

THE ECONOMICS OF SUCCESSFUL BILLBOARD ADVERTISING

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## ABSTRACT

**The Economics of Successful Billboard Advertising**

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This study explains the economics of billboard advertising, specifically pertaining to the internal and external elements that make them effective for both consumers and the brand. Billboards have been used as an advertising medium for more than a century, and are still used today. The question is, “What about billboards make them so effective?” Secondary research was examined to better understand the history of billboards, how they compare to other mediums, and the elements experts consider throughout the campaign process. After analyzing secondary articles and studies, primary research was conducted by interviewing a sample of consumers and experts to determine which internal and external elements they felt were most critical for a billboard to be considered “effective.” The results from both samples proved that there are a few internal and external elements that seem to have priority over others. However, the sample size of consumers and experts would have needed to be much larger in order to determine a direct correlation between the internal and external elements. Further research can be done by interviewing more consumers of all ages and advertising experts in order to reach an accurate general consensus.

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## I. INTRODUCTION

### **Statement of the Problem**

Since the nineteenth century, billboards have continued to compete as a top advertising channel. With such a lifespan, there is *something* convincing about a large, physical display that attracts a consumer's eye for a few seconds before they return to their previous train of thought. According to the Outdoor Advertising Association of America (2015), "[Billboards] stretch the boundaries of creativity to heighten ad awareness and grab consumer's attention." The question is, what makes them prosperous? Arbitron conducted a national in-car study which reported: "Seventy-one percent of travelers often look at the messages on roadside billboards and more than one-third report looking at an outdoor ad each or most of the time they pass one," (Williams, 2009.) These results have only increased since then.

There are many elements to consider when creating a successful billboard such as the design features, geographical placement, target audience, and the goal of the campaign. The assembly of these elements to form an effective billboard for traveling consumers is formidable, but nonetheless many brands do so in a successful, creative way.

Standards were put into place in 2011 when the Traffic Audit Bureau (TAB) created an official "out of home" rating system. It was voted in to provide marketing analytics for billboards and other forms of outdoor advertising nationwide. Before this rating system, there was not a valuable method for brands and advertisers to reference regarding marketing feedback. Even with TAB's rating system actively in place, there are many ads displayed today whose brands' have not considered many of these elements;

this has resulted in money lost. Therefore, the purpose of my research is to understand which general elements and considerations make a billboard effective and successful.

### **Significance of the Problem**

The power and success of billboards is in the interest of those who are able to afford such form of advertising. On average, medium-sized billboards receive 10,000 to 20,000 views per location per day costing a few thousand dollars each according to leading billboard company Blueline Media. This sounds like a lot of exposure for a reasonable cost. However, most leasing companies require a minimum purchase of five to 20 billboards per campaign depending on the ad's medium, timing, and market. This proves that billboard advertising is not a channel for businesses with small advertising budgets, particularly when specified target markets are considered.

Serious research and development should be conducted before deciding billboard advertising is the right medium for a campaign. A small business with one storefront cannot compete with large, corporate brands. Besides cost, those who are interested in billboards need to examine the type of market and turnover they plan to reach with this advertising strategy. Then comes the understanding of deciding which internal and external elements best attract roadside viewers. For example, a billboard that is placed in an urban setting should be relevant to a wider demographic compared to a billboard in a farming community. Those who spend thousands to millions of dollars on billboards in the popular advertising locations should want to make them as effective as possible. In all, it is great importance to understand the economics and features that make an unbelievably profitable billboard. However, there are still many brands that spend the

same amount of money and learn *after* their billboard has been displayed that they did not receive the return on investment they hoped.

### **Interest in the Problem**

I believe I have a heightened interest compared to most when it comes to the process of making a successful billboard. From the design principles to the exact placement of the board next to the road, I constantly analyze the billboards I come across as I drive from one destination to another. The advertising displays that grab my full attention are straight to the point and are simply illustrated. An example would be a short phrase in large text coupled with a picture that clearly describes the brand's message. The goal of billboard campaigns is to get the consumer to think about the brand after driving past the sign. It is frustrating when I see billboards that have an overwhelming amount of text to the point where I cannot comprehend the brand's message. These instances cause me to ask myself: "Am I the only one who thinks that [the billboard] was a horrible advertisement and a complete waste of money? Am I the only one who didn't get the point?" By personally criticizing or applauding almost every billboard I see, I have accumulated a peaked interest in the economics of billboard advertising. After researching case studies and other scholarly sources, I will be able to justify the process successful brands use to create a return on their investment, and understand the elements they consider to produce an effective advertising display from cost to creation.

## II. LITERATURE REVIEW

### **Introduction**

Ever since Jared Bell presented large circus posters to the public in the mid-1800s, billboard advertising remains as a top medium for brand outreach (History of OOH, 2015). According to the *Outdoor Advertising Association of America, Inc.* (2015), “Bulletins [billboards] are the largest and among the most impactful standard-size out of home advertisement media format.” Looking at how advertising has progressed, roadside advertising has remained relevant since land transportation’s existence. Companies like Palmolive and Coco-Cola started using roadside publicity nationwide in 1900 after the use of billboards became widely recognized (History of OOH, 2015). Over the course of time, billboards remain as a top medium in the advertising world because of their power compared to other popular marketing practices, their complex strategies considered prior to creation, and their and successful design and execution elements.

### **The Power of Billboards**

Unlike television and radio ads, billboards cannot be turned off or skipped. Iveson (2011) pointed out how, “[It] has become the *only* mass medium capable of reaching consumers as they go about their everyday lives,” (pp. 151-174). Consumers spend a great amount of time each week in the car, and billboards are there to catch their attention whether they are on the freeway or alongside the main road. Williams (2009) noted in his study how billboards are ultimately the last method of communication consumers’ fathom before taking action. It is likely for consumers to see the same billboard more than once a day in various locations (Adsource Outdoor, n.d.). Brands

with national campaigns often have multiple billboards in the same city because it is within their target market.

In comparison with other print advertisements like newspapers and magazines, billboards can be geographically targeted to a precise location. For example, if Wal-Mart is advertising a new toy alongside a popular freeway, the billboard may display the freeway exit name to the closest Wal-Mart location, showing drivers the simplicity of stopping by the store on their way to or from a destination. Figure 1 explains the purchase power of such billboards.

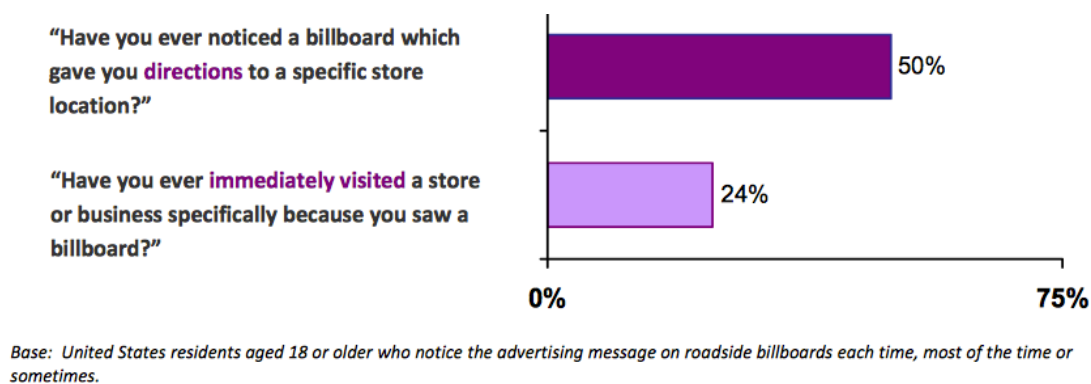


Figure 1. Arbitron National In-Car Study (Williams, 2009)

To have the ultimate turnover rate, it is best to couple billboard advertising with other form(s) of media. The case study, "Out of Home Advertising Effectiveness and Return on Investment" stated: "Using out of home [billboards] in combination with other media improves the decay rate, or time it takes for a person to forget a campaign's advertising message," (2011, p. 6). Imagine a consumer watched TV while eating breakfast the other morning and a Burger King commercial came on featuring their new double cheeseburger. When they drove to work that day a billboard for the same Burger King item displayed along the freeway. This method allowed for the consumer to



remember the last time they saw the advertisement, and associate it with the most recent time. If the burger associated well with the consumer, they were more likely to go to a Burger King in the near future because they saw the advertisement in two different visual manners. (Figure 2.) Lastly, billboards encourage people to buy the brand's featured item when they are 33% more attentive [when driving] compared to when they are not in the car ("The Value of OOH," 2015).

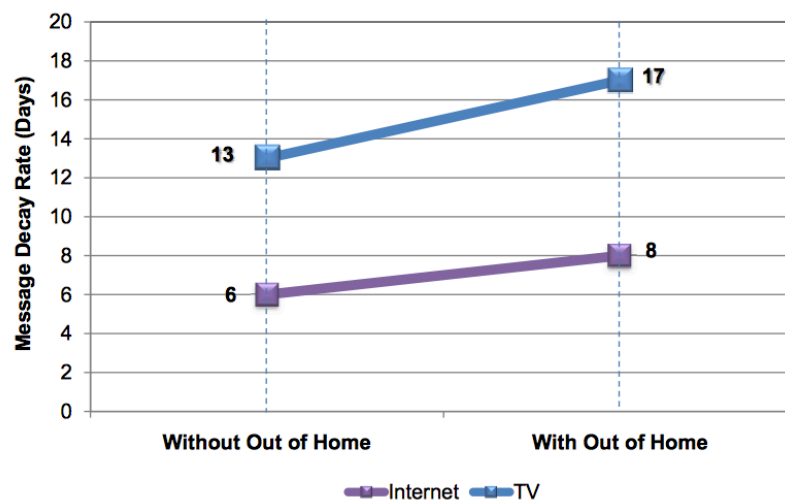


Figure 2. Out of Home Advertising Effectiveness and Return on Investment (2011)

### Factors Considered Prior to Design

Before the design process can take place, the billboard marketing campaign team must make decisions. They must understand the campaign's goal, budget, and target market is essential before any other steps can take place; these three components define how the rest of the campaign will move forward. Billboards are either leased on a permanent contract, or a rotary contract depending on the target market. For example, a local university leased a permanent billboard alongside the closest freeway, which displayed the school's football schedule, to attract travelers to their home games. Once

football season ended, the university replaced the football schedule with the winter basketball schedule on the same billboard because it was leased permanently (until the contract expires.) Rotary billboards are commonly leased to brands who want to share their message to a broader audience, moving their billboard display to different locations each month.

Other decisions that need to be made are the geographical location and desired size of the billboard. The target market determines if the ad will be displayed on rural highways, city streets, or major freeways. Baker (2007) explained how billboards have “capacity to reach diverse urban populations whose movements through the city overlap

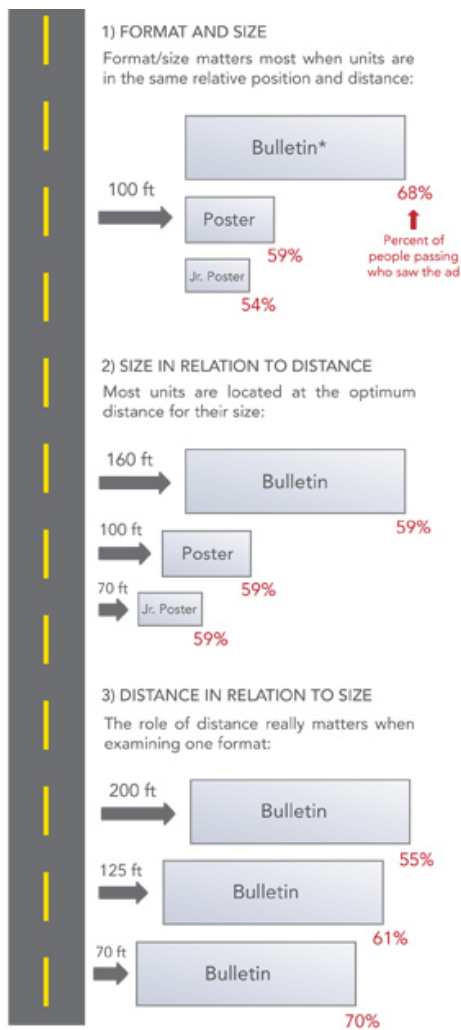


Figure 3. TAB Out of Home Ratings, (2014).

even if their reading/listening/viewing habits do not,” as cited in Iveson (2011, pp. 151-174). The ability to attract a specified audience based on one billboard location truly makes this a unique medium.

The largest and most common display is a “bulletin,” typically 14’ x 48’. Though there are smaller sizes available, bulletins are most effective when read from the road (TAB Out of Home Ratings, 2014). It is shown in Figure 3 that the bulletin largest and closest to the road will get the maximum amount of reading time from drivers.

The Traffic Audit Bureau (TAB) is the official audience measurement system for outdoor advertising, such as bulletins. Most brands are a

member of this rating system, which provides detailed, demographical data about the campaign's target market, and contributes "reach and frequency" rates. For example, Sprint Mobile could receive analytical reports from TAB that measure the amount of people that see the ads, and the number of times each person saw the ads at each location (TAB Out of Home Ratings, 2014). Sprint has the ability to access other brands' results that have used their billboard of interest to know beforehand the reach and frequency of the location. Many brands use this measurement system to their advantage to ensure a return on investment.

An additional factor that needs to be considered is the printing process. Vinyl is most often used because it is robust, flexible, lightweight, and displays quality color (Outdoor Advertising Association of America, 2015). UV-cured inks are ideal since they are weatherproof and waterproof. Nevertheless, billboards are not complete after they have been printed on a wide-format inkjet press; the latest trend is to add a 3 or 4-D



Figure 4. Colorado State Patrol billboard  
(Amélie Company, 2010)

attachment to the printed billboard (Figure 4.) Though printing is the last step before the billboard is physically displayed, the entire execution process involving printing needs to be considered prior to design.

### The Elements of Successful Billboards

For a billboard campaign to be recognized as "successful" or "effective," the brand's goal must be reached; most brands want to increase sales and raise brand awareness. The question is: *what* is it that makes a billboard effective? Advertising

expert, Bill Sugget, formulated six elements commonly found in successful billboard advertising campaigns (“The Six Basic Rules of Billboard Advertising,” 2011). The six elements Sugget listed are extremely relevant to the successful billboards displayed today, which were created by top advertising companies.

Figure 5. Case study: Kraft ‘Back to nature’ (2010)



The first element is for billboards to have fewer than seven words displayed; the average viewer only has about six seconds to comprehend a billboard while driving at a normal speed

(Sugget, 2011). For a larger return on investment, phrases need to be kept short and simple for the viewer to recognize what brand is presented and the point the brand is trying to make. Kraft’s “Back to Nature” billboard campaign from Lamar Advertising (Figure 5) features six words in large bold letters: “Chocolate chunks in their natural habitat.” This billboard, along with a few other outdoor advertising techniques, produced millions of audience impressions within their target market, which surpassed expectations of increased brand awareness. If the product, event, or service cannot be explained in six words or less, an alternative is most beneficial.

A billboard’s purpose is to attract attention, not cause any harm. There have been a few billboard campaigns that were either too clever or distracting to drivers, which ultimately resulted in car crashes or heavy, needless traffic (Figure 6.) Wonderbra launched a revealing billboard ad in London featuring a sex-appealing model and her

cleavage. This ad in particular caused numerous traffic stops and car accidents all over the city during the time it was showcased in the mid-1990s; the brand was to blame. Sugget suggested the *importance* of finding a happy medium when it comes to creativity and distraction (2011).

Element number three was to not have the billboard be *exclusively* responsible for creating a direct response from consumers. Billboards are meant to supplement other forms of advertising with a quick message. Successful, direct responses from consumers come from other forms of advertising, such as mailers or newspaper ads, where consumers have longer than six seconds of comprehension time (Sugget, 2011). The TNT advertisement for “Falling Skies” alerted the public of the TV airdate for the new season (Figure 7.) The ad could have also included the show’s

Figure 6. Wonderbra “Hello Boys” billboard (Daily Mail Reporter, 2011)



Figure 7. TNT “Falling Skies” billboard (Case study: TNT Falling Skies, 2011)

website, or other promotional features, but the billboard's only purpose was to make the season premiere an *event* to increase viewers (Case Study: TNT Falling Skies, 2011).



