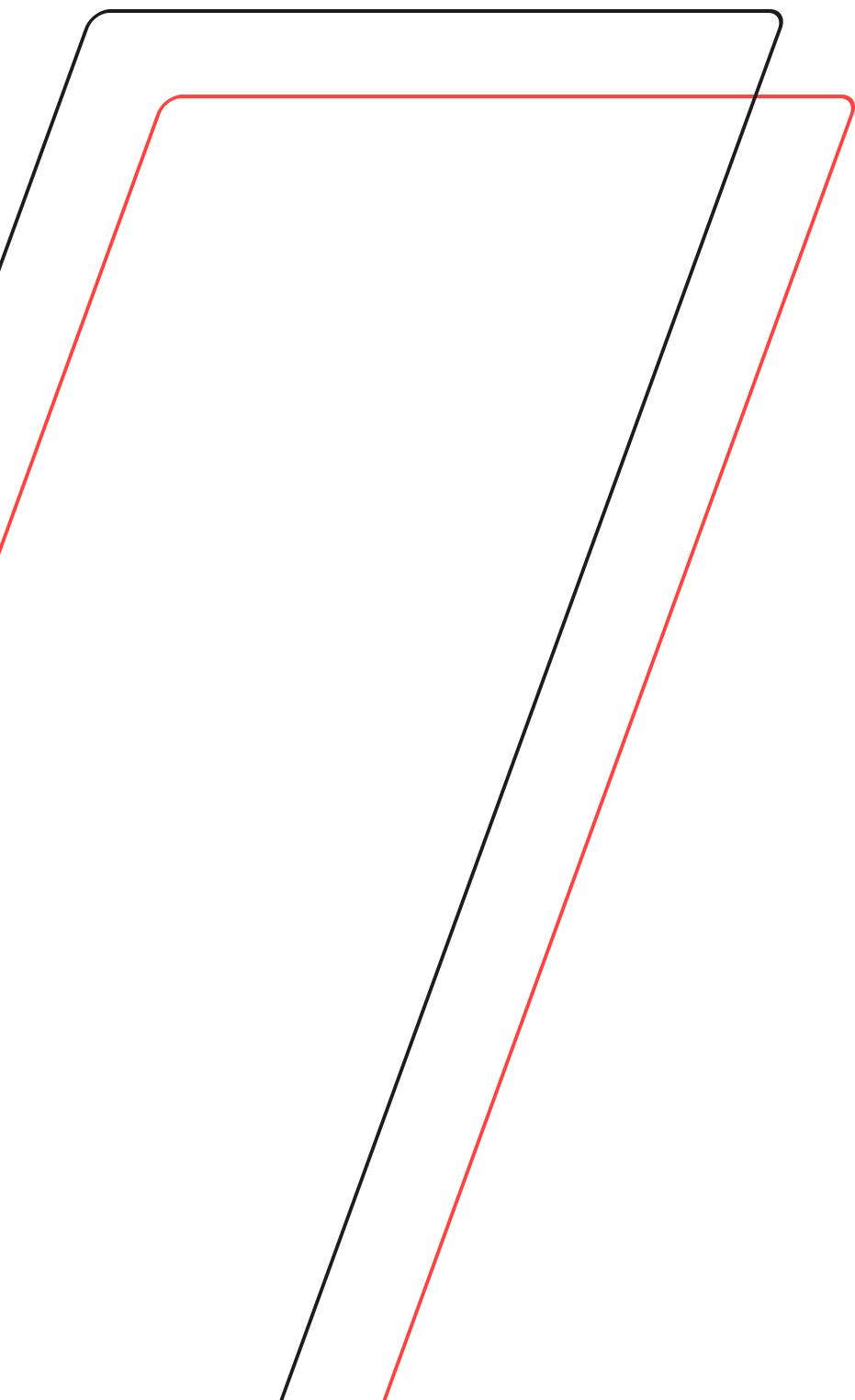


# The Complete Dynamic Creative Playbook for DOOH



  
**Sawgrass Mills**  
12801 W Sunrise Blvd



# What is Dynamic Creative?

Dynamic creative allows marketers to enhance the relevancy of their DOOH ads by using data to automatically change specific elements within an individual advertising asset. For instance, an advertiser can automatically show different street names relevant to specific locations with no manual work required – in New York, you might showcase the nearest store details on Park Avenue, while in Los Angeles, you can readily point to the closest store on Rodeo Drive.

