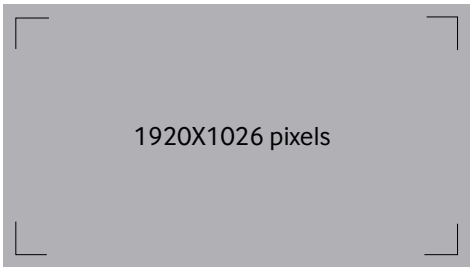
The Grid - Bytorv Horsens
Digital Production Specs

OCEAN

Artwork specifications

RESOLUTION	W: 1920 X H: 1026 PIXELS
FILE FORMAT	MP4/ JPEG (.JPG) FORMAT AT "HIGH" QUALITY
DURATION**	5 OR 10 SECONDS
FPS	25 FRAMES PER SECOND
SAFETY MARGINS	NONE

Artwork measurements



Delivery of artwork

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

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 actu-al 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