Figure 8. Chick-fil-A billboard (Case study: Chick-fil-A, 2011)

The next element Sugget revealed was for the billboard to be smart, but not too clever. One scenario is when a driver continued to think about a billboard after passing by, contemplating to adhere to the brand's message or not. Chick-fil-A is an example of a brand that makes consumers think about the intended message after reading the board. (Figure 8.) Chick-fil-A is a fast food chain known to the public that does not serve beef; they are not recognized as a leading fast food competitor because of this fact (Case study: Chick-fil-A, 2011). Their current marketing campaign addressed the problem by designing billboards across the country that simply read: "Beef puts you 2 sleep," (and other similar phrases.) After the campaign, Chick-fil-A increased brand awareness and affiliation specifically from these creative billboard messages. The simplicity of this campaign made Chick-fil-A, along with other brands that used a similar strategy, reach goals. However, consumers who drive past a billboard contemplating the logic of the message does not help the brand increase their return on investment or reach the campaign's objectives.





Figure 9. The University of Arizona billboard  
(Case study: University of Arizona, 2010)

Sugget's fifth element for successful billboard advertising was, "The more billboards the better," (2011). Even though it may be the cheapest option to have one billboard, it pays off to spend more money to achieve a greater reach and frequency. Billboards are measured by a standard: gross rating points. According to the American Marketing Association (2014), gross rating points (GRP) represent the reach and average frequency per billboard. Total GRP is determined by adding together ratings from other billboard locations featuring the same advertisement, while considering the ad's location, size, traffic, and visibility. The system gives the billboard a score from 1-100. For example, if a billboard received a score of 75 GRP, 75% of drivers going past the sign saw the billboard once during the day. In the end, a greater GRP means a greater success and return on investment for the campaign. The University of Arizona utilized this element by sprinkling billboards all over their rival school's territory in Phoenix, Arizona (Figure 9.) Their campaign focused on the accomplishments and diversity of the school, which attracted those in Phoenix to rethink their opinion about the University of Arizona. The goal of the campaign was achieved after the series of billboards in Phoenix ended, which created media hype in both cities.



Figure 10. BMW i3 billboard  
(30 must-see examples of billboard advertising, 2014)

The last element of success: “don’t say it, show it,” (Sugget, 2011). A billboard does not have to be in traditional form, especially not with today’s innovative market research and technology systems. Billboards can be 3 or 4D, contain detailed lighting, or have objects attached to the board. This allows consumers to view an advertisement outside the norm. The campaign for BMW’s new electric car, the i3, utilized this element using illumination (Figure 10.) The message to the consumer was that the car is new, electric, and exciting. Drivers received all three parts to the message as they passed by this billboard because of the unique placement of lighting that surrounded the car’s image. This billboard most likely would not have generated near the buzz it received if this feature was not applied.

## Conclusion

Over the past few hundred years, billboards continue to serve their purpose. The simple message of a brand’s billboard supplements other advertising mediums used in a campaign. This form of advertising has become more complex, but it continues to thrive as a leading form of outdoor advertising. Considering the influence over other mediums,



marketing tactics, design principles, and successful commonalities, billboards remain an effective outdoor advertising medium.

### III. RESEARCH METHODS AND PROCEDURES

The purpose of this study is to understand the elements that are necessary to create an effective billboard. Brands that incorporate billboards into their marketing campaigns rely on consumers to interpret the message displayed, and respond to the brand. For this series of events to take place, specific elements (i.e. design features, demographical analytics, and frequency) need to be contemplated. The objective of this study is to:

- Find the common internal and external elements incorporated in billboards that lead consumers to react to the brand's intended message

#### **Data Collection Plan**

To determine which elements are deemed to be most effective, personal interviews with consumers and billboard marketing experts took place. One sample of approximately 20 adult consumers representing different ages, gender, and occupation was documented alongside another sample of three marketing experts. These two sample groups were asked the same questions in regards to their opinions of the internal and external elements they felt cause consumers to interpret the billboard's message and react to it. Internal elements include text size, number of words, size of image(s), placement of text and image(s), colors used, external attachments used, the method used to create a response, and the message itself. External elements comprise geographical placement, number of billboards used in the campaign, reach, frequency, size of the board in relation

to distance, distance in relation to size, and the market the billboard is targeting. Sample questions included, “Which internal and external features do you think are most important?” and “Which brands do you feel create effective billboards?” (See Appendix for interview transcripts)

The second part of the interview consisted of visually analyzing two current billboards. Each interviewee, in both groups, looked at pictures of each individual billboard for approximately three seconds, and then answered questions pertaining to the individual billboard. Some questions were: “Which element first caught your attention?” and “Which internal features did you feel were used most effectively, if any?”

### **Data Analysis Plan**

During the interview process, anecdotal comments were noted along with detailed answers to each question. After the interview process was complete, the quantitative and qualitative responses between the consumer group (varied by age) and expert group were catalogued to see if a correlation existed. Subsequently, the responses from both groups determined which combination of internal and external elements proved to be most common among effective billboards today, leading consumers to react to the brand’s intended message.

## **IV. RESULTS**

A series of personal and email interviews was conducted over a two-week period with consumers of all ages and advertising experts regarding their opinions on the effectiveness of billboard advertisements. (See Appendix 5 for interview transcripts.) Throughout this span of time, 21 consumers were interviewed, and their data was separated by age group bridging from “under 30 years” to “60 years and older.” The

second group of interviewees was the advertising experts. Each expert was an executive at a respected advertising company, two of the three from the top billboard advertising agencies in the country. The purpose of these interviews was to see if a correlation existed between the different consumer age groups, and between consumers as a whole compared to advertising experts. It is understood that a sample size of 21 consumers and three experts is not adequate enough to make generalizations regarding “all consumer” and “all expert” opinions about the elements that make billboards an effective advertising medium. However, for the purposes of this study, it gives an idea of what one might assume a generalization would be if a larger sample size was interviewed.

### **Consumer Group Analysis**

Overall, the interview process went smoothly, with both qualitative and quantitative responses received from each participant. Looking specifically at the detailed responses from the sample of 21 consumers, a consensus was formed regarding billboard effectiveness in general: they are effective if they are simply designed and easy on the eye, but become ineffective when the brand cannot be interpreted or the design is too overwhelming. Despite the great age difference from the youngest consumer group to the oldest consumer group, billboards still get their messages across. Donna, 80, explained how she has been around billboards her whole life, and she continues to like them because they are easy to understand. Gagan, 23, believes that they are an outdated form of advertising, but “there isn’t an alternative method that does quite as good of a job.”

Sixteen out of the 21 consumer participants and all three experts referred to the fast-food industry or the entertainment industry for having the most effective billboards. Gabriella, 21, raved about her excitement of seeing an IN-N-OUT billboard: “The burger

just looks so good, and the billboard even tells you how much longer you have to wait until you are united with their food.” McDonald’s, Chick-fil-a, Apple, and new movie releases were amongst the most popular responses to the questions,



“Which brands do you think are represented in really good billboards?” and “What was the last billboard you reacted to?” from a majority of ages from the consumer group and of the expert group.

It was made evident during these interviews the importance of a brand knowing their audience. Adam, 37, noted how effective billboards are aimed towards commuters: “I see the same billboards over and over again throughout my day as I travel the freeways for work. I once saw a billboard for a Taylor Swift concert near my home, and after going by it multiple times throughout my week I decided I should get online and buy some tickets for my daughter’s birthday.” On the other hand, billboards do not seem to have this effect on consumers who are not used to seeing billboards regularly. Allison, 56, lives in Orange County, CA where billboards have been banned for years. She spoke about times when she visited LA to go to the airport on how overwhelmed her eyes were when billboards started popping up. “I only pay attention to the ones that show relaxing travel destinations because those ones distract me in a good way.” The two consumers who are over 60 years old explained how they drive less frequently on the freeway, so the billboards they see are in-town. Brands must realize that the freeway is not a place to advertise to the older generation.

It was noted during this study that this sample of consumers *do* notice the “bad” or “ineffective” billboards, but their reaction to them is to purposely *not* respond to the message. The general consensus was the billboards that advertise accident lawyers, gentlemen’s clubs, and health-related scares are either too overwhelming or disturbing to look at, causing them to look toward the next billboard. Molly, 20, spoke about the billboards that show the long-term effects of smoking cigarettes and how mentally disturbed she becomes: “I understand the message, but the pictures are so gross to look at. That is not something I want to see on my drive home to see my family.”

### **Expert Group Analysis**

The exact same questions were asked to the sample group of advertising experts. Their opinions regarding billboard advertising effectiveness came from a different perspective because they are interacting with these advertisements from the back-end, doing their best to pre-determine consumers’ reactions. Ray Baker, Vice President of Lamar Advertising in Los Angeles, discussed his realization over the years about billboards: “Although advertising has become more fragmented and the needs have moved to a more targeted approach, there is still the need to reach the masses, and no one can do that better, or cheaper, than billboards!” John Morana, President of [designmybillboard.com](http://designmybillboard.com), further enhanced Baker’s analysis by saying, “Billboards are effective because they reach on-the-go audiences 24/7. As more people spend more time on the road, their use and effectiveness will continue to grow.” These statements have been proven true just from the sample of 21 consumers. A majority of consumers from the sample pointed out how billboards continue to be effective because they are always there; they cannot be turned off or page flipped. The point was also brought up earlier

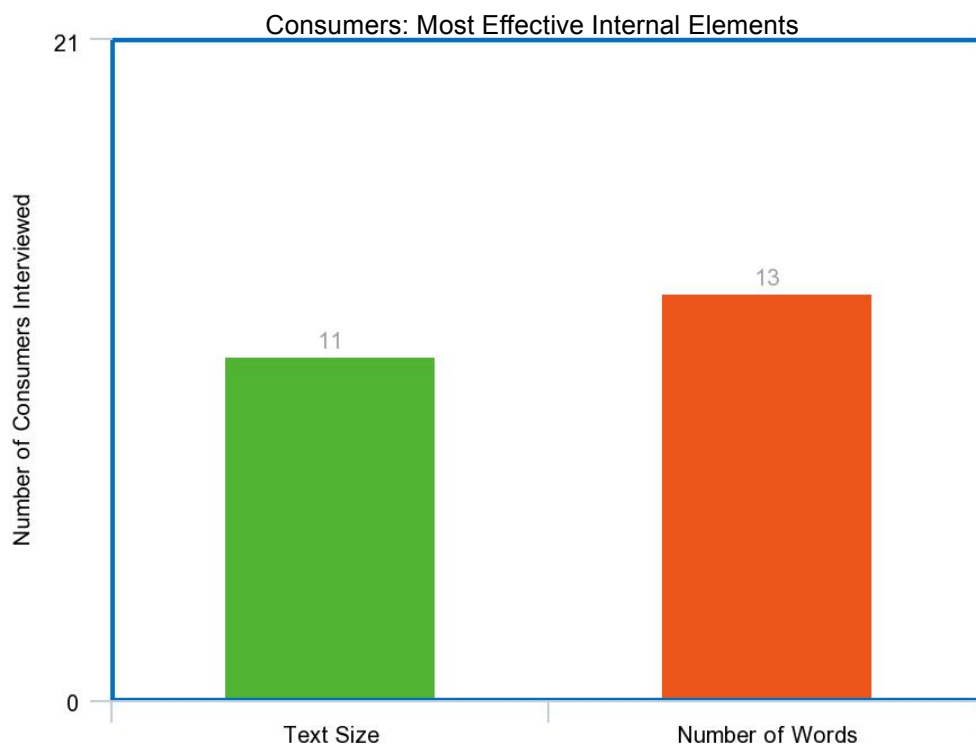
about reaching consumers who are on-the-go. Products and services attempting to reach suburban families probably should not be advertised via billboard on a freeway.

The experts agreed with the sample of consumers by saying that the fast food and entertainment industries represent billboards most effectively compared to other industries. All three experts noted McDonald's as a brand that executes well-designed and thoughtfully placed billboards. Crista Vaghi, Advertising Executive at C California Style Magazine, praised Apple's billboard campaign for the iPhone 6: "[The billboard] showed a pretty photo with the simple tag line: 'Shot with iPhone 6.' It is simple, clear, and relatable since most of us use phones as cameras too. The photos they choose [to display on their billboards] evoke a feeling of 'it's a big beautiful world'...very positive."

Having discussed with the experts their opinions and biases towards billboards really puts their effectiveness into perspective. Morana went on to say how small and local businesses suffer the largest losses by using billboards as their main advertising medium. "A lot of small, local businesses have inadequate budgets, marketing inexperience, and the belief that the outdoor advertising companies are the best place to get effective, creative design work." This is why consumers do not typically see their local ice cream shop advertised on a billboard for commuting consumers to see. Morana then explained the importance of knowing the market the brand is targeting to get the most out of your budget.

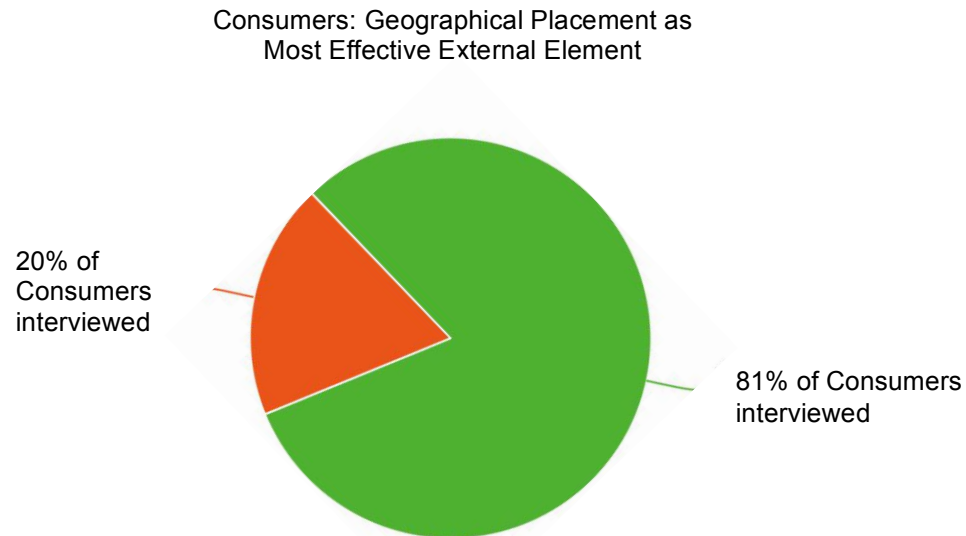
### **Quantitative Data Analysis**

A few of the interview questions required quantitative responses from both sample groups. The interviewees selected up to three choices from a list of elements they felt best pertained to the question. The first question of this form consisted of the interviewee deciding which three of the eight internal elements given they feel are most critical to a billboard that leads consumers to react to the brand's message. Then, a similar question was asked, where the interviewees chose three elements from the list of seven external elements given. These questions allowed for the opportunity to find a correlation across the sample consumer age groups and with the sample of experts.



The first categorized table (see Appendix 2) shows which internal elements the sample of consumers and experts feel are most critical to billboards; number of words used and the text size correlated to being most important (see bar chart above.) For the experts, two of three agreed text size makes billboards effective, and all three agreed number of words is another internal element of importance. Baker's expert opinion

coincided with these results: “In the creative, it is very important that the text size and quantity be limited and readable. It is not necessary to use a photograph but a picture is worth a thousand words.”



Regarding the effectiveness of a billboard’s external elements, over half of the sample of consumer age groups agreed that geographical placement is a top priority (see pie chart above), along with the billboard’s reach and frequency. A few consumers pointed out how they notice billboards more frequently when they are making a turn in the road because they have more time to interpret them. Nevertheless, Baker argued how reach and frequency should come before geographical placement in urban environments: “In a market like Los Angeles, reach and frequency are most important. So many of us travel in this city that using a targeting approach can eliminate a significant portion of your reach altogether.” In this case, the expert group and consumer group differed as to which external element they feel is most critical.



After having both groups become familiar with the study in regards to internal and external elements that affect the perception of billboards, they were asked to participate in part two of the interview. In this part, the interviewees briefly looked for three seconds at pictures of existing billboards and chose from the list provided which internal elements they felt were used most and least effectively. The first billboard represented Chipotle: responses varied by age group and only a few correlations existed (see table of correlations below). The majority of the groups thought that the overall billboard was indeed, effective. Most of the billboard's criticism came from those who were not familiar with Chipotle as a brand. This goes to show that even a food chain as big as Chipotle needs to continue to improve its brand's awareness to all consumer age groups.



