

# The Grid - The Screen@Friis Shoppingcenter

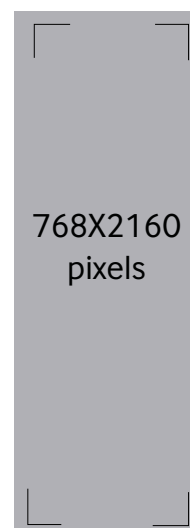
## Digital Production Specs



### Artwork specifications

✉	RESOLUTION	W: 768 X H: 2160 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 [digital@oceanoutdoor.dk](mailto:digital@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 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 important 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