
Six tips for emotional LED messages



So you've found a sports event where you can advertise your message and are now considering how best to activate your brand? In contrast to TV ad breaks, advertising on LED panels is shown during the broadcast and thus viewed directly in the context of the sports event. To ensure your investment pays off, it's important to bear in mind the following six points:

- 1 Speak directly to your target group**
Depending on your specific target group, you can use surprise, humour or emotion to provoke an emotional response from your audience.
- 2 Context**
Capitalise on the emotional atmosphere of a sports event. You should adapt your message to the context instead of blindly copying over existing messages. Digital content can be easily adapted for various uses and thus, for example, for specific must-see games.
- 3 Animation**
Animated ads attract four times as much attention from viewers. You can use the whole length of up to 246 metres for these during a sports event.

4 Get your audience interested and involved
Today's content management systems offer interfaces to social media channels, allowing viewers to post messages via a hashtag, for example, or appear on the panel with their own picture via an app.

5 Orchestration
LED panel adverts should not be run in isolation; instead, you should strategically orchestrate a campaign across various channels to increase the long-term impact of your message.

6 Relevance
In addition to an emotional message, the content of your ad should be relevant to your target group and relate as far as possible to your brand. This will help you to inspire viewers and turn them into your brand ambassadors.



We would be happy to advise you personally about the many possibilities for the activation of your brand on LED panels.

Get in touch – we look forward to assisting you!

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