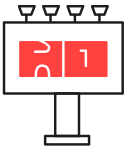
## Turnkey Use Cases



**Nearest Store Locator**



**Sports Matchups & Winners**



**Countdown Creatives**



**Live Sports Scores**



**Weather at a Destination**



**Regional Product Promotions**



**Lottery Updates**

A dark, blurred city street scene with yellow taxis and tall buildings. The image is dimly lit, suggesting dusk or dawn. The buildings are multi-story with many windows. In the foreground, several yellow taxis are visible, though they are out of focus. The overall atmosphere is urban and busy.

# Nearest Store Locator



NEW YORK STYLE PIZZA

Pizzazz

2

more blocks

until a life-changing slice!

123 Pizza St. Brooklyn, NY

Activate dynamic creative campaigns across the complete digital out-of-home (DOOH) ecosystem to enhance relevancy and encourage consumer action. Achieve personalization at scale by directing audiences to the nearest location where they can access your services or buy your products. With dynamic creative capabilities, you can now integrate information about the closest store location into your actual out-of-home creatives with no manual work required.

**GREAT FOR:**

- **Retailers:** apparel, grocery, tech, big box, accessories, etc.
- **Shopper marketing** initiatives
- **Telecommunications** providers
- **Financial Services:** banks, fintech payments, insurance branches
- **Automotive:** car dealerships & auto parts
- **Restaurants:** QSRs, casual dining & franchises

## Location Dynamic Creative Template

Dynamic creative allows you to enhance the relevancy of your DOOH ads by using data to change specific elements within an individual advertising creative.



- **Image:** *Required*  
Responsive, fills the available width & height of a given venue (.mp4 or .png)
- **Icon:** *Optional*  
Visually indicates its location information (.svg)
- **Static Text:** *Optional, Multiple*  
Any text, does not change per location
- **Dynamic Header:** *Required*  
Location name and/or location address (sourced from CSV)
- **Distance to Location:** *Optional*  
Templated, "is {distance} away." km/miles unique per-location (sourced from CSV)

**PLEASE NOTE:**

- Font, color & size of all text elements may be customized.
- CSV must include at least location name, latitude, and longitude for each location.



## DO

- ✓ Ensure your branding is clear and prominent on the creative.
- ✓ Limit the information to about 5 components: Image (including logo), call-to-action, shop name, shop address and e.g. a location icon.
- ✓ If you insert a background, use a simple one (i.e. a solid color, a gradient or an all-over composition pattern).
- ✓ Quality control your designs, looking at both the shortest and longest store information details in a test environment, to ensure the creative will render properly and legibly.

## DON'T

- ✗ Don't clutter the design by including more than 5 components for visual information.
- ✗ Don't overload with text. Display only the store information that will help consumers find your store better.
- ✗ Include an QR code.
- ✗ Don't insert a background with co-dependencies (i.e. text over an image, cropping). Instead, use a simple background (solid color or gradient, all-over pattern).

A person wearing a red jacket is holding a red gas nozzle at a gas station. The background shows several gas pumps with different colored nozzles (yellow, red, black). The image is darkened, and the text "Regional Product Promotions" is overlaid in a bright red color.

# Regional Product Promotions



8.13  
8.99

FOR A LIMITED TIME

# FUEL UP & FILL UP



Cruisin' Combo  
\$4.99



Exclusively at  Fuelville

Serve the most relevant product offering in your digital out-of-home ads, based on local store, time or location. Using dynamic creative, brands can showcase a variety of different products or deals within their OOH creatives without producing hundreds of creative variations.

