



YOUR LAUNCH GUIDE.

OOH + IN-TAXI DOOH

Make the product clear. Make the next step easy.





AHA. I GET IT.

That is the response your launch creative should earn.

A useful demonstration helps an unfamiliar product find a place in somebody's day.

MAKE THE FIRST USE EASY TO IMAGINE.

Start with a recognisable situation, then show the product solving it. Beautiful packaging matters, but people still need to understand what they would do with it.

1

WHAT DOES IT DO?

Describe one clear benefit in everyday language. Avoid trying to explain the entire product range.

2

WHEN WOULD I USE IT?

Show a familiar moment: a kitchen clean-up, a commute or a quick meal. Give the product a real job.

3

WHAT SHOULD I DO NEXT?

Choose one useful action: see a demonstration, find a stockist or join a launch list.

QUICK TEST: Show the advert to someone outside the launch team. Ask what the product does and when they would use it.

01 / CONNECT THE JOURNEY

ONE LAUNCH. THREE MEDIA JOBS.

Give every placement a purpose. Use a consistent product visual and message, while letting each format do the job it suits.

1**OOH: INTRODUCE IT**

An unmistakable product visual and one clear benefit. Build recognition before asking people to study the detail.

Creative test: Can someone grasp the idea at a glance?

2**IN-TAXI DOOH: SHOW IT**

Demonstrate the useful behaviour in a short, sound-off execution. Keep the action visible and the explanation simple.

Creative test: Does the demo make sense without audio?

3**LANDING PAGE: CONTINUE IT**

Answer the question the advert creates. Match the message and offer one next step, such as a stockist search or launch sign-up.

Creative test: Can a phone user finish the action easily?

Keep the product, promise and destination connected.

02 / BUILD A 15-SECOND DEMO

SHOW THE USE. SKIP THE LONG EXPLAINER.

Illustrative concept: a refillable cleaning product. The timing below is a creative starting point, not a required campaign format.

00-03 SEC**THE MOMENT**

Show an empty reusable bottle on a kitchen counter.

One familiar situation.

03-08 SEC**THE ACTION**

Show the refill going into the bottle in a clear close-up.

Keep the hands and product visible.

08-12 SEC**THE RESULT**

Show the product being used, with one short benefit line.

Use a benefit the product can support.

12-15 SEC**THE NEXT STEP**

End on the product and a stockist-page QR code.

One destination. One reason to scan.

BEFORE THE CREATIVE GOES LIVE

Watch it with the sound off. View it at the intended screen size. Check text contrast, the complete product demonstration and the final QR destination.

Adapt the action to the real product instructions. Confirm duration, resolution and file format for the booked placement with LA Trading.

03 / FROM BRIEF TO GO-LIVE

PLAN BACKWARDS. LAUNCH WITH CLARITY.

Use this as an illustrative planning sequence. Confirm inventory, artwork requirements and approval deadlines with LA Trading before setting your dates.

T-21 DAYS**SET THE BRIEF**

Audience, priority city, product benefit, launch date and one campaign objective.

T-14 DAYS**BUILD THE JOURNEY**

Storyboard the demo. Prepare the landing page and agree how each media format contributes.

T-7 DAYS**TEST THE CREATIVE**

Check sound-off clarity, product instructions, mobile destination and QR scanning.

BEFORE GO-LIVE**APPROVE & CONFIRM**

Sign off the final file, schedule, booked inventory and reporting arrangements.

LAUNCH + REVIEW**CHECK & LEARN**

Check delivery, tracked page activity and the chosen conversion. Refine the next creative.

THE FINAL GO / NO-GO CHECK

- | | |
|------------------------------|-----------------------------------|
| ✓ One product benefit | ✓ Sound-off demo makes sense |
| ✓ QR works on a real phone | ✓ Landing page matches the advert |
| ✓ Artwork and dates approved | ✓ Reporting links are ready |

Proof-of-play confirms delivery. Track responses separately; plays are not sales.

04 / START YOUR LAUNCH CONVERSATION

BRING THE PRODUCT. WE'LL PLAN THE JOURNEY.

Use the brief below to prepare your enquiry. Start with your product, launch date and priority city; we can discuss an in-taxi execution alongside your outdoor activity.

PRODUCT / BRAND

What is launching?

LAUNCH DATE / PRIORITY CITY

When and where should the campaign run?

AUDIENCE / EVERYDAY MOMENT

Who should recognise the need, and in what situation?

ONE CLEAR BENEFIT

What should people understand after the advert?

THE DEMONSTRATION

What visible action will show how the product works?

NEXT STEP / LANDING PAGE

What should riders do, and where will you send them?

SUCCESS MEASURE

Which action matters: a sign-up, stockist visit or enquiry?

DISCUSS YOUR PRODUCT LAUNCH

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Read the companion article: OOH and DOOH for Product Launches in 2026