



Creative Boundaries

Important information for campaign development

These creative guidelines help you develop successful atmAd campaigns; from simple hints and tips to advertising restrictions and regulations. **Please ensure that you have read these guidelines and our atmAd Artwork Specifications document carefully before commencing with advert development;** it will smooth your path towards easy campaign approval and distribution.

Main points to remember

- ✓ Adverts **must conform** to the British Code of Advertising Practice
- ✗ Advert content **must not** relate or refer to religion
- ✗ Advert content **must not** relate or refer to politics
- ✗ Advert content **must not** depict violence or inferred violence
- ✗ Images of alcohol, tobacco, firearms or other weapons are **not allowed**
- ✗ The advert **must not** depict images of people smoking or drinking alcohol this includes bottles, glasses, cans whether full or empty or cigarettes and their packaging
- ✗ Advert content **must not** relate to gambling
- ✗ Advert content **must not** mislead the customer
- ✗ Advert **must not** be overtly sexual in nature or depict men, women or children as sex objects
- ✗ Advert content **must not** relate to any product or service that could be classified as a competitor of the bank

*Artwork deadline
10 working days
prior to campaign
LIVE date*

If creative is delivered after the deadline or does not meet the correct technical specifications this may result in the campaign not going live to deadline.

Creative boundaries

Your message is delivered one-to-one in a banking space, so it benefits from the trust the consumer has in the transaction and the bank.

Try to plan your copy in the context of the ATM space

Ensure your brand communication is right for the environment; avoid confusing the consumer with copy that may appear as though it is a service message from the bank.

The ATM is all about managing your money sensibly, so please avoid references to any topic that might encourage consumers to use their money carelessly.

Entice consumers with attractive artwork

Everyone benefits if the ATM is used constantly throughout the day, so entice consumers, rather than put them off.

Make sure that the ATM always looks as if it's open for business.

We suggest you avoid the following scenarios...

Ask yourself...

How do I make the most of this positive association?

Will my message reflect well on the bank?

For example...

These may seem like very innocent statements, but consumers are often 'over sensitive' when stood at the ATM and may interpret them differently from your intended meaning:

"We know who you are"

"We're watching you"

"We're closing for refurbishment"

"Wish you had eyes in the back of your head?"

Such as...

Gambling

Think about...

How you might react if you approach an ATM with a screen that looks as though it is damaged or malfunctioning.

Avoid...


Developing an advert that alters the functions of the ATM.

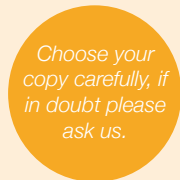
A fake 'error' screen or a screen which displays blank for a period of time.

Creating a fake damaged screen as a static image.

Creative boundaries

No matter how targeted your campaign is by proximity or time of day, you always need to remember that it is a public facility, used by all races, ages (including teenagers and children as young as 11) and religions.

 It is worth doing some research if you are concerned that your creative might offend.



Banks 'own' several bank-related phrases.

We encourage you to tailor your copy to the ATM space but please be aware that some bank-related phrases are registered trademarks.

PHRASE

BANK OWNER

Hole in the Wall

Barclay's

Cashpoint

Lloyds TSB

Saving feels good

ING

The World's local bank

HSBC

Many ATMs are outdoor, so enjoy a life in the sun.

As with all digital outdoor media, the illumination works best in the dark, but must be just as effective in the day. So think about how sunlight might affect the display.

Think about...

Your advert being displayed from day till night.
Sunlight and how it might effect your advert.
Keeping colours bright.

Artwork delivery

Contact details

Artwork should be supplied to Campaign Operations.

telephone:
+44 (0)1382 323 000

email:
ops@i-designltd.com

i-designltd.com

Artwork deadlines

Your artwork deadline is 10 working days from the date the campaign is due to go live.

This deadline is in place to allow sufficient time for us to check your artwork and address any issues before the live date.

If we have agreed to work to a shorter deadline than 10 days, we suggest you make atmAd aware of your initial creative content and copy at the earliest convenience.

If you are in any doubt about your creative theme, just give us a call.

Delivery methods

Via secure FTP

Artwork can be uploaded to the i-design FTP site, a third-party FTP site or your own FTP site.

Via email

Artwork can be emailed providing the files are under 10Mb.

Via post

CDs and USB Memory sticks can be sent by post to:
i-design multimedia ltd
30 City Quay, Camperdown Street
Dundee, DD1 3JA, Scotland, UK