This is a perfect fit for outdoor and everyday place-based venue formats, including urban panels, billboards, gas stations, office buildings, malls and more, to stay top-of-mind and command attention along the path to purchase.

### GREAT FOR:

- **Limited Time Offers:** retail, QSRs, automotive, travel
- **Shopper Marketing:** pairing CPG promos with different retailers
- **Loyalty Programs:** localized incentives for loyalist customers

## Product Promotions Dynamic Creative Template



- **Logo:** *Required*  
Responsive, fills the available height based on screen specs
- **Static Text:** *Optional*  
Any text, does not change per location
- **Dynamic Header 1:** *Optional, Multiple*  
Product name and information (pulled in via the retailer's API)
- **Dynamic Header 2:** *Required*  
Price of the product (pulled in via the retailer's API)
- **Product Image:** *Optional*  
Image of the product that is being advertised (can be static or dynamically pulled in via the retailer's API)
- **Dynamic Header 3:** *Optional, Multiple*  
Location of retailer (statically or dynamically provided by CSV file with store names)

### PLEASE NOTE:

- All client-provided feeds require a test before approval.
- Font, color & size of all text elements may be customized.
- Client provided data source for product information (i.e. product image, description and price).



## DO

- ✓ Focus on 1 or 2 of your most valuable products.
- ✓ Include important product attributes in the creative: such as strong brand names, product tile, product size and (if relevant) the location where it is sold.
- ✓ Ensure the API provides product images in the highest quality resolution and in a consistent resolution (e.g. always 2160x2160), preferably in .png format.
- ✓ Quality control your designs, looking at both the shortest and longest product information details in a test environment, to ensure the creative will render properly and legibly.

## DON'T

- ✗ Don't clutter the design by including 3 or more products and its description.
- ✗ Don't overuse capital letters in the product information that is sent through via the API.
- ✗ Do not include products from the feed that are out of stock.
- ✗ Don't use product images, synonyms or terms that aren't included in the product packaging. Customers expect the product to match what they will see in the store.

A nighttime photograph of a city skyline. The sky is a deep blue, and the city lights are visible. In the foreground, there is a bridge with several large, curved arches. The bridge is illuminated with warm lights. In the background, several skyscrapers are visible, some with lights on. The text "Countdown & Launches" is overlaid in the center in a bright red color.

# Countdown & Launches

# TRAILBLAZERS WANTED

Tackle the Canyon Crossing Challenge!

25  
DAYS

18  
HOURS

32  
MINUTES

Visit [Canyonrun.co](http://Canyonrun.co) for more info



Create urgency and spark interest for your tentpole events by including real-time countdowns directly in your DOOH creatives. Using seamless DOOH technology, brands can provide passersby with relevant messaging and a strong call-to-action as they go about their daily routines.

**GREAT FOR:**

- **Holiday Shopping Events:** Black Friday/Cyber Monday, Christmas, etc.
- **Product Launches:** CPG, consumer electronics, technology, retail
- **Entertainment releases & Tune-In:** gaming, streaming, TV & movies
- **Sports Events:** Super Bowl, World Cup, March Madness, etc.
- **New Store Openings:** retail, QSRs, casual dining, entertainment venues

## Countdowns & Launches Dynamic Creative Template



- **Static Text:** *Optional, Multiple*  
Any text, should give insight into what you are counting down to
- **Dynamic Header 1:** *Required*  
Countdown in days and/or hours
- **Image:** *Required*  
Responsive, fills the available height of a given venue
- **Logo:** *Required*  
Responsive, fills the available height of a given venue
- **Static Text:** *Optional, Multiple*  
Date in which you are counting down to

**PLEASE NOTE:**

- Font, color & size of all text elements may be customized.
- Please provide the date that the creative should be counting down to.



## DO

- ✓ Ensure your branding is clear & prominent on the creative.
- ✓ Be clear about what event, launch or deadline the countdown is ticking towards.
- ✓ If you want to create urgency with the countdown, give it a prominent place in the design.
- ✓ Make sure the CTA is located close to the timer with strong and clear copy: "Game starts in", "Big sale ends in".
- ✓ Consider a fallback creative that doesn't include dynamic components to play when the countdown is over and serve as an end cap to the campaign.