Chipotle Billboard

Age group(s)	Internal element	Effective or Ineffective
30s, 40s	Text size	Effective
30s, 50s	Message itself	Effective
50s, 60+	Number of words	Effective
60+, experts	Image itself	Ineffective
40s, experts	Size of Image	Effective

The next billboard each sample group analyzed was from Holiday Inn. This billboard had an overwhelming consensus from the two samples that the text size and number of words used was effective (see table below). However, all three experts noted that the message itself was ineffective. A majority of the consumers were not aware that the faint image shown on the billboard was a pillow, in which they argued afterwards that the colors should have been more effectively contrasted. The data collected from this billboard had varying results likely due to the fact that they did not consider the image to be a problem in deciding whether the billboard was effective or not.



Holiday Inn Billboard

Age group(s)	Internal element	Effective or Ineffective
Under 30s, 40s, 50s, 60+, experts	Text size	Effective
50s, 60+, experts	Number of words	Effective
Experts	Message itself	Ineffective

The results from having had the consumer groups and expert group analyze and interpret these two billboards leads to a better understanding of what the general population would say about the effectiveness of other billboards. Seeing what consumers feel is most important, and comparing their thoughts with what experts believe consumers think is most important goes to show that there still is a lot of ambiguity. The

experts only have the market research to go off of, not the opinions of all consumers on the road.

## V. CONCLUSIONS

The results of this study have shown how the effectiveness of billboards do not come solely from the brand represented on the board, but from the combination of common internal and external elements. Billboards became the initial focus of this study to see what exactly makes them so successful. They have proven over the years to become one of the most successful advertising mediums for consumers on-the-go because they are practically unavoidable. According to secondary research, billboards usually make the most profit when they are accompanied by another advertising medium, such as TV or print ads. Attention was also shown toward the factors that are typically considered prior to designing the board, such as the brand's goal, budget, and target market. Marketing analytics proved to be necessary in order to decide which billboard locations best suit the brand and its intended message.

After secondary research was examined, a series of personal interviews were conducted to satisfy the study's purpose: to understand the elements that are necessary to create an effective billboard. The objective of the interviews was to find the common internal and external elements incorporated in billboards that lead consumers to react to the brand's intended message. The interviews consisted of one sample of consumers, and another sample of advertising experts. Each group was asked the same round of questions, leading to see if a correlation existed between which elements they decided were most effective.

A general consensus was made between the two samples describing billboards as a successful form of advertising as long as they are simply designed and not too distracting. Both groups determined that the fast food and entertainment industries create the “best” billboards, as brands in these two industries were mentioned the most. The majority of experts and consumers who were interviewed agreed that despite their traditionalistic form, they remain a top advertising medium because you can’t “turn them off” or “flip them over.” Between the consumers and experts, a correlation was found from the list of internal elements, with text size and number of words as most critical as the overwhelming majority. When it came to deciding which external elements make a billboard most effective, the consumer sample had geographical placement at the top, where as the expert group argued reach and frequency as most important.

At the end of this study, the purpose and objective were successfully satisfied. The results could have been much more definitive if a larger sample from each group was interviewed. More research can be conducted with more interviews, which would create a more accurate general consensus and correlation between which elements are the most effective on a billboard. In conclusion, this study proved that there are common internal and external elements on billboards which brands strategically implement for them to receive a large return on their investment.

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Appendix 1  
Most Effective Internal Elements

Under 30s	Text size	# of words	Size of image	Placement of text/image	Colors used	Use of external elements	Method used to create a response	Message itself
Katherine Griffin	x	x		x	x			x
Gagan		x		x				x
Jessica		x			x			
Molly	x	x	x					
Gabby	x			x	x			
Brandon	x	x				x		
30s:								
Kelli	Text size	# of words	Size of image	Placement of text/image	Colors used	Use of external elements	Method used to create a response	Message itself
Heidi		x		x	x			x
Liz	x		x		x			
Adam		x		x		x		
40s:								
Brant	Text size	# of words	Size of image	Placement of text/image	Colors used	Use of external elements	Method used to create a response	Message itself
Jason		x	x					x
Barb			x			x	x	
Tonya	x		x			x		x
50s:								
Kristin	Text size	# of words	Size of image	Placement of text/image	Colors used	Use of external elements	Method used to create a response	Message itself
John	x	x		x				x
Allison		x						
Cindy	x	x	x	x	x			x
60+:								
Donna	Text size	# of words	Size of image	Placement of text/image	Colors used	Use of external elements	Method used to create a response	Message itself
Mindy	x	x	x		x			x
Billboard Advertising Expert								
John Morana	Text size	# of words	Size of image	Placement of text/image	Colors used	Use of external elements	Method used to create a response	Message itself
Ray Baker	x	x			x			x
Crista Vaghi		x	x					x



Appendix 2  
Most Effective External Elements

Under 30:	Geographical Placement	# billboards used	Reach	Frequency	Size to Distance	Distance to size	Demographical market
Katherine	x		x	x			
Griffin	x			x	x		
Gagan	x			x		x	
Jessica			x	x			x
Molly	x		x				x
Gabby	x		x			x	
Brandon	x			x			x
30s:	Geographical Placement	# billboards used	Reach	Frequency	Size to Distance	Distance to size	Demographical market
Kelli		x		x			x
Heidi	x				x		
Liz	x	x			x		
Adam	x	x			x		
40s:	Geographical Placement	# billboards used	Reach	Frequency	Size to Distance	Distance to size	Demographical market
Brant	x	x					x
Jason	x				x		
Barb	x	x					x
Tonya	x	x		x			
50s:	Geographical Placement	# billboards used	Reach	Frequency	Size to Distance	Distance to size	Demographical market
Kristin				x			
John	x		x		x		x
Allison	x			x			x
Cindy			x		x		x
60+:	Geographical Placement	# billboards used	Reach	Frequency	Size to Distance	Distance to size	Demographical market
Donna	x				x		x
Mindy	x		x				x
Billboard Advertising Expert	Geographical Placement	# billboards used	Reach	Frequency	Size to Distance	Distance to size	Demographical market
John Morana			x	x	x		
Ray Baker			x	x			
Crista Vaghi	x			x			x

## Appendix 3

### Chipotle Billboard

#### Effective vs. Ineffective Internal Elements

Under 30:		Text size	# of words	Size of image	The image itself	Placement of text/image	Colors used	Method used to create response	Message itself
Katherine Griffin			Bad				Good	Bad	Bad
				Good			Good		Good
	Bad	Bad		Bad		Good	Good		Good
	Good				Good	Good			
	Bad	Good	Good	Good	Good	Bad	Bad	Bad	Bad
Gabby Brandon	Good	Good	Bad	Good	Good	Good			
	Bad	Good	Good	Good	Bad	Bad			Bad
30s:									
Kelli Heidi	Good	Good		Size of image	The image itself	Placement of text/image	Colors used	Method used to create response	Message itself
				Bad	Bad		Bad		Good
	Good					Good			Good
	Good	Good	Good	Good	Bad	Good		Bad	Bad
	Good	Good			Good			Bad	Good
40s:									
Brant Jason	Good	Good	Good	Size of image	The image itself	Placement of text/image	Colors used	Method used to create response	Message itself
							Good	Bad	
	Good	Good	Good	Good	Good	Good			
	Good	Good	Good	Good	Bad		Bad		Bad
	Good	Good	Good	Good	Good			Bad	
50s:									
Krisitn John	Bad	Good	Good	Size of image	The image itself	Placement of text/image	Colors used	Method used to create response	Message itself
				Good				Bad	Good
	Good	Good	Good	Good					
	Good	Good							Good
	Bad	Good	Good		Bad	Good			Good
60+:									
Donna Mindy		Good	Good	Size of image	The image itself	Placement of text/image	Colors used	Method used to create response	Message itself
			Good		Bad		Bad	Good	
Billboard Advertising Experts									
John Morana Ray Baker	Good	Good	Good	Size of image	The image itself	Placement of text/image	Colors used	Method used to create response	Message itself
				Good	Bad		Bad		Bad
	Good	Good	Good	Good	Bad	Bad		Bad	
	Good	Good	Good	Good				Bad	Good

## Appendix 4

### Holiday Inn Billboard

#### Effective vs. Ineffective Internal Elements

[illegible]

## Appendix 5 Interview Transcripts

### Interviewee: Cindy Casillas 4/10/15

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

Male/Female Age **58** Occupation: **Assistant Account Manager** **Consumer**

#### Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

1. What are your thoughts on billboards as a form of advertising?
  - a. *She reads and notices them, but doesn't right down the number and call them. She doesn't think they are effective for her ,but they are for other people*
2. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
  - a. *---*
3. Which brands do you think are represented in really good billboards? Please name a few.
  - a. *Food industry- Apple Farm (local restaurant), Realtors, New housing projects, TriAd Real Estate*
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)
      1. *Bright colors, contemporary, strong looking. The text is large and compact enough that it makes a statement. Clean and crisp- easy to scan.*
    2. Describe the external elements. (Where did you see it? How often have you seen it?)
      1. *Freeway, not billboards in town*

4. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?
  - a. What about these billboards made you classify them as poorly done?
    1. Too much content, pictures aren't bold enough, words too small
5. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
  - a. Internal
    1. text size
    2. number of words
    3. size of image(s)
    4. placement of text and image(s)
    5. colors used
    6. 3-D/4-D external attachments?
    7. method used to create a response (email, phone, website, app)
    8. the message itself
  - b. External
    1. geographical placement
    2. number of billboards used in the campaign
    3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
    4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
    5. size of the board in relation to distance
    6. distance in relation to size of billboard
    7. demographical market the billboard is targeting

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

Billboard #1



1. Describe your initial reaction to the billboard.
  - a. Didn't realize it was a burrito at first, but then saw it was Chipotle. Though it was clean and simple.
2. Could you understand the brand's message? If so, what was it?
  - a. Advertising their food, come into our store and buy from us.
3. What was the FIRST element/thing that caught your attention?
  - a. The burrito, then the chipotle brand.
4. What did you think about the font and text size?
  - a. Chipotle should be larger and bolded- hidden in the corner
5. What did you think about the colors chosen?
  - a. Didn't do much- nothing special
6. What did you think about the image chosen/image size?
  - a. Should be more defined. Should show the food, cut the foil open. The size was good. The brand name "chipotle" should be bigger.
7. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. Indifferent
8. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - i. text size- could be bolder on the bottom
  - ii. **number of words**
  - iii. size of image(s)
  - iv. the image(s) itself
  - v. **placement of text and image(s)**
  - vi. colors used
  - vii. method used to create a response (email, phone, website, app, visit storefront)
  - viii. **the message itself**

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

## Billboard #2



9. Describe your initial reaction to the billboard.
  - a. Simple, clean, easy to read, easy to remember. Wasn't overdone.
10. Could you understand the brand's message? If so, what was it?
  - a. We'd love to have your patronage.
11. What was the FIRST element/thing that caught your attention?
  - a. The brand's name
12. What did you think about the font and text size?
  - a. Size was good
13. What did you think about the colors chosen?
  - a. Liked the colors- clear
14. What did you think about the image chosen/image size?
  - a. Didn't understand the pillow. The picture should be more inviting.
15. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. Indifferent
16. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - ix. text size
  - x. **number of words**
  - xi. size of image(s)
  - xii. the image(s) itself
  - xiii. **placement of text and image(s)**
  - xiv. colors used
  - xv. method used to create a response (email, phone, website, app, visit storefront)
  - xvi. **the message itself**

**Interviewee: Mindy Christian 4/5/15**



*Purpose is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal & external elements. Also to see correlations within the consumer group's age and gender.*

### Interview Questions

Male/Female      Age 60 Occupation: Vocational Advisor      Consumer

Part 1: ask the participants these questions without referring to a visual

6. What are your thoughts on the effectiveness of billboards when it comes to advertising?
  - a. They serve a purpose. If it's deeper thought, they can ruin the scenery. They need to be placed in the proper setting.
7. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
  - a. Pea Soup Andersons- that means home. Well done.
8. Which brands do you think create really good billboards? Please name a few.
  - a. The casinos. They caught your eye
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design (internal) elements.
      1. When there is a visual connection. Don't have time to read a lot of text. The image and the few words used to describe the brand are most important.
    2. Describe the external elements. (Where did you see it? How often have you seen it?)
      1. They are in a relative distance to the location. In your vicinity. You can relate it to something.
9. Have you noticed billboards you thought were poorly designed and/or placed?
  - a. The attorney billboards and political billboards.
  - b. If so, which parts of the billboard did you specifically think made it unsuccessful? What parts made it poorly designed?
    1. Describe the design (internal) elements.
      1. Way too much text. Cant read it. They are too much in your face. Billboards are more to get the point across not necessary explain something in detail – which they often do.
    2. Describe the external elements.
      1. There are too many of them. "we get it."
10. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message.
  - a. Internal
    1. text size



2. **number of words**
  3. size of image(s)
  4. placement of text and image(s)
  5. **colors used**
  6. **3-D/4-D external attachments?**
  7. method used to create a response (email, phone, website, app, QR code)
  8. the message itself
- b. External
1. **geographical placement**
  2. number of billboards used in the campaign
  3. **reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)**
  4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
  5. size of the board in relation to distance
  6. distance in relation to size of billboard
  7. **demographical market the billboard is targeting**

Part 2: *I want to choose one or two examples, print them out, and have the interviewee walk past me as I hold the picture. Then answer the questions below. If I am not able to give an in-person interview, I will ask them to only look at the picture for a few seconds and then scroll down to the questions.*

Take a look at the picture below for 4 seconds and then scroll down.



17. Describe your initial reaction to the billboard.
  - a. The tag line (open wide)
18. What was the brand's message? Or Could you understand the brand's message?
  - a. Portion size is large. You are going to get a large amount of food for your money.
19. What was the FIRST element/thing that caught your attention?
  - a. The "open wide" tag line

20. What did you think about the font and text size?
  - a. **Was readable. The chipotle part could have been bigger.**
21. What did you think about the colors chosen?
  - a. **Was effective.**
22. What did you think about the image chosen?
  - a. **Not effective you can't see the food.**
23. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand? How would you respond to the billboard now that you have viewed it?
  - a. **Indifferent- doesn't mean she wouldn't go there, but the image wasn't appetizing.**
24. Looking at the list below. What three internal elements do you think were used most effectively? Bold for effective, underline for ineffective.
  - xvii. **text size**
  - xviii. **number of words**
  - xix. image- more color
  - xx. placement of text and image(s)
  - xxi. colors used
  - xxii. method used to create a response (email, phone, website, app, visit storefront)
  - xxiii. **the message itself**



25. Describe your initial reaction to the billboard.
  - a. **The text portion was good. Logo was recognizable.**
26. What was the brand's message?
  - a. **They are making changes. Come check us out.**
27. What was the FIRST element/thing that caught your attention?
  - a. **The text portion/ tag line.**
28. What did you think about the font and text size?
  - a. **Good**
29. What did you think about the colors chosen?
  - a. **Just okay.**
30. What did you think about the image chosen?
  - a. **Couldn't tell what the image was.**

31. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand? How would you respond to the billboard now that you have viewed it?
- a. *She would pay more attention to the hotel if she was ever going to stay there.*
32. Looking at the list below. What three internal elements do you think were used most effectively? Bold for effective, underline for ineffective.
- xxiv. text size**
  - xxv. number of words**
  - xxvi. size of image(s)**
  - xxvii. placement of text and image(s)
  - xxviii. colors used
  - xxix. method used to create a response (email, phone, website, app, visit storefront)
  - xxx. the message itself

### Interviewee: Kristin Thomas 4/5/15

*Purpose is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal & external elements. Also to see correlations within the consumer group's age and gender.*

### Interview Questions

Male/Female      Age **50** Occupation **Homemaker**      **Consumer**

Part 1: *ask the participants these questions without referring to a visual*

11. What are your thoughts on the effectiveness of billboards when it comes to advertising?
- a. *Very useful. One of many ways to reach people. They catch the eyes of people in vehicles. They should be used to reach those who are mobile.*
12. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
- a. *Fresh Brother's Pizza and the Container Store.*
13. Which brands do you think create really good billboards? Please name a few.
- a. *Fresh Brothers, Container Store, Apple*
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design (internal) elements.
      1. *Simple and creative. One picture, with one short message. Not extra stuff going on. A creative connection that links the message to the image. Make you think, but not too hard. Innovative.*

2. Describe the external elements. (Where did you see it? How often have you seen it?)
  1. Fresh Brothers and Container Store are strategically placed a few miles before the store on a well traveled route. The direction you are going is toward their store.
14. Have you noticed billboards you thought were poorly designed and/or placed?
  - a. Services
  - b. If so, which parts of the billboard did you specifically think made it unsuccessful? What parts made it poorly designed?
    1. Describe the design (internal) elements.
      1. Sloppy, not well designed. Overwhelmingly with words. No creativity and nothing done to simplify them. Don't think about the viewer.
    2. Describe the external elements.
      1. No thought into it. Location not relevant to the product.
15. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message.
  - a. Internal
    1. text size
    2. number of words
    3. size of image(s)
    4. placement of text and image(s)
    5. colors used
    6. 3-D/4-D external attachments?
    7. method used to create a response (email, phone, website, app)
    8. the message itself
  - b. External
    1. geographical placement
    2. number of billboards used in the campaign
    3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
    4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
    5. size of the board in relation to distance
    6. distance in relation to size of billboard
    7. demographical market the billboard is targeting

Part 2: *I want to choose one or two examples, print them out, and have the interviewee walk past me as I hold the picture. Then answer the questions below. If I am not able to give an in-person interview, I will ask them to only look at the picture for a few seconds and then scroll down to the questions.*

Take a look at the picture below for 3 seconds and then scroll down.



