

Creative Checklist for DOOH Campaigns

Nine checks to run before any DOOH creative goes live.

DOOH creative isn't consumed like display, social or CTV.

People catch it in passing, while walking, commuting, shopping or waiting, usually with only a few seconds of attention. So it has to be simple, legible, high-contrast and aware of its context. A beautiful creative that can't be grasped fast isn't a strong DOOH creative.

Before any design work starts, know where the campaign will run. The screen environment, viewing distance, format and technical specs shape creative decisions directly, from typography and colour contrast to animation and layout. Treat creative development and media planning as one process from the outset, so every asset is built for the environment it will actually play in.

THE CHECKLIST

Creative review

Run through these before any DOOH creative goes live:

- ☐ Can the main message be understood in three seconds?
- ☐ Is the brand clearly visible without relying on a small logo?
- ☐ Is there one main idea, not several competing messages?
- ☐ Is the type large enough for the environment and viewing distance?
- ☐ Does the colour contrast hold up in daylight?
- ☐ Does motion aid understanding rather than distract?
- ☐ Is the CTA right for the dwell time?
- ☐ Are all specs correct: dimensions, duration, file type, weight, safe zones?
- ☐ Has it been reviewed at small size and from a distance?