## DON'T

- ✗ Countdown to the minute or second as this will limit the media owners who can support this use case.
- ✗ Don't set the timer for too long, it will lose its sense of urgency. We recommend at most, two weeks out.
- ✗ Don't clutter the design with any unnecessary numbers, as it can detract from the countdown itself.

A dark, atmospheric photograph of a city street at night. In the background, a tall, multi-story building with many lit windows stands prominently. The street is illuminated by streetlights, and there are some blurred lights from cars. In the foreground, there is a large pile of snow or sand. The overall scene is dimly lit, with a focus on the building and the street.

# Weather at a Destination



*You're getting  
Warmer...*

It's **75°** and  
**SUNNY**  
in Costa Rica.

*flights as low as \$99*



Weather is one of the biggest factors that influence consumer buying behavior. Luckily, dynamic weather content will automatically change specific desired elements of a brand's creative using API integrations — for instance, pulling in local temperatures or other weather details into a portion of the campaign creative using real-time data feeds.

**GREAT FOR:**

- **Holiday Shopping Events:** Black Friday/Cyber Monday, Christmas, etc.
- **Travel & Tourism:** tourism boards, attractions, hotels, airlines, etc.
- **Retail Goods:** weather-related collections & products
- **Food & Beverage:** ice cream, alcohol, soft/energy drinks, water, etc.
- **Beauty & Personal Care:** sunscreen, skin care

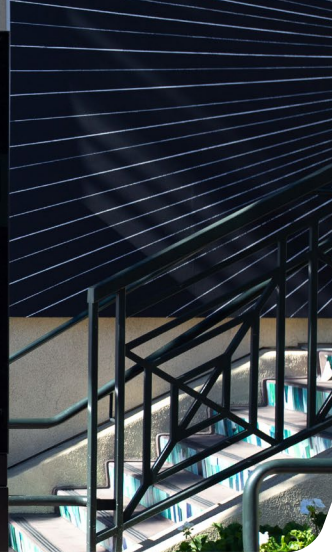
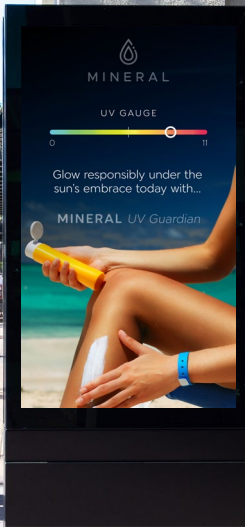
## Weather at a Destination Dynamic Creative Template



- **Logo:** *Required*  
Responsive, fills the available height of a given venue
- **Image:** *Required*  
Responsive, fills the available height of a given venue
- **Static Header 1:** *Required*  
Clearly showing that the weather is pulling in for today
- **Static Header 2:** *Required*  
City or country where weather is being pulled from
- **Dynamic Header 1 (Weather Type):** *Required*  
Real-time or forecasted temperature, UV index, rainfall, snow level, wind, humidity and more (pulled in from the weather API)
- **Icon:** *Optional*  
Weather type icon, provided as .svg or png

**PLEASE NOTE:**

- Font, color & size of all text elements may be customized.
- The location for where weather should be pulled in from i.e. Aruba needs to be provided. Vistar uses Digichief's website API.



## DO

- ✔ Ensure your branding is clear & prominent on the creative.
- ✔ Be clear about what type of weather consumers are looking at (i.e. display temperature symbols or other relevant weather icon). Also find a way (can be subtle) to indicate if this is current weather or forecasted weather.
- ✔ Confirm the destination in which you're showing the weather and the expected update frequency.
- ✔ If you promote a product, make sure to also include the product in the design in a clear way.

## DON'T

- ✘ Avoid displaying numbers without making clear what the number stands for: Fahrenheit or Celsius? Is a UV-index of 7 high or low?
- ✘ Avoid utilizing weather data if the advertised product or service will not benefit from showcasing weather conditions at all and it is just a fun-to-have add-on.

