

Billboard Campaign Worksheet

A step-by-step guide created by industry professionals to help you get the most out of your billboard/OOH ad campaign.



Campaign Details

Campaign for _____ Contact _____
Email _____ Phone _____

Billboard Campaign Objectives

- Brand Awareness
- Generate Sales
- Social Media Awareness
- Other _____
- Hiring
- New Product/Service Launch
- Advertise an Event

Campaign Budget & Timeline

Billboard cost per week \$ _____
Ad campaign length _____ weeks
Weekly cost x campaign length = \$ _____ Total campaign spend

Demographics / Targeting

Specifically targeting your ideal customer or lead can greatly increase your return on investment.

- Male
- Female
- Either
- Below Average Income
- Average Income
- Above Average Income
- Age Group 18-24
- Age Group 25-34
- Age Group 35-44
- Age Group 45-54
- Age Group 55-64
- Age Group 65+
- Single
- Married
- Unknown
- Has Children
- No Children
- Has Children
- No Children
- Other _____
- Other _____
- Other _____
- HS Graduate
- College Degree
- Masters Degree

Creative Tips

Brand Awareness

- Large prominent logo
- Ad colors should match branding
- Photo that well represents the brand
- Slogan or tagline

Generate Sales

- A great product/service image
- A discount or promotion
- Website or store address
- Keep the wording short

Social Media Awareness

- Follow us on _ headline
- A reason for them to follow
- Social icons
- Make sure you're easy to find

Preferred Billboard Locations

Option 1 _____

Option 2 _____

Option 3 _____

Hiring

- Large "Now Hiring" headline
- List benefits/bonuses
- Where to apply
- Keep the wording short

Product/Service Launch

- Consider doing a "teaser" ad to spark interest
- An easy to grasp photo that's not cluttered

Advertise an Event

- Keep the wording short: what, when, where, etc.
- A great photo or graphic

Option 4 _____

Option 5 _____

Option 6 _____