

**Creative**

# **QUESTIONS & ANSWERS**

**Cundari & Zulu Alpha Kilo**

# Creative Q&A with

**Cundari**

**&**

7-1-1  
zulu  
alpha  
kilo



**SEAN BARLOW**

**Chief Creative Officer  
Cundari**



**WAIN CHOI**

**Executive Creative Director  
Zulu Alpha Kilo**

# 1

## How much does creative play into an OOH campaign's success and why?

### WAIN CHOI

ECD @ Zulu Alpha Kilo

There's nothing to hide behind in OOH. It's the idea at its purest. You have 3 seconds to understand it, and need to trust that it sticks. Anything else just becomes visual clutter. Stay hot or cold, because anything in between is just lukewarm.

### SEAN BARLOW

CCO @ Cundari

Creative indeed plays a large role in an OOH campaign's success, because although a media plan may buy you impressions, it's up to the creative to truly give your brand a quality lasting impression with consumers. Creativity plays a key role not just in stopping people and having them take notice but making consumers feel something about your brand, or perhaps see a new product in a totally different light.



see a new product  
in a totally different light

# 2

When designing creative for OOH campaigns, what are the top creative qualities considered for an OOH ad? What are your biggest creative challenges when using the medium?

## WAIN CHOI

These 3 considerations will usually elevate your idea. It must be:

1. Simple.
2. Graphic.
3. Clear.

If your idea doesn't land, it's a giant waste of time and money.

Biggest creative challenges:

Keeping it legible, single-minded and making it stand out from all others.

The best ones are clear and usually let the visual tell the story.



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## SEAN BARLOW

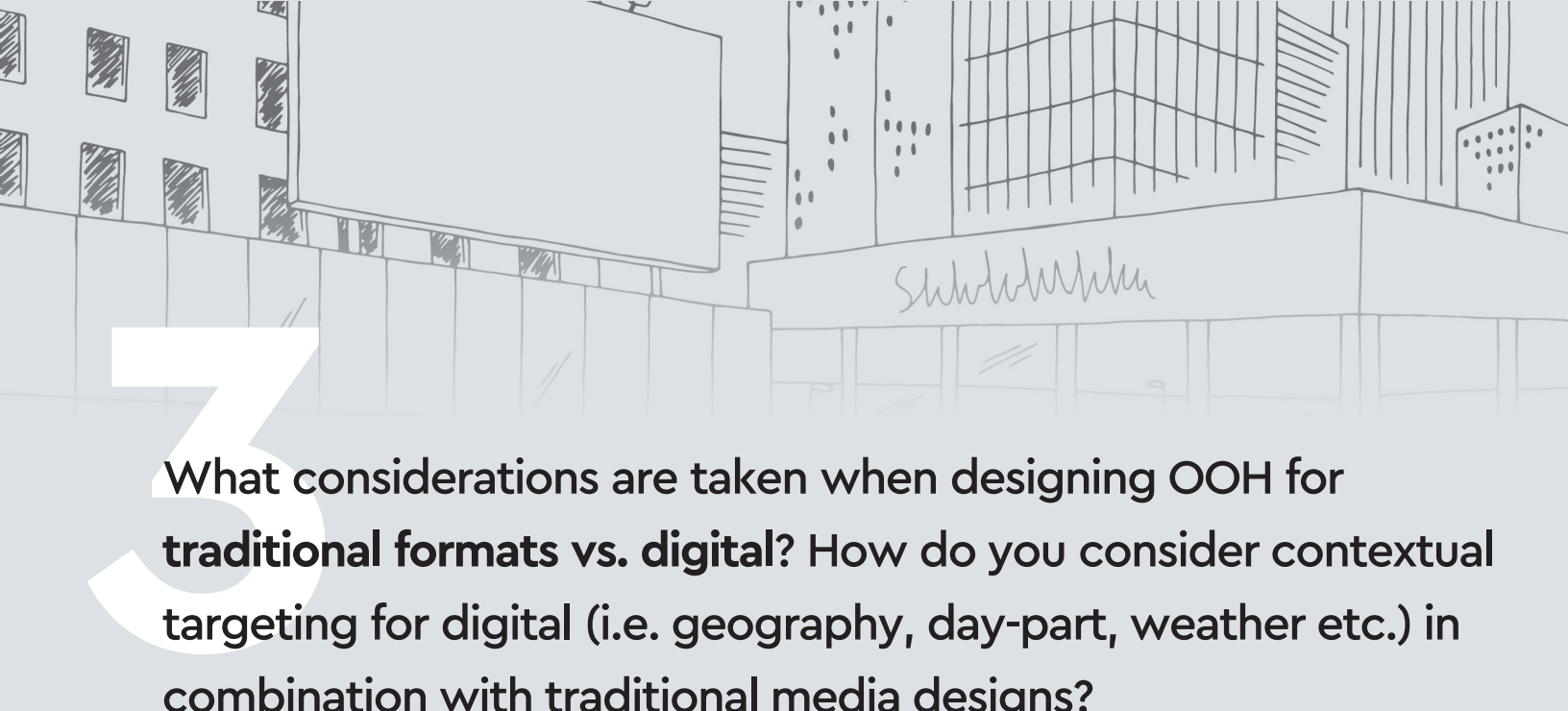
Effective OOH strives for clarity and simplicity. It must be visually appealing, and offer up something of value, albeit sometimes small value, that the consumer can react to and take away.

Whether this is fantastic-looking food that catches your eye, served up in a completely unique way, or a striking visual that helps reposition a brand. Sometimes the visual appeal is achieved through an unconventional look or clever use of the OOH space. A different tone in a headline or photography that is served up in a different way can be extremely effective in having people take notice of your OOH.