33. Describe your initial reaction to the billboard.
  - a. **Chipotle**
34. What was the brand's message? Or Could you understand the brand's message?
  - a. **Come eat a big burrito.**
35. What was the FIRST element/thing that caught your attention?
  - a. **The big burrito.**
36. What did you think about the font and text size?
  - a. **Was ok. The bottom part that stated the brand should have been bigger.**
37. What did you think about the colors chosen?
  - a. **Clear, simple .**
38. What did you think about the image chosen?
  - a. **Fine. She understood what the foil wrapped item was because it was Chipotle. Others may not have understood.**
39. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. **Indifferent- She doesn't like burritos.**
40. Looking at the list below. What three internal elements do you think were used most effectively? ? Bold for effective, underline for ineffective
  - xxxi. text size (of chipotle logo)
  - xxxii. number of words
  - xxxiii. size of image(s)**
  - xxxiv. placement of text and image(s)
  - xxxv. colors used
  - xxxvi. method used to create a response (email, phone, website, app, visit storefront) → didn't tell you where to find one
  - xxxvii. the message itself**



41. Describe your initial reaction to the billboard.
  - a. **Holiday Inn is making changes.**
42. What was the brand's message? Or Could you understand the brand's message?
  - a. " "
43. What was the FIRST element/thing that caught your attention?
  - a. **They tag line**
44. What did you think about the font and text size?
  - a. **Good- effective**
45. What did you think about the colors chosen?
  - a. **Fine**
46. What did you think about the image chosen?
  - a. **Didn't notice the image at all. Couldn't tell it was a pillow.**
47. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. **Indifferent- it didn't say what kind of changes they were making so it doesn't change her impression of Holiday Inn.**
48. Looking at the list below. What three internal elements do you think were used most effectively and least effectively? Bold for effective, underline for ineffective
  - xxxviii. **text size**
  - xxxix. **number of words**
    - xl. size of image(s)- didn't even notice the image
    - xli. placement of text and image(s)
    - xlii. colors used (for the image)
    - xliii. method used to create a response (email, phone, website, app, visit storefront)
    - xliv. the message itself- didn't say the changes

### Interviewee: Griffin Thomas 4/5/15

*Purpose is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal & external elements. Also to see correlations within the consumer group's age and gender.*



### Interview Questions

Male/Female

Age 18

Occupation Student

Consumer

Part 1: *ask the participants these questions without referring to a visual*

16. What are your thoughts on the effectiveness of billboards when it comes to advertising?
  - a. He thinks they do a good job of getting their message across.
17. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
  - a. Apple ipad mini- made him go buy it.
18. Which brands do you think create really good billboards? Please name a few.
  - a. Apple, movies, Innout,
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design (internal) elements.
      1. Simple, get their point across. Easy to understand. Only 2-6 words and the text size is large enough to read. The background compliments the text color well to make it easy to read.
    2. Describe the external elements. (Where did you see it? How often have you seen it?)
      1. Innout- only a couple miles away from the nearest location and said what exit to take.
19. Have you noticed billboards you thought were poorly designed and/or placed?
  - a. If so, which parts of the billboard did you specifically think made it unsuccessful? What parts made it poorly designed?
    1. Describe the design (internal) elements.
      1. Too many words. Text is too small. Colors do not mesh well.
    2. Describe the external elements.
      1. Placed randomly- sometimes ads are placed where the nearest location is really far from the ad.
20. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message.
  - a. Internal
    1. text size
    2. number of words
    3. size of image(s)
    4. placement of text and image(s)
    5. colors used
    6. 3-D/4-D external attachments?
    7. method used to create a response (email, phone, website, app)

8. the message itself
- b. External
  1. **geographical placement**
  2. number of billboards used in the campaign
  3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
  4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
  5. **size of the board in relation to distance**
  6. **distance in relation to size of billboard**
  7. demographical market the billboard is targeting

Part 2: *I want to choose one or two examples, print them out, and have the interviewee walk past me as I hold the picture. Then answer the questions below. If I am not able to give an in-person interview, I will ask them to only look at the picture for a few seconds and then scroll down to the questions.*

Take a look at the picture below for 3-4 seconds and then scroll down.



49. Describe your initial reaction to the billboard.
  - a. **He knows what they were talking about.**
50. What was the brand's message? O
  - a. **Talking about their burrito.**
51. What was the FIRST element/thing that caught your attention?
  - a. **The big burrito.**
52. What did you think about the font and text size?
  - a. **The text could have been a little bigger (all of it.) He knows that a big burrito wrapped in foil is from Chipotle.**
53. What did you think about the colors chosen?
  - a. **The white background matched well with the black font and was easy to read.**
54. What did you think about the image chosen?



- a. They could have put the chipotle brand on the foil, and it would have been more recognizable. Though he knew that the foil wrapped burrito represented Chipotle.
55. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
- a. More loyal. Because he understood that the foil wrapped burrito was associated with Chipotle.
56. Looking at the list below. What three internal elements do you think were used most effectively? Bold for effective. Underline for ineffective.
- xliv. text size
  - xlvi. number of words
  - xlvi. size of image(s)**
  - xlvi. placement of text and image(s)
  - xlix. colors used**
    - 1. method used to create a response (email, phone, website, app, visit storefront)
  - li. the message itself**



57. Describe your initial reaction to the billboard.
- a. It was simple. The message was clear.
58. What was the brand's message? Or Could you understand the brand's message?
- a. He could understand that it was Holiday Inn ad.
59. What was the FIRST element/thing that caught your attention?
- a. The Holiday Inn logo.
60. What did you think about the font and text size?
- a. The Holiday Inn brand website was too small. The catch phrase was big but the brand itself needed to be bigger.
61. What did you think about the colors chosen?
- a. The green was difficult to read because it was on a white background.
62. What did you think about the image chosen?
- a. Image was clear, what he was focused on.
63. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
- a. Indifferent

64. Looking at the list below. What three internal elements do you think were used most effectively and least effectively? Bold for effective. Underline for ineffective.

- lii. text size
- liii. number of words
- liv. **size of image(s)**
- lv. placement of text and image(s)
- lvi. colors used
- lvii. **method used to create a response (email, phone, website, app, visit storefront)**
- lviii. the message itself

### Interviewee: Jessica Pelton – 4/4/15

*Purpose is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal & external elements. Also to see correlations within the consumer group's age and gender.*

### Interview Questions

Male/Female      Age **23** Occupation: **Graphic Designer**      Consumer

Part 1: *ask the participants these questions without referring to a visual*

21. What are your thoughts on the effectiveness of billboards when it comes to advertising?
  - a. *If they are designed correctly they can be very effective.*
22. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
  - a. *Chick-fa-la*
23. Which brands do you think create really good billboards? Please name a few.
  - a. *Theme parks (Disneyland, Seaworld) and Movie releases, McDonalds, Wells Fargo, Innout*
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design (internal) elements.
      1. *Simply designed, one sentence. 2 to 3 colors used. One image. Ex) Chick-fa-la just has one cow not an entire herd. Wells Fargo does a good job too. Has one sentence, sometimes it's cheesy but it sticks with you.*
    2. Describe the external elements. (Where did you see it? How often have you seen it?)
      1. *Wells Fargo stands out on the drive from SLO → SB. They stand alone. She sees them all the time because they conquer the area.*

24. Have you noticed billboards you thought were poorly designed and/or placed?
  - a. Vegas billboards
  - b. If so, which parts of the billboard did you specifically think made it unsuccessful? What parts made it poorly designed?
    1. Describe the design (internal) elements.
      1. Overwhelming with information: too many words and too many colors
    2. Describe the external elements.
      1. --
25. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message.
  - a. Internal
    1. text size
    2. **number of words**
    3. size of image(s)
    4. placement of text and image(s)
    5. **colors used**
    6. **3-D/4-D external attachments?**
    7. method used to create a response (email, phone, website, app, QR code)
    8. the message itself
  - b. External
    1. geographical placement
    2. number of billboards used in the campaign
    3. **reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)**
    4. **frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)**
    5. size of the board in relation to distance
    6. distance in relation to size of billboard
    7. **demographical market the billboard is targeting**

Part 2: *I want to choose one or two examples, print them out, and have the interviewee walk past me as I hold the picture. Then answer the questions below. If I am not able to give an in-person interview, I will ask them to only look at the picture for a few seconds and then scroll down to the questions.*

Take a look at the picture below for 4 seconds and then scroll down.



65. Describe your initial reaction to the billboard.
  - a. Wow they do really good billboards
66. What was the brand's message? Or Could you understand the brand's message?
  - a. Simple, easy Mexican food.
67. What was the FIRST element/thing that caught your attention?
  - a. The font and image are established as part of their brand
68. What did you think about the font and text size?
  - a. Perfect
69. What did you think about the colors chosen?
  - a. Good- promoting themselves as fresh and simple. The black on the white represents the simplicity of the brand.
70. What did you think about the image chosen?
  - a. Even though the burrito was in foil, she knew what it was immediately. It made it stand out from other fast food places because they didn't have to show the actual burrito.
71. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. Made her want to go get Chipotle after seeing this billboard
72. Looking at the list below. What three internal elements do you think were used most effectively? Bold what's effective. Underline what's ineffective.
  - lix. text size**
    - lx. number of words
    - lxi. size of image(s)
  - lxii. placement of text and image(s)**
  - lxiii. colors used**
  - lxiv. method used to create a response (email, phone, website, app, visit storefront)
  - lxv. the message itself



73. Describe your initial reaction to the billboard.
  - a. It took me till the very end to recognize it as Holiday Inn.
74. What was the brand's message?
  - a. They are clearly stating changing in their business but it took me a while to distinguish which company it was and did not state anything about what kind of changes they may be taking.
75. What was the FIRST element/thing that caught your attention?
  - a. The "we're making changes" caught my attention but it didn't mean anything since I didn't know which company it was in the beginning.
76. What did you think about the font and text size?
  - a. The font was big enough to show the message, but didn't have any integrity since it was not apparent which company it was for.
77. What did you think about the colors chosen?
  - a. I liked that they used their standard green, although it was not enough to immediately recognize their brand just from the color.
78. What did you think about the image chosen?
  - a. VERY POOR! I'm not sure if it's suppose to be a street sign or a privacy door hanger. It is not easy to read and does not promote the idea of a hotel.
79. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. I don't have any indifferences against Holiday Inn, but it doesn't make me want to stay there any more. I believe that they could have done a much better job advertising, but that doesn't interfere with my hotel choice.
80. Looking at the list below. What three internal elements do you think were used most effectively? Bold what's effective. Underline what's ineffective.
  - lxvi. text size**
  - lxvii. number of words**
  - lxviii. size of image(s)
  - lxix. placement of text and image(s)
  - lxx. colors used
  - lxxi. method used to create a response (email, phone, website, app, visit storefront)
  - lxxii. the message itself**

**Interviewee: Tonya Bertino 4/14/15**

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

**Interview Questions**

Male/Female      Age **44**    Occupation **Commercial Producer**      **Consumer**

**Part 1:**

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

26. What are your thoughts on billboards as a form of advertising?

*I have always felt that a billboard is a smart way to advertise a product in that companies can reach a massive amount of people who would not necessarily be reached through certain magazines and television ads.*

27. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)

*I saw a billboard for a television show on ABC that I ended up tuning into after seeing it. It was for 'Secrets and Lies'. I do not watch a lot of network television, but the actors in the show are movie actors that I like, so I tuned in. Had I not seen the billboard, I am pretty certain I would not have known about the show.*

28. Which brands do you think are represented in really good billboards? Please name a few.

*The motion picture industry and fast food industry are often represented well in billboards.*

a. What about these billboards makes them stand out among the rest?

1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)

*Graphics, 3-D images*



2. Describe the external elements. (Where did you see it? How often have you seen it?)  
*High traffic areas*
29. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?  
*Having young children, I tend to notice inappropriate billboards more often. The worst offenders are the ads for gentlemen's clubs. Having to explain the scantily clad women and the (usually) offensive names is bothersome.*
  - a. What about these billboards made you classify them as poorly done?  
*The photography is usually bad and the ads are just tacky.*
30. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
  - a. Internal
    1. **text size**
    2. number of words
    3. **size of image(s)**
    4. placement of text and image(s)
    5. colors used
    6. **3-D/4-D external attachments?**
    7. method used to create a response (email, phone, website, app)
    8. the message itself
  - b. External
    1. **geographical placement**
    2. **number of billboards used in the campaign**
    3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
    4. **frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)**
    5. size of the board in relation to distance
    6. distance in relation to size of billboard
    7. demographical market the billboard is targeting

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

Billboard #1



81. Describe your initial reaction to the billboard.  
I think the billboard is clever, overall.
82. Could you understand the brand's message? If so, what was it?  
The message is saying that the burritos they sell are large so you need to 'open wide'.
83. What was the FIRST element/thing that caught your attention?  
The tin-foil-wrapped burrito
84. What did you think about the font and text size?  
Font and size were eye-catching
85. What did you think about the colors chosen?  
Simple
86. What did you think about the image chosen/image size?  
The image was immediately identifiable, size was adequate.
87. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
More loyal, I think the company's advertising is clever.
88. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - lxxiii. text size**
  - lxxiv. number of words
  - lxxv. size of image(s)**
  - lxxvi. the image(s) itself**
  - lxxvii. placement of text and image(s)
  - lxxviii. colors used
  - lxxix. method used to create a response (email, phone, website, app, visit storefront)
  - lxxx. the message itself



*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

## Billboard #2



89. Describe your initial reaction to the billboard.  
My initial reaction is I wasn't sure what was being advertised.
90. Could you understand the brand's message? If so, what was it?  
I understand the message, the company is making big changes and they are teasing the consumer by being vague.
91. What was the FIRST element/thing that caught your attention?  
The first element that caught my attention was the font size of BIG CHANGES
92. What did you think about the font and text size?  
Font size and text are large and eye-catching.
93. What did you think about the colors chosen?  
Again, colors are eye-catching.
94. What did you think about the image chosen/image size?  
The image didn't register for me immediately. I had to look more closely to figure out exactly what it was that I was looking at. The pillow blends in too much to the white background.
95. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
Indifferent. Companies often advertise "big changes" when really not much has changed at all.
96. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - lxxxi. **text size**
  - lxxxii. number of words
  - lxxxiii. size of image(s)
  - lxxxiv. the image(s) itself

- lxxxv. placement of text and image(s)
- lxxxvi. colors used
- lxxxvii. method used to create a response (email, phone, website, app, visit storefront)
- lxxxviii. the message itself

### Interviewee: Brandon Nordman 4/14/15

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

**Male/Female**      **Age 23**      **Occupation Firefighter**      **Consumer**

#### Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

31. What are your initial thoughts on billboards as a form of advertising?
  - a. *Something you notice regularly if you commute a lot. But if you stay local you won't see them. Don't spend too much time looking at them but you notice them on the side of the road.*
32. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
  - a. *N/A*
33. Which brands do you think are represented in really good billboards? Please name a few.
  - a. *Restaurant industry*
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)
      1. *Simple message. Nothing too complex. Few words. One image.*

2. Describe the external elements. (Where did you see it? How often have you seen it?)
  1. Freeways, rural areas where you have nothing else to look at
34. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?
  - a. What about these billboards made you classify them as poorly done?
    1. Too much information. Supposed to be a quick message, not supposed to read a lot
35. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
  - a. Internal
    1. text size
    2. number of words
    3. size of image(s)
    4. placement of text and image(s)
    5. colors used
    6. 3-D/4-D external attachments?
    7. method used to create a response (email, phone, website, app)
    8. the message itself
  - b. External
    1. geographical placement
    2. number of billboards used in the campaign
    3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
    4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
    5. size of the board in relation to distance
    6. distance in relation to size of billboard
    7. demographical market the billboard is targeting

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

Billboard #1



97. Describe your initial reaction to the billboard.
  - a. Burrito advertisement, plain and simple
98. Could you understand the brand's message? If so, what was it?
  - a. Eating a burrito, could understand it was from Chipotle
99. What was the FIRST element/thing that caught your attention?
  - a. The headline
100. What did you think about the font and text size?
  - a. Easy to read, stand out
101. What did you think about the colors chosen?
  - a. Easy on the eyes
102. What did you think about the image chosen/image size?
  - a. Effective
103. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. Indifferent
104. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - lxxxix. text size
  - xc. **number of words**
  - xc. **size of image(s)**
  - xcii. the image(s) itself
  - xciii. placement of text and image(s)
  - xciv. colors used
  - xcv. method used to create a response (email, phone, website, app, visit storefront)
  - xcvi. the message itself

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

## Billboard #2



105. Describe your initial reaction to the billboard.
  - a. **Saw the headline**
106. Could you understand the brand's message? If so, what was it?
  - a. **Didn't understand what they meant**
107. What was the FIRST element/thing that caught your attention?
  - a. **headline**
108. What did you think about the font and text size?
  - a. **Good**
109. What did you think about the colors chosen?
  - a. **Effective**
110. What did you think about the image chosen/image size?
  - a. **Image wasn't very effective- didn't go with the intended message**
111. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. **indifferent**
112. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - xcvii. **text size**
  - xcviii. **number of words**
  - xcix. size of image(s)
    - c. the image(s) itself
  - ci. **placement of text and image(s)**
  - cii. colors used
  - ciii. method used to create a response (email, phone, website, app, visit storefront)
  - civ. the message itself

**Interviewee: Kelli Sorenson 4/12/15**

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

**Interview Questions**

Male/Female      Age 35 Occupation   **Hairdresser**      **Consumer**

**Part 1:**

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

36. What are your thoughts on billboards as a form of advertising?

It is kind of an interesting question. I would have to say that I sort of feel that they are antiquated. I think, they serve a purpose certainly, but I don't really pay much attention, they are just things on the road. For instance, this past winter we had a few storms that came with severe wind. In my routine driving on the 101 in San Luis Obispo County, I pass a lot of billboards, and was surprised to realize that there were 2 of them that had fallen over in the storm, and I hadn't notice them until my husband commented on seeing them on his way home. I guess that also means that I couldn't tell you what they were advertising either.

37. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)

The last billboard that I can honestly saw affected me is the one at the bottom of Cuesta Grade that can be seen when traveling northbound on the 101. We were on our way home to Santa Ynez from Lake Nacimiento after Easter weekend in 2007, and we saw a billboard announcing that Aerosmith would be playing at the Mid-State Fair in Paso Robles that summer. We literally went home, got online and found out what we had to do to buy tickets, and bought them as soon as possible. Unfortunately, that is the last one I remember that affected me.

38. Which brands do you think are represented in really good billboards? Please name a few.

a. What about these billboards makes them stand out among the rest?

1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)



2. Describe the external elements. (Where did you see it? How often have you seen it?)

Getting back to my previous statement, I honestly couldn't tell you. My usual driving takes me from Paso Robles to Atascadero on the 101, and I couldn't tell you about any of the billboards on the road right now. None of them have grabbed my attention at all. I know they are there, but that's all.

39. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?

- a. What about these billboards made you classify them as poorly done?

I guess I should say all of them. Considering that they have not grabbed my attention or left a memory, I suppose they are all bad.

40. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*

- a. Internal

1. text size
2. number of words
3. size of image(s)
4. **placement of text and image(s)**
5. **colors used**
6. **3-D/4-D external attachments?**
7. method used to create a response (email, phone, website, app)
8. the message itself

- b. External

1. geographical placement
2. **number of billboards used in the campaign**
3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
4. **frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)**
5. size of the board in relation to distance
6. distance in relation to size of billboard
7. **demographical market the billboard is targeting**

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

Billboard #1



113. Describe your initial reaction to the billboard.  
Boring. Mildly funny, but mostly unstimulating. Not much effort.
114. Could you understand the brand's message? If so, what was it?  
Yes, and no. I would initially assume that they are trying to say that they have great big burritos, but the size isn't shown well, with just foil. If the relation of the burrito to the words themselves were different, such as a big burrito showing what is in it, somewhat dwarfing the text, maybe the point would be better delivered.
115. What was the FIRST element/thing that caught your attention?  
The ugly foil wrapped burrito.
116. What did you think about the font and text size?  
The font is fine, kind of fun. The size would be more descriptive if it were smaller than the "so-called" big burrito.
117. What did you think about the colors chosen?  
Again, boring. I always think that black and white on a billboard, reminds me of when they haven't sold the space and it just a plain white billboard, with black lettering announcing the availability and the number to call.
118. What did you think about the image chosen/image size?  
Image size is fine but doesn't really "excite." If the size were that same but it had a cross section of the burrito exposed with the colors, etc. there would be a much bigger impact.
119. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
I like Chipotle, but this billboard does nothing for me. It wouldn't bring me into the restaurant, but it wouldn't keep me away either.
120. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- cv. **text size**
  - cvi. number of words
  - cvii. size of image(s)
  - cviii. the image(s) itself



- cix. placement of text and image(s)
- cx. colors used
- cxi. method used to create a response (email, phone, website, app, visit storefront)
- cxii. the message itself**

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

## Billboard #2



121. Describe your initial reaction to the billboard.  
Better than Chipotle
122. Could you understand the brand's message? If so, what was it?  
I think so, it was nice and clean. The message was kind of clever, but not over the top where it may have been lost on some of its audience.
123. What was the FIRST element/thing that caught your attention?  
The large, classy font and the green. Nice color not too offensive.
124. What did you think about the font and text size?  
I like the font. I appreciate the clean, clear lines and the color is nice. I also coordinated well this the hotels logo and signature color if you will.
125. What did you think about the colors chosen?  
I like them. I favor the color coordination with the logo and the font. I have a organized style of things I prefer and feel that that connection is important.
126. What did you think about the image chosen/image size?  
I thought it worked well. The font was bigger than the image which is what the "pun" was trying to get across. But the image was clever in its own right, but not overbearing.
127. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?

Indifferent probably, but I don't seem to be swayed by advertising much anyway.  
;-))

128. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.

- cxiii. text size**
- cxiv. number of words
- cxv. size of image(s)
- cxvi. the image(s) itself
- cxvii. placement of text and image(s)**
- cxviii. colors used**
- cxix. method used to create a response (email, phone, website, app, visit storefront)
- cxx. the message itself

### Interviewee: Katherine Riley 4/11/15

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

Male/Female

Age **20**

Occupation: **Student**

**Consumer**

Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

41. What are your initial thoughts on billboards as a form of advertising?
  - a. **Outdated- everything is on social media now. Don't see them as often, only certain places have them. Lots of restrictions as to where they can be and how many can be in one place. Not good for suburban lifestyle people who don't interact with them consistently.**
42. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)

- a. **Apple products**
43. Which brands do you think are represented in really good billboards? Please name a few.
  - a. **San Diego Zoo, Apple, Madonna Inn, VW cars**
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)
      1. **The shape of the billboard (attachments), the simplicity, the image is appealing**
    2. Describe the external elements. (Where did you see it? How often have you seen it?)
      1. **Always by the highway. Always in close proximity to what they are selling. Usually relevant to the location they are placed.**
44. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?
  - a. **Too much text (overwhelming), a product that doesn't pertain to the area**
  - b. What about these billboards made you classify them as poorly done?
    1. **Text, poorly contrasting colors (black background with white text)**
45. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
  - a. Internal
    1. text size
    2. number of words
    3. size of image(s)
    4. **placement of text and image(s)**
    5. **colors used**
    6. 3-D/4-D external attachments?
    7. method used to create a response (email, phone, website, app)
    8. **the message itself**
  - b. External
    1. **geographical placement**
    2. number of billboards used in the campaign
    3. **reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)**
    4. **frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)**
    5. size of the board in relation to distance
    6. distance in relation to size of billboard
    7. demographical market the billboard is targeting

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

### Billboard #1



129. Describe your initial reaction to the billboard.
  - a. Laughter. It's cheesy.
130. Could you understand the brand's message? If so, what was it?
  - a. You get a lot of food for your money. Our burritos are big. Come eat here because we give large portions.
131. What was the FIRST element/thing that caught your attention?
  - a. The image of the burrito- it was big and shiny.
132. What did you think about the font and text size?
  - a. The font is recognizable as Chipotle. But there was bolding before the photo but she couldn't read it because was distracted by the image.
133. What did you think about the colors chosen?
  - a. The color was boring- but it was simple and recognizable. You had to know the brand to recognize what they were displaying. It colors develop their brand.
134. What did you think about the image chosen/image size?
  - a. The image de-values their brand because it was shown in the "to-go" form. But the shiny foil was eye catching- trying to figure out what it was
135. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. Indifferent- doesn't like chipotle.

136. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.

- cxxi. text size
- cxxii. number of words \*couldn't read bolding under 3sec.
- cxxiii. size of image(s)
- cxxiv. the image(s) itself
- cxxv. placement of text and image(s)
- cxxvi. colors used \*reinforced brand**
- cxxvii. method used to create a response (email, phone, website, app, visit storefront) \*was there one?
- cxxviii. the message itself \*devalued product using "to-go" burrito

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

#### Billboard #2



- 137. Describe your initial reaction to the billboard.
  - a. **Very vague. Either they are increasing their size of hotels or multiplying the amount of hotels they have. Streamlining. More isn't better.**
- 138. Could you understand the brand's message? If so, what was it?
  - a. **We are making big changes.**
- 139. What was the FIRST element/thing that caught your attention?
  - a. **The green text**
- 140. What did you think about the font and text size?
  - a. **The font was thin- maybe could have been bolded**
- 141. What did you think about the colors chosen?
  - a. **Basic, simple- two colors was good. It goes with their brand.**
- 142. What did you think about the image chosen/image size?

- a. Couldn't tell it was a pillow, but noticed the holiday inn logo. Wouldn't have had the easiest time recognizing the brand if driving by really fast.
143. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
- a. Indifferent- More skeptical of their quality, but doesn't understand what they mean by their message.
144. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- cxxix. text size
  - cxxx. number of words
  - cxix. size of image(s) \*see below
  - cxixii. the image(s) itself \*small, unclear there was pillow, pillow doesn't add value to meaning
  - cxixiii. placement of text and image(s)
  - cxixiv. colors used \*reflects brand colors**
  - cxixv. method used to create a response (email, phone, website, app, visit storefront)
  - cxixvi. the message itself \*unclear, bigger not better, may not have effectively hit target (if I am within target market)

### Interviewee: Allison Sudek

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

Male/Female \_\_\_\_\_ Age 56 Occupation Teacher Consumer or Expert

Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

46. What are your thoughts on billboards as a form of advertising?



Growing up in LA county, I was used to seeing billboards all over and usually tuned them out. For the last 30 years, I've lived in Orange County, which does not have (allow?) billboards. Now when I drive into LA county, I almost feel accosted by all the billboards. I find them distracting and generally eyesores. When driving in rural areas in between metropolitan cities, they are more helpful if advertising for restaurants and/or sites to see in upcoming towns. I pay more attention to advertisements in magazines.

47. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)

N/A

48. Which brands do you think are represented in really good billboards? Please name a few.

Corona beer, Chik-Fil-A

- a. What about these billboards makes them stand out among the rest?

1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)

Corona beer ads always show beaches, relaxation, and fun!

2. Describe the external elements. (Where did you see it? How often have you seen it?)

49. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?

Billboards that seem old, run-down, out-of-date, or just not appealing seem to be for bail bond businesses, "gentlemen's clubs"/adult entertainment (the closer you get to LAX!), "accident lawyers", etc.

- a. What about these billboards made you classify them as poorly done?

They seemed old, out-of-date/style, dark mono-chromatic colors, nothing that catches the eye

50. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*

- a. Internal

1. text size
2. **number of words**
3. size of image(s)
4. placement of text and image(s)
5. **colors used**
6. 3-D/4-D external attachments?
7. method used to create a response (email, phone, website, app)
8. **the message itself**

- b. External

1. **geographical placement**
2. number of billboards used in the campaign
3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)

4. **frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)**
5. size of the board in relation to distance
6. distance in relation to size of billboard
7. **demographical market the billboard is targeting**

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

#### Billboard #1



145. Describe your initial reaction to the billboard.
  - a. It was provocative/suggestive – because of that, I think it gets people's attention.
146. Could you understand the brand's message? If so, what was it?
  - a. Their burritos are BIG!
147. What was the FIRST element/thing that caught your attention?
  - a. The text
148. What did you think about the font and text size?
  - a. Because it was large and simple, it caught my eye.
149. What did you think about the colors chosen?
  - a. No real reaction – I guess it was effective because it was simple, no bright colors
150. What did you think about the image chosen/image size?
  - a. Effective



151. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
- a. Indifferent
152. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- cxxxvii. text size**
  - cxxxviii. number of words**
  - cxxxix. size of image(s)
    - cxl. the image(s) itself
    - cxli. placement of text and image(s)
    - cxlii. colors used
    - cxliii. method used to create a response (email, phone, website, app, visit storefront)
  - cxliv. the message itself**

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

#### Billboard #2



153. Describe your initial reaction to the billboard.
- a. I'm curious
- Could you understand the brand's message? If so, what was it?
- They're making changes that will upgrade/improve their hotels and the perception of their brand
154. What was the FIRST element/thing that caught your attention?
- a. The text
155. What did you think about the font and text size?
- a. I didn't care for the font but the size was effective
156. What did you think about the colors chosen?
- a. Too simple – maybe a bit more color
157. What did you think about the image chosen/image size?

- a. I thought the image was a good choice as it represents comfort and a good nights' sleep.
- 158. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. Perhaps a bit more loyal.
- 159. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - cxlv. text size**
  - cxlvi. number of words**
  - cxlvii. size of image(s)
  - cxlviii. the image(s) itself**
  - cxlix. placement of text and image(s)
  - cl. colors used
  - cli. method used to create a response (email, phone, website, app, visit storefront)
  - clii. the message itself

### Interviewee: Heidi Nedegaard 4/11/15

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

Male/Female      Age **35**      Occupation: **teacher**      **Consumer** or Expert

#### Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

- 51. What are your thoughts on billboards as a form of advertising?
  - a. **Grew up in a rural area, she doesn't have a lot of exposure to them. They are useful if you are searching for something (gas, food).**
- 52. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)

- a. ----
53. Which brands do you think are represented in really good billboards? Please name a few.
- a. Gas billboards, fast food (Innout), Chick-fa-le
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)
      1. The brand logo/names are prominently displayed. The images are clear and represent the brand well.
    2. Describe the external elements. (Where did you see it? How often have you seen it?)
      1. If you get exposure to too many, you stop paying attention to them
54. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?
- a. What about these billboards made you classify them as poorly done?
    1. If she wasn't in favor of the message, she wouldn't pay attention to it.
55. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
- a. Internal
    1. text size
    2. number of words
    3. size of image(s)
    4. placement of text and image(s)
    5. colors used
    6. 3-D/4-D external attachments?
    7. method used to create a response (email, phone, website, app)
    8. the message itself
  - b. External
    1. geographical placement
    2. number of billboards used in the campaign
    3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
    4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
    5. size of the board in relation to distance
    6. distance in relation to size of billboard
    7. demographical market the billboard is targeting

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by

*a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.*

### Billboard #1



160. Describe your initial reaction to the billboard.
  - a. Sexual in nature.
161. Could you understand the brand's message? If so, what was it?
  - a. They have large burritos.
162. What was the FIRST element/thing that caught your attention?
  - a. The text.
163. What did you think about the font and text size?
  - a. Efficient, readable. The chipotle brand in the corner should be larger.
164. What did you think about the colors chosen?
  - a. Neutrals- okay
165. What did you think about the image chosen/image size?
  - a. The image was the second thing she saw after the text; but it needed to be shown in order to get the message across.
166. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. Indifferent
167. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - cliii. **text size** (though the chipotle brand could be more prominent)
  - cliv. number of words
  - clv. size of image(s)
  - clvi. the image(s) itself
  - clvii. **placement of text and image(s)**
  - clviii. colors used
  - clix. method used to create a response (email, phone, website, app, visit storefront)
  - clx. **the message itself**

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

Billboard #2



168. Describe your initial reaction to the billboard.
  - a. The Holiday Inn sign looked like a cigarette pack. She had to really look and see what the advertisement was for. Kind of a boring ad.
169. Could you understand the brand's message? If so, what was it?
  - a. Once she figured out what it was. They are making changes, but what changes?
170. What was the FIRST element/thing that caught your attention?
  - a. The image she thought was a cigarette pack.
171. What did you think about the font and text size?
  - a. The holiday inn part was harder to read but the message text was good.
172. What did you think about the colors chosen?
  - a. Boring, bland
173. What did you think about the image chosen/image size?
  - a. Poor- hard to understand from a distance
174. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. Indifferent
175. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - clxi. **text size** (for the message not the brand name)
  - clxii. number of words
  - clxiii. size of image(s)
  - clxiv. the image(s) itself
  - clxv. placement of text and image(s)
  - clxvi. colors used

- clxvii. method used to create a response (email, phone, website, app, visit storefront)  
 clxviii. the message itself

### Interviewee: Barb Zondiros 4/18/15

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

Male/Female      Age 47      Occupation Teacher      Consumer

#### Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

56. What are your initial thoughts on billboards as a form of advertising?  
*They keep me interested when I am driving a long distance. The ones that advertise doctors and lawyers I immediately note never to use. I love the huge ones along Sunset Blvd – makes it feel “Hollywood”. Also like the ones with clever/humorous statements.*
57. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)  
*Probably a concert ad...made me want to go online and check out ticket availability and price.*
58. Which brands do you think are represented in really good billboards? Please name a few.  
*Most movie billboards, Chick-Fil-A, the lottery jackpots*
  - a. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)  
*3-d, Colors, and simple text with funny message, Clever quotes, the cows putting up the billboard*
59. Describe the external elements. (Where did you see it? How often have you seen it?)

