

The Art Of Street Pole Ads

1

Less Is More

2

BOLD text

8 words or less per board

3



BRIGHT Contrasting colours

4

Only One call to action



Ditch The Phone Number

5



Use Consistent Strong Images

6



Images Are best As close ups, Use all The space

Like election boards

7



Don't Be Boring

8

Use All 3 Boards To Communicate Your Message

CONSISTENCE LINKS ALL 3 BOARDS