The biggest creative challenge would be maximizing your space without having your OOH look too busy. Oftentimes this challenge presents itself at an earlier stage, during the briefing meetings when there are multiple messages that are all competing to appear in one OOH ad. An ongoing challenge is to simplify what truly needs to be communicated, versus a "wishlist" of several points all competing to be a part of an OOH ad.



let the visual  
**tell the story**



3 What considerations are taken when designing OOH for traditional formats vs. digital? How do you consider contextual targeting for digital (i.e. geography, day-part, weather etc.) in combination with traditional media designs?

## WAIN CHOI

Traditional OOH may be viewed as being one giant canvas. But Digital is not a giant TV. It is a screen that has the ability to transform. So work to its strengths and understand how to work technology to your advantage.

For contextual targeting, extra consideration for where and when is extremely important. Understand the environment your message will appear in, the time of day and how you can amplify your idea with this medium and you have a better shot of success. And always keep it single-minded.

**work technology**  
to your advantage

## SEAN BARLOW

For any OOH campaign, whether it's traditional or digital, context should always be a consideration. It's important to find out as much as you can about the media buy. Find out specific locations as they apply to your client's business. Is there an opportunity to build creativity around the context of certain locations? Are there regional considerations that we can use as we move forward with a creative idea?

Any time the messaging in the OOH ad can feel as if it's organically mixed with a region, it'll always be more memorable for consumers and will breakthrough. And of course, in digital, you can take this one step farther, because some programmatic buys actually allow you to serve up dozens and dozens of variations on a programmatic circuit. Yes, it's more work trafficking and puts a heavier workload on creative and studio, but once again, the net takeaway is a much tighter connection with the brand.

context should

always

be a

consideration



What OOH campaign (recent or not) really stood out for you? Name your all-time favourite OOH campaign/creative and why.

## WAIN CHOI

Transforming a regular billboard into soccer games brought crowds and earned attention from media outlets around the world. Also, if you've ever watched Japanese game shows, you'll know Tokyo is the best place to host an event of this magnitude.

The Weather Network billboard is so simple and brings a smile every time I see it. The type is bold, speaks confidently and everything is easy to get.



There are so many iconic Economist ads, yet this is my favourite. The idea is smart, while the tech used to bring it to life couldn't be simpler. This is visual demonstration at its best.

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As we move away from simple billboards, it's important to understand how technology may bring an idea to life. This UTEC billboard in Lima, Peru illustrates how technology can be used to help further your idea (not the other way around). Because, if it can transform a regular billboard into a machine that creates drinkable water, just imagine what a digital board should be able to do.



**just imagine**  
the possibilities

## SEAN BARLOW

Although I'm now an Android user (don't get me started) how can you not love everything about the "shot on an iPhone" campaign? It's the simplest form of a product demo. It has multiple, multiple executions, which keeps it fresh for consumers. Whether it's beautiful, funny, or intriguing, the message is always the same. And the campaign works around the globe, with each region selecting subject matter based on culture or personality, or whatever the case may be. It takes the OOH space, and to some degree, makes art, while still keeping the product message so simple and clear. That's a tough campaign to beat. It's one of those times all the spinners on the creative slot machine line up.

A recent Canadian OOH campaign for M•A•C cosmetics also did a great job in showing Canadian Originals from across the country, and felt like it was very much organically grown from the pulse of our mosaic which is Canada.



It was fulfilling to watch their motto of All Ages, All Races, All Sexes come to life and be applied regionally, with Canadians who perhaps never would have imagined their faces would be on a massive billboard. We designed the campaign so everyone from national profile athletes to M•A•C make-up specialists on the East coast made up our line up of Canadian Originals, which also has a double meaning for the brand itself, which started in Canada.

How can OOH creative inspire expansion into other media formats given its massive reach and ability to also be targeted? In the new cookie-less environment, how are you planning to leverage the always-on format of OOH to impact other media formats?

## WAIN CHOI

OOH is best when it is visual, simple and quickly understood. If you look at the challenges facing all mediums at this time, sharpening your message by keeping it graphic and clear will improve any campaign.

Putting OOH at the top of your deliverables helps creatives KISS (Keep It Simple Stupid). Because, if it doesn't work in OOH, there's a strong probability it will be ignored in every other environment too. But when it works, you remember it forever.

keep it  
graphic  
& clear





## SEAN BARLOW

I've always been a fan of overlapping formats when it comes to OOH. Over ten years ago, we combined OOH and the digital space with the James Ready billboard campaign for years 1 & 2. The smartphone was in the process of becoming mainstream, but regardless of your phone, you could still interact with our OOH. And of course, year 1 married our OOH campaign with a website so hundreds of consumers could actually share a billboard with the brand.

In 2022, we have more opportunities than ever with our Smartphones. We must continue to evolve the OOH relationship with the Smartphone. The tech is changing and ever-evolving. And the Smartphone is something we have on our persons 99.99% of the time. It may not be applied to every OOH location, and every campaign, but in my opinion, there are endless opportunities for rich engagement when you consider this very portable format.



**there  
are  
endless  
opportunities**



Any other thoughts on OOH creative or the industry in general?

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## **WAIN CHOI**

OOH is extremely unforgiving if you are forced to incorporate multiple messages. Clutter leads to visual pollution. You need to be disciplined in your approach as a creative and keep it single-minded and clear.

Stick to the rules of engagement (KISS) and it could be so powerful that it's remembered for decades.

Let it become a landmark, not an eyesore.



let it become a  
landmark.

# Thank You!

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↵ **Get in touch!**

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