FACTORS, NURSES,  
FIRST RESPONDERS,  
HEALTH CARE PROVIDERS,  
GROCERY CLERKS,  
TRUCKERS, DELIVERERS,  
AND ALL ESSENTIAL  
WORKERS

# Lottery Updates

Mrs. Doubtfire

WE'RE ALL IN  
TOGETHER

#EXPRESSTOGETHER

MARQUEE FLAGSHIP

YORNADO

1540 BROADWAY



\$177 MILLION

DRAWINGS ON TUESDAYS & THURSDAYS

Must be 18 or older to play. Play Responsibly.

Lotteries and gaming advertisers need a solution that allows them to quickly activate fresh messaging that shows off the latest updates, whether it's changing jackpot totals, upcoming promotions or the winning numbers. Dynamic creative helps these brands deploy real-time messaging (with no manual creative revisions required) that drives anticipation and urgency among consumers.

## Lottery Updates Dynamic Creative Template



- **Logo:** *Required*  
Responsive, fills the available width & height of a given venue

- **Dynamic Header:** *Required*  
Lottery amount (pulled in from Digichief or another verified API)

### PLEASE NOTE:

- All client-provided feeds require a test before approval.
- Font, color & size of all text elements may be customized.
- Vistar uses the Digichief API unless the brand provides a preferred data source.



# Live Sports Scores

# SparkStrike INVITATIONAL



04



08

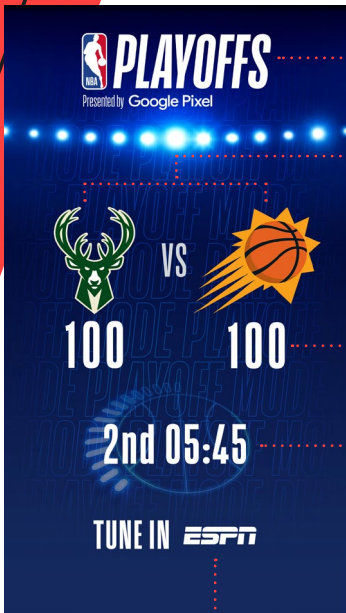
2ND HALF | ● LIVE NOW

Drum up excitement by pulling in live scoring in relevant markets to drive fan engagement, tune-in intent or affiliation with the big game. Vistar's dynamic creative solution allows you to incorporate a game's live scores into your DOOH ads with no manual work required.

**GREAT FOR:**

- Sports Leagues
- Official League Sponsors
- Broadcast & Streaming Partners
- Online Gambling Providers
- QSRs: Associated Promotions

# Live Sports Scores Dynamic Creative Template



- **Image/Logo: Required**  
Responsive, fills the available height of a given venue
- **Teams: Required**  
Team names or team logos (when allowed), pulled in via API or client provided (png).
- **Dynamic Scoring: Required**  
Game score that will be pulled in via the Digichief API (or client provided API)
- **Dynamic Game Clock 2: Required**  
Game clock so that the user can have a point of reference for when the score was last updated

Note - TV network elements are custom

**PLEASE NOTE:**

- Font, color & size of all text elements may be customized.
- For sports use cases, Vistar uses the Digichief API.





## DO

- ✓ Ensure your branding is clear & prominent on the creative.
- ✓ Associate the score with the two teams that are playing in the game.
- ✓ Find a way to indicate that the creative is showing a live game score and that the game is ongoing.
- ✓ Reference this list to see the leagues we can support today.

## DON'T

- ✗ Don't clutter the design with too much text or other numerical information, like team stats.
- ✗ Avoid displaying scoring without displaying the game clock as a point of reference for the score.
- ✗ Don't use team logos or player photos in advertising when the usage agreement of these assets does not explicitly include the use in digital out-of-home advertising and/or the specific campaign period.

An aerial photograph of a city skyline, likely Chicago, featuring several prominent skyscrapers. In the foreground, a large, modern stadium with a distinctive blue and white roof structure is visible. The image is overlaid with a dark, semi-transparent filter and several white diagonal slash marks. The text "Sports Matchups & Winners" is centered in a bold, red font.

