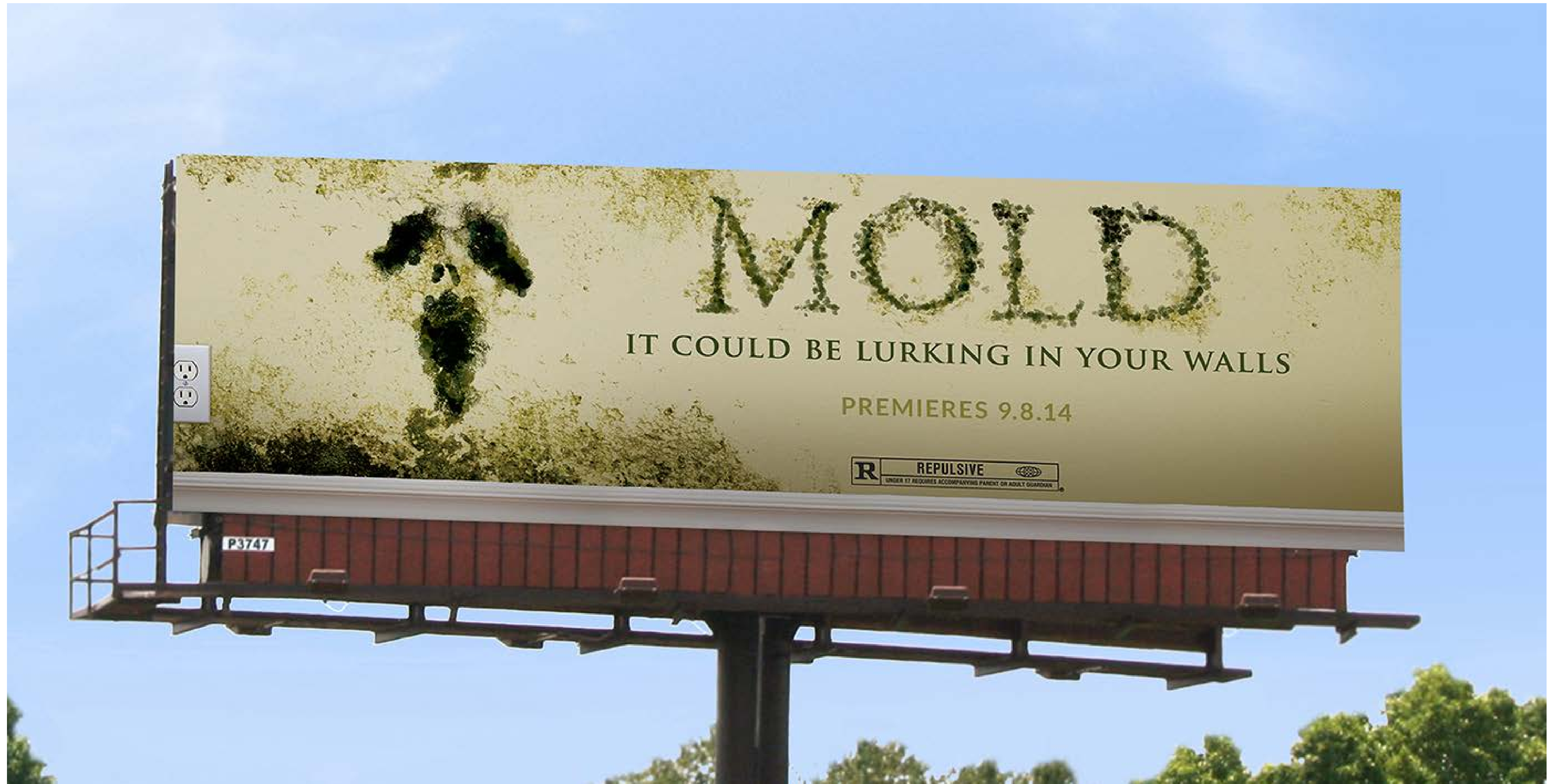


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