405 North every time I go to Long Beach and Huntington Beach

60. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?

Can't think of any in particular, but....

a. What about these billboards made you classify them as poorly done?

...don't like them too wordy because I can't get it all read before I go by- so frustrating! Don't like them too busy or images too small because I pay more attention to them instead of the road, trying to figure out what it is.

Also don't like when I can't figure out what brand is being advertised.

61. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them.*

a. Internal

1. text size
2. number of words
3. **size of image(s)**
4. placement of text and image(s)
5. colors used
6. **3-D/4-D external attachments?**
7. method used to create a response (email, phone, website, app)
8. **the message itself**

b. External

1. **geographical placement**
2. **number of billboards used in the campaign**
3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
5. size of the board in relation to distance
6. distance in relation to size of billboard
7. **demographical market the billboard is targeting**

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

Billboard #1





176. Describe your initial reaction to the billboard.  
**PHALLIC!!!! Lol!!**
177. Could you understand the brand's message? If so, what was it?  
**It's saying that Chipotle's burritos are bigger than others.**
178. What was the FIRST element/thing that caught your attention?  
**The foil-wrapped burrito**
179. What did you think about the font and text size?  
**Good size, eye-catching**
180. What did you think about the colors chosen?  
**Too bland, not much color**
181. What did you think about the image chosen/image size?  
**Seems pretty phallic...I would prefer to see the food unwrapped**
182. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
**Indifferent**
183. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- clxix. **text size**
  - clxx. **number of words**
  - clxxi. **size of image(s)**
  - clxxii. the image(s) itself
  - clxxiii. placement of text and image(s)
  - clxxiv. colors used
  - clxxv. method used to create a response (email, phone, website, app, visit storefront)
  - clxxvi. the message itself

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*



## Billboard #2



184. Describe your initial reaction to the billboard.
  - a. Looks like Holiday Inn is trying to offer more upscale accommodations.
185. Could you understand the brand's message? If so, what was it?
  - a. Looks like they are saying that they are becoming more luxurious.
186. What was the FIRST element/thing that caught your attention?
  - a. The green logo
187. What did you think about the font and text size?
  - a. Good size
188. What did you think about the colors chosen?
  - a. I like the color-catched the eye, and that it matches the log.
189. What did you think about the image chosen/image size?
  - a. Good size, but it was difficult to make out that it was a pillow – outline too light.
190. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. More loyal
191. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - clxxvii. **text size**
  - clxxviii. number of words
  - clxxix. size of image(s)
  - clxxx. the image(s) itself
  - clxxxi. placement of text and image(s)
  - clxxxii. **colors used**
  - clxxxiii. method used to create a response (email, phone, website, app, visit storefront)
  - clxxxiv. **the message itself**

**Interviewee: Adam Deierling 4/12/15**

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

**Interview Questions**

Male/Female      Age 37      Occupation Commercial Real Estate Asset Manager  
Consumer or Expert

**Part 1:**

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

62. What are your thoughts on billboards as a form of advertising?  
*I think they are very effective (so long as the location is obvious)*
63. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)  
*Had a Taylor Swift advertisement. Then went online and looked for tickets for my kids.*
64. Which brands do you think are represented in really good billboards? Please name a few.  
*Automobile companies and fast food restaurants*
  - a. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)  
*I like cars so the product stands out to me. Typically a clean picture of the vehicle. Catchy tag lines always seem to stick. One-liners so I can digest the entire sign prior to driving by it.*
    2. Describe the external elements. (Where did you see it? How often have you seen it?)  
*Always on the freeway. I see these on my daily commute to and from my office.*
65. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with? *I have seen these but do not recall the locations*

- a. What about these billboards made you classify them as poorly done? **Too much info on a billboard makes it ineffective.**
66. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
- a. Internal
1. text size
  2. **number of words**
  3. size of image(s)
  4. **placement of text and image(s)**
  5. colors used
  6. **3-D/4-D external attachments?**
  7. method used to create a response (email, phone, website, app)
  8. the message itself
- b. External
1. **geographical placement**
  2. **number of billboards used in the campaign**
  3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
  4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
  5. **size of the board in relation to distance**
  6. distance in relation to size of billboard
  7. demographical market the billboard is targeting

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

#### Billboard #1



192. Describe your initial reaction to the billboard.
- Funny**
193. Could you understand the brand's message? If so, what was it?

Yes, they make big burritos

194. What was the FIRST element/thing that caught your attention?

Big Burritos

195. What did you think about the font and text size?

Perfect

196. What did you think about the colors chosen?

Love the white background and Silver burrito

197. What did you think about the image chosen/image size?

Well done. Stood out and looks like the real thing.

198. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?

More loyal

199. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.

**clxxxv. text size**

clxxxvi. number of words

clxxxvii. size of image(s)

**clxxxviii. the image(s) itself**

clxxxix. placement of text and image(s)

cxc. colors used

cxc. method used to create a response (email, phone, website, app, visit storefront)

**cxcii. the message itself**

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

## Billboard #2



200. Describe your initial reaction to the billboard.

What are the changes?

201. Could you understand the brand's message? If so, what was it?

Nope

202. What was the **FIRST** element/thing that caught your attention?  
**Too much “white” (not enough differentiation).**
203. What did you think about the font and text size?  
**Not good. I had a hard time seeing everything...**
204. What did you think about the colors chosen?  
**Again, too much white. It all blended in too well.**
205. What did you think about the image chosen/image size?  
**Hard to see and I don’t understand what it represents.**
206. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
**Indifferent but confused.**
207. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- exciii. text size
  - exciv. number of words
  - excv. size of image(s)
  - excvi. the image(s) itself
  - excvii. placement of text and image(s)
  - excviii. colors used
  - excix. method used to create a response (email, phone, website, app, visit storefront)
  - cc. the message itself

### Interviewee: Jason Hecht 4/20/15

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group’s age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

Male/Female      Age 45      Occupation Office MGR      Consumer or Expert:

Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

67. What are your thoughts on billboards as a form of advertising?  
**The Digital Billboards are nice**
68. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)  
**Movie Billboard**
69. Which brands do you think are represented in really good billboards? Please name a few. :  
**Levi's, TV Shows (Many different ones)**
- a. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)  
**N/A**
    2. Describe the external elements. (Where did you see it? How often have you seen it?)  
**Digital Screen**
70. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?  
**NO**
- a. What about these billboards made you classify them as poorly done?  
**Billboards with a lot of Graffiti on them.**
71. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
- a. Internal
    1. text size
    2. number of words
    3. **size of image(s)**
    4. placement of text and image(s)
    5. colors used
    6. **3-D/4-D external attachments?**
    7. **method used to create a response (email, phone, website, app)**
    8. the message itself
  - b. External
    1. **geographical placement**
    2. number of billboards used in the campaign
    3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
    4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
    5. **size of the board in relation to distance**
    6. **distance in relation to size of billboard**
    7. demographical market the billboard is targeting



Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

### Billboard #1



208. Describe your initial reaction to the billboard.  
**Too white- company name too far off to the side.**
209. Could you understand the brand's message?  
**Yes**
210. What was the FIRST element/thing that caught your attention?  
**The Silver Wrap**
211. What did you think about the font and text size?  
**It was ok**
212. What did you think about the colors chosen?  
**Too Plain**
213. What did you think about the image chosen/image size?  
**It was good.**
214. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
**NO**
215. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - cci. text size
  - ccii. number of words
  - cciii. size of image(s)**
  - cciv. the image(s) itself**
  - ccv. placement of text and image(s)**
  - ccvi. colors used
  - ccvii. method used to create a response (email, phone, website, app, visit storefront)
  - ccviii. the message itself

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

## Billboard #2



216. Describe your initial reaction to the billboard.
217. Could you understand the brand's message?  
**Yes- Holiday inn is making Changes**
218. What was the FIRST element/thing that caught your attention?  
**Text**
219. What did you think about the font and text size?  
**Very Clear**
220. What did you think about the colors chosen?  
**Good Colors**
221. What did you think about the image chosen/image size?  
**Perfect Size**
222. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
**Indifferent**
223. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - ccix. text size
  - ccx. number of words**
  - ccxi. size of image(s)
  - ccxii. the image(s) itself
  - ccxiii. placement of text and image(s)**
  - ccxiv. colors used**
  - ccxv. method used to create a response (email, phone, website, app, visit storefront)
  - ccxvi. the message itself



**Interviewee: Molly Keenan 4/20/15**

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

**Interview Questions**

Male/Female      Age 19      Occupation Student    Consumer or Expert

**Part 1:**

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

72. What are your initial thoughts on billboards as a form of advertising?
  - a. *They are really quick. Need to be quick and simple. Don't stick with you that much because you pass by them so fast. Distracting in a good/bad way.*
73. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
  - a. *Innout*
74. Which brands do you think are represented in really good billboards? Please name a few.
  - a. *Innout, fast food chains, car companies, , gas stations*
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)
      1. *The fast food ones are really simple. A picture of a food/logo, and how many miles until the closest one. Ask you self if I will be hungry in that amount of time*
    2. Describe the external elements. (Where did you see it? How often have you seen it?)
      1. *usually on freeways where a lot of traffic occurs. High density areas*
75. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?

- a. Lawyers billboards- their faces are creepy. Sad billboards- shaking baby puts a bad image in your head, the gross pictures of people who have been effected by chain smoking (graphic images); Digital billboards are distracting; changes too quickly
  - b. What about these billboards made you classify them as poorly done?
76. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
- a. Internal
    - 1. **text size**
    - 2. **number of words**
    - 3. **size of image(s)**
    - 4. placement of text and image(s)
    - 5. colors used
    - 6. 3-D/4-D external attachments?
    - 7. method used to create a response (email, phone, website, app)
    - 8. the message itself
  - b. External
    - 1. **geographical placement**
    - 2. number of billboards used in the campaign
    - 3. **reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)**
    - 4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
    - 5. size of the board in relation to distance
    - 6. distance in relation to size of billboard
    - 7. **demographical market the billboard is targeting**

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

Billboard #1



224. Describe your initial reaction to the billboard.
  - a. Burrito. Plain but got the message across. Could tell it was chipotle but the brand logo was small. Though chipotle's branding is eye catching
225. Could you understand the brand's message? If so, what was it?
  - a. "open wide" means go buy a really big burrito
226. What was the FIRST element/thing that caught your attention?
  - a. The burrito/foil
227. What did you think about the font and text size?
  - a. Could have made the message and the logo larger, easier to see
228. What did you think about the colors chosen?
  - a. Plain; the white and black worked but wasn't "wow". font could have been bolder and bigger
229. What did you think about the image chosen/image size?
  - a. Efficient
230. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. Indifferent- she knows she already likes chipotle
231. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - ccxvii. text size
  - ccxviii. **number of words**
  - ccxix. **size of image(s)**
  - ccxx. **the image(s) itself**
  - ccxxi. placement of text and image(s)
  - ccxxii. colors used
  - ccxxiii. method used to create a response (email, phone, website, app, visit storefront)
  - ccxxiv. the message itself

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

Billboard #2



232. Describe your initial reaction to the billboard.
  - a. **Holiday Inn. They are changing. Didn't say what**
233. Could you understand the brand's message? If so, what was it?
  - a. **They are changing somehow but how?**
234. What was the FIRST element/thing that caught your attention?
  - a. **The "big changes" message**
235. What did you think about the font and text size?
  - a. **Efficient, got the message across**
236. What did you think about the colors chosen?
  - a. **Green is their color, so it made sense. But the font was too skinny, needed to be bolder if were to keep the white background**
237. What did you think about the image chosen/image size?
  - a. **Didn't know what the image was- should have been a darker background if were to use a white pillow**
238. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. **Indifferent- makes her wonder what changes they are making.**
239. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - ccxxv. text size**
  - ccxxvi. number of words**
  - ccxxvii. size of image(s)
  - ccxxviii. the image(s) itself
  - ccxxix. placement of text and image(s)
  - ccxxx. colors used
  - ccxxxi. method used to create a response (email, phone, website, app, visit storefront)
  - ccxxxii. the message itself**

**Interviewee: John Thomas 4/20/15**

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external*

*elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

Male/Female

Age 53

Occupation Contractor

Consumer or Expert

#### Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

77. What are your initial thoughts on billboards as a form of advertising?
  - a. **Effective- the statement made. Simple, only a few words. Point gets across**
78. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
  - a. **"You just blew \$10,000" the DUI billboards- a great reminder while on the road**
79. Which brands do you think are represented in really good billboards? Please name a few.
  - a. **Upcoming sports games, automotive industry**
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)
      1. **Text, large letters, simple**
    2. Describe the external elements. (Where did you see it? How often have you seen it?)
      1. **freeway interchanges, slow turns on the freeway**
80. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?
  - a. What about these billboards made you classify them as poorly done?
    1. **False advertisements; political billboards- you don't have to tell the truth and only share a certain portion of that view**
    - 2.
81. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
  - a. Internal
    1. **text size**
    2. **number of words**
    3. size of image(s)
    4. **placement of text and image(s)**
    5. colors used
    6. 3-D/4-D external attachments?

7. method used to create a response (email, phone, website, app)
8. the message itself
- b. External
  1. **geographical placement**
  2. number of billboards used in the campaign
  3. **reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)**
  4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
  5. size of the board in relation to distance
  6. distance in relation to size of billboard
  7. **demographical market the billboard is targeting**

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

#### Billboard #1



240. Describe your initial reaction to the billboard.
  - a. Kind of weird- had to read the “wide open” first, then looked at the foil, then realized it was a burrito when looking at the Chipotle brand in the corner.
241. Could you understand the brand’s message? If so, what was it?
  - a. Big burrito: lots of food to offer
242. What was the FIRST element/thing that caught your attention?
  - a. The “open wide” text
243. What did you think about the font and text size?

- a. Well- made you look at the bigger words first, then the object, then the chipotle brand. Made you look at the whole sign
- 244. What did you think about the colors chosen?
  - a. Effective
- 245. What did you think about the image chosen/image size?
  - a. Effective
- 246. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. Indifferent
- 247. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
  - ccxxxiii. **text size**
  - ccxxxiv. **number of words**
  - ccxxxv. **size of image(s)**
  - ccxxxvi. the image(s) itself
  - ccxxxvii. placement of text and image(s)
  - ccxxxviii. colors used
  - ccxxxix. method used to create a response (email, phone, website, app, visit storefront)
  - ccxl. the message itself

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

#### Billboard #2



- 248. Describe your initial reaction to the billboard.
  - a. Effective but it made him look to see what the big changes were
- 249. Could you understand the brand's message? If so, what was it?
  - a. Making big changes- upgrading the hotel
- 250. What was the FIRST element/thing that caught your attention?
  - a. The big changes
- 251. What did you think about the font and text size?
  - a. The font was okay, the big letters caught his eye. The logo was kind of small
- 252. What did you think about the colors chosen?