# Sports Matchups & Winners

# GAME ON



VS.



TONIGHT ON  
CHANNEL 23

05:24:32

HOURS MINUTES SECONDS

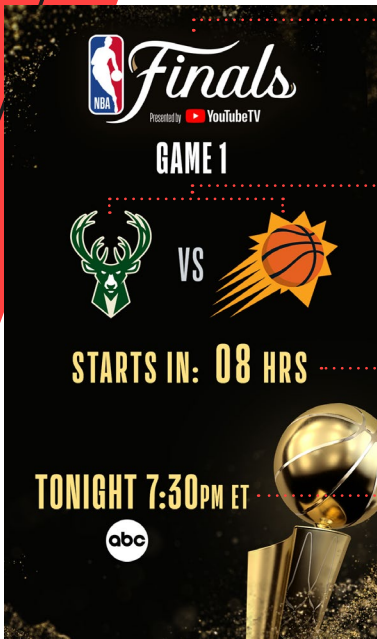


Create localized hype and reinforce specific timing for your fans in different geographic locations by taking advantage of dynamic countdown creatives – without needing to create hundreds of different creative assets & individual campaign flights or line items.

**GREAT FOR:**

- Sports Leagues
- Official League Sponsors
- Broadcast & Streaming Partners
- Online Gambling Providers
- Education / Universities
- Local Businesses & Community Orgs

## Sports Matchups Dynamic Creative Template



- **Image/Logo:** *Required*  
Responsive, fills the available height of a given venue
- **Static Text:** *Optional, Multiple*  
Team names or team logos (when allowed), pulled in via API or client provided (png)
- **Dynamic Countdown:** *Required*  
Game score that will be pulled in via the Digichief API (or client provided API)
- **Dynamic Header 2:** *Optional*  
Game date & time

Note - TV network elements are custom

**PLEASE NOTE:**

- Font, color & size of all text elements may be customized.
- For sports use cases, Vistar uses the Digichief API.



## DO

- ✓ Ensure your branding is clear & prominent on the creative.
- ✓ Be clear about what game the countdown is ticking towards.
- ✓ If you want to create urgency with the timer, give it a prominent place in the design.
- ✓ Make sure the CTA is located close to the timer with strong and clear copy.

## DON'T

- ✗ Don't countdown to the minute or second as this will limit the media owners who can support this use case.
- ✗ Don't clutter the design with unnecessary text or numerical information.
- ✗ Don't show team logos or player photos in advertising when the agreement of the use of these assets do not explicitly include the use in digital out-of-home advertising and the campaign period.

# Sports Winners Dynamic Creative Template



- **Dynamic Header 1:** *Required*  
Final score of the game
- **Dynamic Header 2:** *Required*  
Team name of the winning team
- **Image/Logo:** *Required*  
Responsive, fills the available height of a given venue

## PLEASE NOTE:

- Font, color & size of all text elements may be customized.
- For sports use cases, Vistar uses the Digichief API.



## DO

- ✓ Ensure your branding is clear & prominent on the creative.
- ✓ Make sure the score of the game is a focus on the creative.
- ✓ When showing winners, make it clear who won outside of showing the score.
- ✓ Test the design with different team names to ensure it supports information with both short and long characters.

## DON'T

- ✗ Don't clutter the design with any more text or numerical information than necessary.
- ✗ Don't show team logos or player photos in advertising when the agreement of the use of these assets do not explicitly include the use in digital out-of-home advertising and the campaign period.

Need help getting started with dynamic creative? Our award-winning creative arm, [Vistar Studio](#), has 10 years of experience building assets for digital out-of-home and is here to help you to optimize the quality and effectiveness of your DOOH campaign.

For more information about building creatives for DOOH, visit [vistarmedia.com/creative-in-out-of-home](https://vistarmedia.com/creative-in-out-of-home) or contact us at [info@vistarmedia.com](mailto:info@vistarmedia.com).