



volta
M E D I A
A Shell Brand

Volta Media

Advertising specifications and best practices

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Subtle Motion Ads – Best Practices

Subtle motion creative is intended to attract the attention of passing pedestrians. It involves slow and/or gradual animation of the creative elements within an advertisement.

Examples

- Fading transitions
- Slow panning
- Gradual zooming
- Slow/gradual/subtle changes in text
- Soft animation to parts of the creative

Tips for Effective + Well-Designed Creative

- Keep copy short to deliver clear messaging.
- Be bold: large headlines catch attention fast.
- Ad duration is 8 seconds.
- Leave text up for a minimum 3-4 seconds before it fades or animates away.
- Body copy must be larger than 21pts to be legible to passers-by.
- High-contrast visuals read best in outdoor conditions.
- Leave a nice bit of negative space on all borders for visibility.
- Mix it up: if running a campaign with multiple messaging, use multiple creatives to increase impact.
- Take credit: brands see additional halo effect when they call out “this charge provided by ...” or something similar.

Process + Timing

- 1. Availability:**
Once a contract is signed, station availability is guaranteed. Please refer to your Volta representative for creative deadlines.
- 2. Submit:**
Submit completed ads using instructions on the following page. Volta will review and reach out with any issues.
- 3. Approval:**
Upon approval, Volta will schedule the campaign using the final creative.



3D/Anamorphic Ads – Best Practices

Deliver jaw-dropping 3D experiences to your audience where they live, work, shop, and play. Leverage a new technology in the DOOH space and stand out from the crowd.

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