253. a. **Green is their color so it fit well. White background was a poor decision**  
What did you think about the image chosen/image size?
254. a. **Size was effective. The holiday inn logo could have been a little bigger.**  
Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
255. a. **Indifferent**  
Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- ccxli. **text size**
  - ccxlii. **number of words**
  - ccxlili. size of image(s)
  - ccxliv. the image(s) itself
  - ccxlv. placement of text and image(s)
  - ccxlv. colors used
  - ccxlvii. method used to create a response (email, phone, website, app, visit storefront)
  - ccxlviii. the message itself

### Interviewee: Donna Kennebeck 4/5/15

*Purpose is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal & external elements. Also to see correlations within the consumer group's age and gender.*

### Interview Questions

Male/Female      Age **80** Occupation **Retired**    **Consumer** or Expert

Part 1: *ask the participants these questions without referring to a visual*

82. What are your thoughts on the effectiveness of billboards when it comes to advertising?
- a. **Thinks they're effective. She grew up with them. I have been around them her whole life.**
83. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
- a. **Carl's Jr. chicken sandwich, Events (games, concerts)**
84. Which brands do you think create really good billboards? Please name a few.
- a. **Wendys, Carls Jr., McDonalds**
- b. What about these billboards makes them stand out among the rest?
1. Describe the design (internal) elements.



1. Food, looks delicious (the image), nothing distracting in the background. Simple.
2. Describe the external elements. (Where did you see it? How often have you seen it?)
  1. Not as many as there used to be. Now they put them in places where they don't so much distract you from driving. They aren't as close to the road anymore.
85. Have you noticed billboards you thought were poorly designed and/or placed?
  - a. Horror movies that have horror images on them
  - b. If so, which parts of the billboard did you specifically think made it unsuccessful? What parts made it poorly designed?
    1. Describe the design (internal) elements.
      1. The image is unpleasant to the viewer
    2. Describe the external elements.
86. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message.
  - a. Internal
    1. text size
    2. number of words
    3. size of image(s)
    4. placement of text and image(s)
    5. colors used
    6. 3-D/4-D external attachments?
    7. method used to create a response (email, phone, website, app)
    8. the message itself
  - b. External
    1. geographical placement
    2. number of billboards used in the campaign
    3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
    4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
    5. size of the board in relation to distance
    6. distance in relation to size of billboard
    7. demographical market the billboard is targeting

### Billboard #1

Take a look at the picture below for 3 seconds and then scroll down.



256. Describe your initial reaction to the billboard.
  - a. She didn't know it was chipotle unless she saw the brand's name at the lower corner.
257. What was the brand's message? Or Could you understand the brand's message?
  - a. To buy the burrito
258. What was the FIRST element/thing that caught your attention?
  - a. The foil- but she didn't know what it was
259. What did you think about the font and text size?
  - a. The Chipotle brand text was too small. The font was fine.
260. What did you think about the colors chosen?
  - a. Too much white space. The colors were not recognizable to her to mean "Chipotle.?"
261. What did you think about the image chosen?
  - a. Didn't know what was inside the foil. She's been there, but still wouldn't have recognized it.
262. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. This would make her indifferent to the brand. She would have never thought about it again.
263. Looking at the list below. What three internal elements do you think were used most effectively?
  - ccxlix. text size
  - ccl. number of words**
  - ccli. size of image(s)
  - cclii. placement of text and image(s)
  - ccliii. colors used
  - ccliv. method used to create a response (email, phone, website, app, visit storefront)**
  - cclv. the message itself



264. Describe your initial reaction to the billboard.
  - a. Didn't have time to look at the picture because she was too busy reading the words.
265. What was the brand's message? Or Could you understand the brand's message?
  - a. Yes- Holiday Inn is better now than it used to be.
266. What was the FIRST element/thing that caught your attention?
  - a. The big text. She could read it really well.
267. What did you think about the font and text size?
  - a. The text size and font were very readable.
268. What did you think about the colors chosen?
  - a. Boring. If the printing were brighter, maybe she could have seen the picture.
269. What did you think about the image chosen?
  - a. Didn't have time to look at it.
270. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. More loyal because it is now bigger and better.
271. Looking at the list below. What three internal elements do you think were used most effectively?
  - cclvi. text size
  - cclvii. number of words
  - cclviii. size of image(s)
  - cclix. placement of text and image(s)
  - cclx. colors used
  - cclxi. method used to create a response (email, phone, website, app, visit storefront)
  - cclxii. the message itself

### Interviewee: Brent Shelor 4/5/15

*Purpose is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal & external elements. Also to see correlations within the consumer group's age and gender.*

### Interview Questions

**Male/Female**      **Age 40** **Occupation: Consultant**      **Consumer**

Part 1: *ask the participants these questions without referring to a visual*

87. What are your thoughts on the effectiveness of billboards when it comes to advertising?
  - a. They are fairly effective. They are quite visible, but need to be concentrated in high traffic areas.
88. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
  - a. --
89. Which brands do you think create really good billboards? Please name a few.
  - a. Apple, entertainment /movies and gaming companies
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design (internal) elements.
      1. Their strategy is super clean. Given the amount of time you have to look, they are product focused. The message is simple and nothing else to distract you.
    2. Describe the external elements. (Where did you see it? How often have you seen it?)
      1. Targeted well to the targeted audience.
90. Have you noticed billboards you thought were poorly designed and/or placed?
  - a. ---
  - b. If so, which parts of the billboard did you specifically think made it unsuccessful? What parts made it poorly designed?
    1. Describe the design (internal) elements.
      1. Too busy. Images where the text doesn't pop or it takes more than a quick glance to be able to digest the message.
91. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message.
  - a. Internal
    1. text size
    2. **number of words**
    3. **size of image(s)**
    4. placement of text and image(s)
    5. colors used
    6. 3-D/4-D external attachments?
    7. method used to create a response (email, phone, website, app, QR code)
    8. **the message itself**
  - b. External
    1. **geographical placement**

2. **number of billboards used in the campaign**
3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
5. size of the board in relation to distance
6. distance in relation to size of billboard
7. **demographical market the billboard is targeting**

Part 2: *I want to choose one or two examples, print them out, and have the interviewee walk past me as I hold the picture. Then answer the questions below. If I am not able to give an in-person interview, I will ask them to only look at the picture for a few seconds and then scroll down to the questions.*

Take a look at the picture below for 4 seconds and then scroll down.

Billboard #1



272. Describe your initial reaction to the billboard.
  - a. **Simple and clean**
273. What was the brand's message? Or Could you understand the brand's message?
  - a. **This is a big filling burrito**
274. What was the FIRST element/thing that caught your attention?
  - a. **The "open wide" tag line and the aluminum foil**
275. What did you think about the font and text size?
  - a. **Large font was good- made you look at it first. Made your eyes scan the billboard to figure out what it was all about.**
276. What did you think about the colors chosen?
  - a. **White background was good. The font popped. Was clean.**
277. What did you think about the image chosen?
  - a. **He loves burritos. The aluminum foil wrapped burritos was attractive.**
278. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?

- a. **More- because he loves the burritos.**
279. Looking at the list below. What three internal elements do you think were used most effectively?
- cclxiii. text size **Well**
  - cclxiv. number of words **Well**
  - cclxv. image- more color
  - cclxvi. placement of text and image(s)
  - cclxvii. colors used **Well**
  - cclxviii. method used to create a response (email, phone, website, app, visit storefront)
  - cclxix. the message itself

## Billboard #2



280. Describe your initial reaction to the billboard.
- a. **Message was clear and brand was clear. No sense of what the message is truly saying. What are the changes?**
281. What was the brand's message?
- a. **They are making changes. Come check us out.**
282. What was the FIRST element/thing that caught your attention?
- a. **The text portion/ tag line. Then found the brand**
283. What did you think about the font and text size?
- a. **Effective in catching the eye.**
284. What did you think about the colors chosen?
- a. **The white background made it pop.**
285. What did you think about the image chosen?
- a. **Couldn't tell what the image was. Couldn't tell what the green holiday inn logo was on (not a pillow).**
286. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
- a. **Indifferent- not a holiday inn user and it didn't convey that there was a change in the brand that would make holiday inn more or less attractive.**
287. Looking at the list below. What three internal elements do you think were used most effectively?



- cclxx. text size **Well**
- cclxxi. number of words **Well**
- cclxxii. size of image(s) **Poor**
- cclxxiii. placement of text and image(s) **Well**
- cclxxiv. colors used
- cclxxv. method used to create a response (email, phone, website, app, visit storefront)
- cclxxvi. the message itself **Mediocre**

### Interviewee: Liz Shelor 4/16/15

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

Male/**Female**      Age 39      Occupation management consultant  
Consumer

#### Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

92. What are your thoughts on billboards as a form of advertising?  
**I don't really pay much attention to them. I occasionally notice ones about movies.**
93. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)  
**I don't recall. I am considering buying an iPhone 6 though based upon the billboard campaign showing the actual photos taken by iPhone 6**
94. Which brands do you think are represented in really good billboards? Please name a few.  
**Apple**
  - a. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)



colors; convey sense of fun, vibrance;

2. Describe the external elements. (Where did you see it? How often have you seen it?)

I see billboards while I drive

95. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?

Nothing comes to mind... oh wait... there's some weird RMB Bank one, I think. It confuses me. Has an "=" in the word & I don't get it

- a. What about these billboards made you classify them as poorly done?
96. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*

a. Internal

1. **text size**
2. number of words
3. **size of image(s)**
4. placement of text and image(s)
5. **colors used**
6. 3-D/4-D external attachments?
7. method used to create a response (email, phone, website, app)
8. the message itself

b. External

1. **geographical placement**
2. **number of billboards used in the campaign**
3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
5. **size of the board in relation to distance**
6. distance in relation to size of billboard
7. demographical market the billboard is targeting

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

Billboard #1



288. Describe your initial reaction to the billboard.  
 Not very colorful
289. Could you understand the brand's message? If so, what was it?  
 "open wide" words gave me a funny feeling & imagery seemed a tiny bit pornographic
290. What was the FIRST element/thing that caught your attention?  
 open wide"
291. What did you think about the font and text size?  
 About right, easy to read
292. What did you think about the colors chosen?  
 Need more color
293. What did you think about the image chosen/image size?  
 Looked phallic or like a turd wrapped in tinfoil
294. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
 Didn't really like it
295. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- cclxxvii. **text size**
  - cclxxviii. **number of words**
  - cclxxix. size of image(s)
  - cclxxx. the image(s) itself
  - cclxxxi. **placement of text and image(s)**
  - cclxxxii. colors used
  - cclxxxiii. method used to create a response (email, phone, website, app, visit storefront)
  - cclxxxiv. the message itself

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*



296. Describe your initial reaction to the billboard.  
fine
297. Could you understand the brand's message? If so, what was it?  
That they are making changes? Restful?
298. What was the FIRST element/thing that caught your attention?  
Text – big changes
299. What did you think about the font and text size?  
Little difficult to read text other than “big changes” and barely noted that company was holiday inn
300. What did you think about the colors chosen?  
Not enough. Took a couple seconds to realize that green holiday inn thing was wrapped on a pillow cuz hard to see the pillow
301. What did you think about the image chosen/image size?  
fine
302. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
No impact
303. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- cclxxxv. text size
  - cclxxxvi. number of words
  - cclxxxvii. size of image(s)
  - cclxxxviii. the image(s) itself
  - cclxxxix. placement of text and image(s)
  - ccxc. **colors used**
  - ccxci. **method used to create a response (email, phone, website, app, visit storefront)**
  - ccxcii. the message itself

Interviewee: Gagan Basrai 4/11/15

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry experts when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 15 minutes.*

### Interview Questions

Male/Female      Age 22      Occupation: Quality Assurance      Consumer or Expert

#### Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

97. What are your thoughts on billboards as a form of advertising?
  - a. **He loves them because they have been around for so long. They are really effective. They are traditional and simple. There isn't an alternative method that can do a better job of catching our attention for such a short time when we are on the go.**
98. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
  - a. **Anderson's Pea Soup**
99. Which brands do you think are represented in really good billboards? Please name a few.
  - a. **Outlet malls, Innout, McDonalds, Gas stations**
  - b. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)
      1. **Basic, simple. Few words. Straight to the point.**
    2. Describe the external elements. (Where did you see it? How often have you seen it?)
      1. **In convenient locations. They say how many miles until the location**
100. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?
  - a. **Movie billboards that have already been released for a while.**
  - b. What about these billboards made you classify them as poorly done?
    1. **Outdated.**

101. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*

a. Internal

1. text size
2. **number of words**
3. size of image(s)
4. **placement of text and image(s)**
5. colors used
6. 3-D/4-D external attachments?
7. method used to create a response (email, phone, website, app)
8. **the message itself**

b. External

1. **geographical placement**
2. number of billboards used in the campaign
3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
4. **frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)**
5. size of the board in relation to distance
6. **distance in relation to size of billboard**
7. demographical market the billboard is targeting

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

Billboard #1



304. Describe your initial reaction to the billboard.
  - a. **Very simple. Like the white/black contrast. Saw the burrito and realized it was associated with chipotle.**
305. Could you understand the brand's message? If so, what was it?
  - a. **If you're hungry, we'll satisfy you with our burritos.**
306. What was the FIRST element/thing that caught your attention?
  - a. **The white background**

307. What did you think about the font and text size?  
a. **Centered, simple, clear**
308. What did you think about the colors chosen?  
a. **Good contrast.**
309. What did you think about the image chosen/image size?  
a. **The burrito could have been a little larger. But he could tell it was a burrito.**
310. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
a. Indifferent- he doesn't like Chipotle that much.
311. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- ccxciii. text size
  - ccxciv. number of words
  - ccxcv. size of image(s)
  - ccxcvi. the image(s) itself
  - ccxcvii. placement of text and image(s)**
  - ccxcviii. colors used**
  - ccxcix. method used to create a response (email, phone, website, app, visit storefront)
  - ccc. the message itself**

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

#### Billboard #2



312. Describe your initial reaction to the billboard.  
a. **Very boring- wasn't centered. Harder for eyes to recognize.**
313. Could you understand the brand's message? If so, what was it?  
a. **Improving their hotels. The quality.**
314. What was the FIRST element/thing that caught your attention?  
a. **The text- "we are making big changes"**
315. What did you think about the font and text size?  
a. **The size was fine- but couldn't figure out what the image was.**

316. What did you think about the colors chosen?  
a. **Attractive to the eye- easy to see.**
317. What did you think about the image chosen/image size?  
a. **Couldn't tell what the image was. The background shouldn't have been white if the pillow was white too.**
318. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
a. **Indifferent**
319. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- ccci. text size**
  - cccii. number of words
  - ccciiii. size of image(s)
  - ccciv. the image(s) itself
  - ccciv. placement of text and image(s)
  - cccv. colors used**
  - cccvi. method used to create a response (email, phone, website, app, visit storefront)
  - cccvi. the message itself**

### Interviewee: Gabriella Marzola 4/19/15

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

Male/Female

Age 21

Occupation StudentConsumer

Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

102. What are your initial thoughts on billboards as a form of advertising?  
a. **Some are effective, but some are distracting/ hard to get the point across because you pass by them so quick on the freeway**



103. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)
- a. **Chick-fil-A went to the restaurant**
104. Which brands do you think are represented in really good billboards? Please name a few.
- a. **Chick-fil-A, MetroLink, Innout,**
- b. What about these billboards makes them stand out among the rest?
1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)
    1. **Chick-fil-A: the font they used looks like handwriting and the 3-d cows catch your attention as well as the funny saying**
    2. **INNOUT: The burger just looks so good, and the billboard even tells you how much longer you have to wait until you are united with their food**
    3. **Metrolink: when she sees them when she is sitting on the freeway in traffic she wishes she was on the train instead**
  2. Describe the external elements. (Where did you see it? How often have you seen it?)
    1. **Metrolink are on the 5 freeway by the 101 where there is a lot of dense traffic, nothing else to look at**
    2. **Chick-fil-A are prominent everywhere- she notices them often on turns on the freeway where they are easy to look at**
    3. **Innout are placed on long drives, lots in rural areas and you get excited when you see some good food in front of you that is close by**
105. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?
- a. **Lawyer billboards**
- b. What about these billboards made you classify them as poorly done?
1. **Type size is very small and the font they choose is in uninteresting, often in a non-eyecatching color and too many words!**
106. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
- a. Internal
1. **text size**
  2. number of words
  3. size of image(s)
  4. **placement of text and image(s)**
  5. **colors used**
  6. 3-D/4-D external attachments?
  7. method used to create a response (email, phone, website, app)
  8. the message itself

## b. External

1. **geographical placement**
2. number of billboards used in the campaign
3. **reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)**
4. frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)
5. size of the board in relation to distance
6. **distance in relation to size of billboard**
7. demographical market the billboard is targeting

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

## Billboard #1



320. Describe your initial reaction to the billboard.
  - a. **She likes chipotle. She knows its chipotle because of the foil wrapping of the burrito. It was funny**
321. Could you understand the brand's message? If so, what was it?
  - a. **They make big-ass burritos. They give large portions.**
322. What was the FIRST element/thing that caught your attention?
  - a. **The foil**
323. What did you think about the font and text size?
  - a. **The font was "their" font, which was recognizable. Text size was good.**
324. What did you think about the colors chosen?
  - a. **They stand out. Black/white/red were used well**
325. What did you think about the image chosen/image size?
  - a. **Simplicity is key so the image of the burrito is good (big) which works with their message. Size was good, placed off-center which made it more eye catching**

326. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
- a. **More loyal- you recognize the branding and you want it (because she likes chipotle)**
327. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- cccix. text size**
  - cccx. number of words
  - cccx. size of image(s)
  - cccxii. the image(s) itself**
  - cccxiii. placement of text and image(s)**
  - cccxiv. colors used
  - cccxv. method used to create a response (email, phone, website, app, visit storefront)
  - cccxvi. the message itself

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

#### Billboard #2



328. Describe your initial reaction to the billboard.
- a. **Boring. She doesn't know what big changes they are making**
329. Could you understand the brand's message? If so, what was it?
- a. **No- doesn't know what they changes are.**
330. What was the FIRST element/thing that caught your attention?
- a. **The Holiday Inn logo didn't come out first- it was the "big changes" phrase that caught her eye first.**
331. What did you think about the font and text size?
- a. **Did not like the font- text size was ok**
332. What did you think about the colors chosen?
- a. **Didn't stand out enough. She wouldn't remember it.**
333. What did you think about the image chosen/image size?

- a. Image chosen was stupid- she didn't know what it was. The size was fine but the billboard was too stationary. Looks like a powerpoint presentation.
334. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
- a. Indifferent- doesn't know what they are doing
335. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- cccxvii. **text size**
  - cccxviii. number of words
  - cccix. **size of image(s)**
  - cccxx. the image(s) itself
  - cccxxi. placement of text and image(s)
  - cccxxii. colors used
  - cccxxiii. **method used to create a response (email, phone, website, app, visit storefront)**
  - cccxxiv. the message itself

**Interviewee: Crista Vaghi**

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry experts when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 15 minutes.*

### Interview Questions

Female      Age 43      Occupation Ad Sales      Consumer or **Expert**

Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

107. What are your thoughts on billboards as a form of advertising?  
 For the most part, eye catching. I tend to look at 60% billboards when driving.
108. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)  
 While I look at billboards, I have not acted upon anything they have displayed.

109. Which brands do you think are represented in really good billboards?  
Please name a few.  
The new iPhone campaign; Movie ads; months ago the Billboards for the Simpson's 25<sup>th</sup> anniversary
- a. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)
      1. "iPhone billboards show a pretty photo with the simple tag line: 'Shot with iPhone 6.' It is simple, clear, and relatable since most of us use phones as cameras too. The photos they choose [to display on their billboards] evoke a feeling of 'it's a big beautiful world' ...very positive."
      2. Describe the external elements. (Where did you see it? How often have you seen it?)  
The iPhone has been around frequently – mostly on the freeway ; Simpson's was out temporarily while they were celebrating their 25<sup>th</sup> anniversary.
110. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?  
Small business – especially jewelry brands and insurance/lawyer...would never trust one I'd see on a billboard.
- a. What about these billboards made you classify them as poorly done? Bad photography and design; flat – no unique message
111. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
- a. Internal
    1. text size
    2. **number of words**
    3. **size of image(s)**
    4. placement of text and image(s)
    5. colors used
    6. 3-D/4-D external attachments?
    7. method used to create a response (email, phone, website, app)
    8. **the message itself**
  - b. External
    1. **geographical placement**
    2. number of billboards used in the campaign
    3. reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)
    4. **frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)**
    5. size of the board in relation to distance
    6. distance in relation to size of billboard
    7. **demographical market the billboard is targeting**

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard underneath the question in a different color. You will do this for two different billboards.

### Billboard #1



336. Describe your initial reaction to the billboard.  
*Clever but icky*
337. Could you understand the brand's message?  
*Big burritos Double message of oral sex*
338. What was the FIRST element/thing that caught your attention?  
*The burrito*
339. What did you think about the font and text size?  
*Easy to read*
340. What did you think about the colors chosen?  
*Lack of color was fine since the message really made an impression*
341. What did you think about the image chosen/image size?  
*Good size – burrito caught my eye*
342. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
*Probably less. Kind of makes me feel the place is dirty*
343. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.



- cccxxv. text size
- cccxxvi. **number of words**
- cccxxvii. **size of image(s)**
- cccxxviii. the image(s) itself
- cccxxix. placement of text and image(s)
- cccxxx. colors used
- cccxxxi. method used to create a response (email, phone, website, app, visit storefront)
- cccxxxii. **the message itself**

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

## Billboard #2



- 344. Describe your initial reaction to the billboard.  
**No real message. Pillow doesn't look that comfortable – nothing seems inviting**
- 345. Could you understand the brand's message?  
**No. How are they making changes. Message is ineffective.**
- 346. What was the FIRST element/thing that caught your attention?  
**The large text**
- 347. What did you think about the font and text size?  
**Good**
- 348. What did you think about the colors chosen?  
**Boring**
- 349. What did you think about the image chosen/image size?  
**Lame – if they are trying to say that they are renovating nicer rooms, etc. – this boring pillow doesn't send that message**
- 350. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
**indifferent**
- 351. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.  
**cccxxxiii. text size**  
**cccxxxiv. number of words**



- cccxv. size of image(s)
- cccxvi. the image(s) itself
- cccxvii. placement of text and image(s)
- cccxviii. colors used
- cccxix. method used to create a response (email, phone, website, app, visit storefront)
- cccxl. the message itself

**Interviewee: John Morana, [designmybillboard.com](http://designmybillboard.com), President**  
**4/10/15**

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

Male/Female   Age **62**   Occupation: **Advertising Design Studio**   Consumer or Expert

Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

112.      What are your thoughts on billboards as a form of advertising?  
Billboards are effective because they reach on-the-go audiences 24/7. As more and more people spend more time on the road, their use and effectiveness will continue to grow. They are an excellent branding medium.
113.      What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)  
As a billboard design specialist, I view billboards as a study in visual communication effectiveness, rather than from a consumer's point of view. Therefore I can't say I've been persuaded to act as a result of any particular billboard. However, some billboards are extremely effective and I'm sure they do persuade shoppers to act.
114.      Which brands do you think are represented in really good billboards?  
Please name a few.  
There are many. McDonalds, Chick-Fil-A, The Economist come to mind.

- a. What about these billboards makes them stand out among the rest?
  1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)  
 Outstanding billboard designs use one of four design principles. Breaking through the fourth wall, repurposing existing elements to create visual puns, movement and interactivity, and simply superior design and messaging. Please see:  
<http://www.designmybillboard.com/remarkablebillboard.htm>
  2. Describe the external elements. (Where did you see it? How often have you seen it?) 99% of my experience with truly remarkable billboard design has NOT been local in nature. These outstanding examples are readily available online, such as [www.oaaa.org](http://www.oaaa.org)
115. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?
  - a. No industry has a monopoly on bad billboard design. It's across the board but certainly small, local businesses suffer the most due to inadequate budgets, marketing inexperience and the belief that the outdoor advertising companies are the best place to get effective, creative design work. Billboard companies sell, build and install billboards. Most of them are not experts in graphic design. It was a similar scenario with Yellow Page publishers from yesteryear. Sales and creative are two very different animals.
  - b. What about these billboards made you classify them as poorly done?
  - c. Unclear or nonexistent objective, faulty ad design (layout), poor concept, inadequate typography, bad color choices, substandard photography.
116. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
  - a. Internal
    1. **text size**
    2. **number of words**
    3. size of image(s)
    4. placement of text and image(s)
    5. colors used
    6. 3-D/4-D external attachments?
    7. method used to create a response (email, phone, website, app)
    8. **the message itself**
  - b. External
    1. geographical placement
    2. number of billboards used in the campaign
    3. **reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)**
    4. **frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)**

5. **size of the board in relation to distance**
6. distance in relation to size of billboard
7. demographical market the billboard is targeting

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard. You will do this for two different billboards.

#### Billboard #1



352. Describe your initial reaction to the billboard.

a. **Confused**

353. What's the message?

a. **Not sure.**

Could you understand the brand's message? If so, what was it?

**No. I guess they're selling something big.**

354. What was the FIRST element/thing that caught your attention?

a. **Something large and metallic.**

355. What did you think about the font and text size?

a. **Adequate negative, positive space relationship.**

356. What did you think about the colors chosen?

a. **Bland, neither exciting or eye-catching.**

357. What did you think about the image chosen/image size?

a. **Size was fine, just not sure why I would want to eat a metallic submarine object.**

358. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?

a. **Indifferent.**

359. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.

**cccqli. text size**

**cccqlii. number of words**

- cccxlili. **size of image(s)**
- cccxliv. the image(s) itself
- cccxlvi. placement of text and image(s)
- cccxlvi. colors used
- cccxlvi. method used to create a response (email, phone, website, app, visit storefront)
- cccxlvi. the message itself

other possibilities...

Simply unwrapping the burrito would have made a world of difference. Or, a very large photo of a mouth, opened extremely wide.

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

## Billboard #2



- 360. Describe your initial reaction to the billboard.
  - a. **So what are the big changes? Bigger pillows? If so, there should be a graphic that shows how big the pillow is, like having a small person standing next to the pillow in order to illustrate (exaggerate) size relationship.**
- 361. Could you understand the brand's message? If so, what was it?
  - a. **No.**
- 362. What was the FIRST element/thing that caught your attention?
  - a. **A pillow that's been restrained by something.**
- 363. What did you think about the font and text size?
  - a. **Adequate.**
- 364. What did you think about the colors chosen?
  - a. **Poor, no high contrasting colors.**
- 365. What did you think about the image chosen/image size?
  - a. **Don't understand the concept. Are they arresting pillows?**
- 366. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?
  - a. **Indifferent.**

367. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.

**cccxlx. text size**

**cccl. number of words**

**cccli. size of image(s)**

ccclii. the image(s) itself

cccliii. placement of text and image(s)

cccliv. colors used

ccclv. method used to create a response (email, phone, website, app, visit storefront)

ccclvi. the message itself

**Interviewee: Ray Baker, Lamar Advertising, Expert**  
**4/15/14**

*My name is Alexa Thomas and I will soon be graduating from the Graphic Communication department at Cal Poly, San Luis Obispo. I am conducting interviews with consumers and experts regarding their reactions to successful billboards as research for my senior project. The purpose of this interview is to see if there is a correlation in responses from consumers vs. industry expert when it comes to determining what they feel makes a billboard effective, looking at internal and external elements. Another purpose is to see if correlations exist within the consumer group's age and gender. Your name and information you list below will be published as part of my senior project. If you do not want your information included, please let me know. Thank you in advance for participating! This should take you about 20-25 minutes.*

### Interview Questions

Male/Female  
Los Angeles

Age: 44  
Consumer or Expert

Occupation : VP/GM Lamar Advertising of

Part 1:

*If you could please respond to these questions by typing your answer below the question in a different color that would be great. If you do not have an answer to a question, just say N/A.*

117. What are your thoughts on billboards as a form of advertising?

Outdoor Advertising is the oldest form of advertising still in use today. Although advertising has become more fragmented and the needs have move to a more targeted approach, there is still the need to reach the masses and no one can do that better, or cheaper, than billboards! Branding is still where it is at...McDonald's, Coca-Cola, Apple and many others still brand their companies to this day...

118. What was the last billboard you reacted to? (i.e. you went to the store afterwards, saw the movie in the near future, ate at the restaurant, bought the phone, called the service, visited the website, etc.)  
 I will say it wasn't necessarily me but my daughter. We were driving home from picking her up from pre-school (she is 3), and we passed a McDonald's billboard advertising fish sandwiches. She responds, "French fries Daddy... French Fries, chocolate milk, yogurt, nuggets Daddy." If that is not branding at the lowest level, I'm not sure what else is...
119. Which brands do you think are represented in really good billboards? Please name a few.  
 Apple, YMI Jeans, American Apparel, XL Recording/Domino Recording, McDonald's to name a few.
- a. What about these billboards makes them stand out among the rest?
    1. Describe the design/ internal elements .(Colors used, word choice, the way the message was displayed, etc.)  
 Very simple design that doesn't need explanation. The use of high contrast colors and hip and trendy design features make these ads stand out.
    2. Describe the external elements. (Where did you see it? How often have you seen it?)  
 Sheer numbers (frequency). You can't drive around without seeing 5 or 6 or more in a given trip in LA.
120. Have you noticed billboards you thought were poorly designed and/or placed? If so, what industries would the brand be associated with?  
 I would rather not "call out" a particular advertiser but we do have agencies that represent clients who submit artwork that is less than ideal. When this happens, we suggest different artwork and provide them with some suggestions. Sometimes you are successful and other times you are not.
- a. What about these billboards made you classify them as poorly done?  
 That can vary based upon what type of sign they have purchased. It can be font choice (type and size), color combinations, photograph or even the layout in general. Usually, it is a combination of one or more the items above.
121. After looking at this list of common internal and external elements, choose 3 from each list you feel are most critical to a billboard that leads consumers to react to the brand's message. *Please bold them or change the color.*
- a. Internal
    1. **text size**
    2. **number of words**
    3. size of image(s)
    4. placement of text and image(s)
    5. **colors used**
    6. 3-D/4-D external attachments?
    7. method used to create a response (email, phone, website, app)
    8. **the message itself**

\*\* Sorry that I chose 4 on internal and only 2 for external. In the creative, it is very important that the text size and quantity be limited and readable. It is not necessary to use a photograph but, a picture is worth a thousand words...

122.

a. External

1. geographical placement
2. number of billboards used in the campaign
3. **reach (the percentage of a target audience population which has had an opportunity to see the billboard at least once)**
4. **frequency (the average number of times during a specified reach period that an individual has the opportunity to see the billboard)**
5. size of the board in relation to distance
6. distance in relation to size of billboard
7. demographical market the billboard is targeting

As for the external factors, it would depend on the market itself but in a market like Los Angeles, Reach and Frequency are most important. So many of us travel in this city that using a targeting approach can eliminate a significant portion of your Reach altogether.

Part 2: Take a look at the picture below for 3 seconds and then scroll down. Please do not refer back to the picture once it has been viewed. (I'm trying re-create you passing by a billboard in the car.) Then, answer the questions below regarding the specific billboard. You will do this for two different billboards.

Billboard #1



368. Describe your initial reaction to the billboard.

Clean and very easy to understand.

369. Could you understand the brand's message? If so, what was it?

Big Burrito's here!



370. What was the FIRST element/thing that caught your attention?  
 Open wide.
371. What did you think about the font and text size?  
 It was good.
372. What did you think about the colors chosen?  
 Appropriate.
373. What did you think about the image chosen/image size?  
 Appropriate.
374. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
 N/A. No impact on me as I am not a fan of Chipotle.
375. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- ccclvii. **text size**
  - ccclviii. **number of words**
  - ccclix. **size of image(s)**
  - ccclx. the image(s) itself
  - ccclxi. placement of text and image(s)
  - ccclxii. colors used
  - ccclxiii. method used to create a response (email, phone, website, app, visit storefront)
  - ccclxiv. the message itself

other possibilities...

*Scroll down to the last billboard. Please view for 3 seconds only, then scroll down to the same set of questions.*

## Billboard #2



376. Describe your initial reaction to the billboard.  
 Clean and concise, for the most part...
377. Could you understand the brand's message? If so, what was it?

- Not really...
378. What was the FIRST element/thing that caught your attention?  
The text.
379. What did you think about the font and text size?  
Appropriate.
380. What did you think about the colors chosen?  
Eye catching.
381. What did you think about the image chosen/image size?  
Size was good but no idea what it was?
382. Will this billboard cause you to be more loyal, less loyal, or indifferent to the brand?  
Indifferent.
383. Looking at the list below, **bold** up to three elements you believe were used most effectively, and underline up to three elements you believe were used ineffectively that could use improvement.
- ccclxv. **text size**
  - ccclxvi. **number of words**
  - ccclxvii. size of image(s)
  - ccclxviii. the image(s) itself
  - ccclxix. **placement of text and image(s)**
  - ccclxx. colors used
  - ccclxxi. method used to create a response (email, phone, website, app, visit storefront)
  - ccclxxii. the message itself