

WESTPAC 2021

(D)OOH Principles Document

D/OOH - Static Activation Layer / Brand

There is always a distinction between Brand and Activation Layer creative. Activation Layer is our conversion layer focusing on driving product. Brand focuses on the emotional priming and driving consideration.

1 SHOP SAFER ONLINE WITH DIGI CARD

Another feature in the new Westpac App for iPhone.

2 Westpac App

4 YOUR TEMPORARY CVC 142

5 Things you should know: Read the terms and conditions, including the Online Banking T&Cs available at westpac.com.au before making a decision and consider whether the product is right for you. Minimum operating system iOS 13. Apple iPhone is a trademark of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. © Westpac Banking Corporation ABN 33 007 457 141 AFSL and Australian credit licence 233714.

4 MAKE THIS SUMMER A BLOCKBUSTER

Enjoy an unforgettable season at the world's most beautiful cinema experience.

2 Westpac openair cinema

3

5 © Westpac Banking Corporation ABN 33 007 457 141 AFSL and Australian credit licence 233714. Ecearcimus ut hilla prem qui deribus dolorrore, corror adigenis eturion sequam aut laut quat. At vit vid et et, sinus, amenihatur mo voloriorem acienis aut essitaq uidesteni nis dolor ant.

1 Headlines State

Select the headline state that suits the type of communication. Refer to master guidelines p. 47.

Activation Layer - focus on the product benefit in a conversational tone of voice - short and sharp. Aim for no more than 5-7 words.

Brand - focus on customer benefit.

2 CTA

Refer to CTA section in Master Guidelines p.110.

3 Logo

For Activation Layer we feature 2 logos.

Activation Layer - Large logo slightly covered by our image (photography or illustration).
Brand - Smaller logo fully visible

Brand half/half layout will always have the logo sit in the bottom right hand corner

4 Image

Activation Layer - deep etch studio image required or illustration.

Brand - full bleed imagery or illustration with the W integrated when possible. Refer to master guideline pages: 63-82

5 T&Cs

Refer to master guidelines p. 37.

LFD00H - Activation Layer / Brand

LFOOH (Large Format Out Of Home) can be print or digital - copy needs to be succinct and sharp this is to ensure readability and visibility.

Activation Layer only: Subcopy will include more detail in the product offering but be careful not to embellish. Again, short and sharp and inject TOV.
For both Brand and Activation Layer use full width of white area for T&Cs and keep this left aligned.



1 Logo Placement

Activation Layer: Secondary logo must not be obstructed and where there is space placed within the headline.

Brand: For the half/half creative the logo needs to sit in the top left hand corner or bottom right corner. The logo is to be placed in the red area even if we have a large W logo within the imagery.

2 Expression Bar Placement

The expression bar must always sit vertical on the left hand side within the creative area - it will appear too narrow if a horizontal version is used.

3 Image

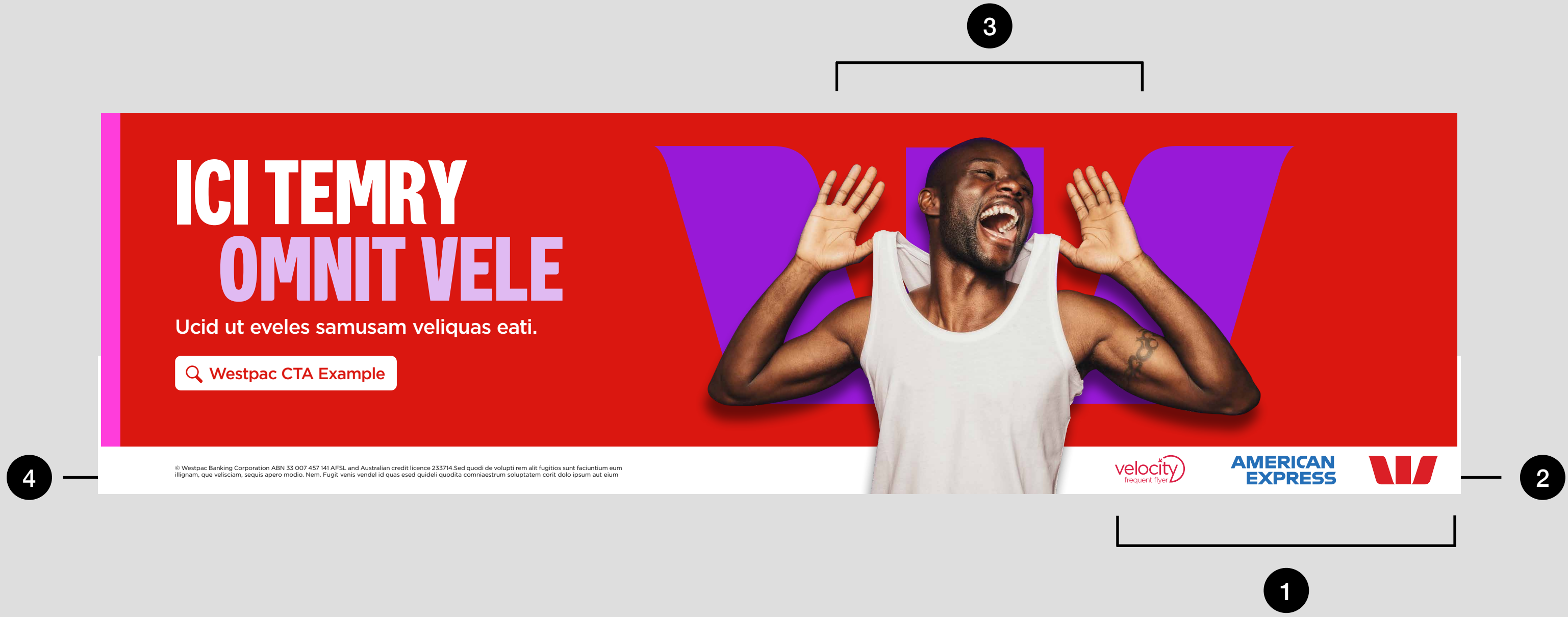
Activation Layer the image must always sit to the right of the copy over the top of a large W logo.

Brand has more flexibility on position when we use the half image half copy template. It is up to creative discretion.

4 CTA Placement

CTA should always sit under the Subcopy, left aligned. However if, subcopy is too long and there is not enough space for the CTA to sit underneath move it to the right of sub copy and align with last line of copy. Approval of this, at brand discretion.

LFD00H - Co-Branding



1 Horizontal Co-branding White Bar Lockup

Place logos in the white T&C area as shown. If there are too many to fit, they can be stacked right aligned, vertically from the bottom within the red area.

2 Logo Placement

Our Westpac logo should always sit in the bottom right hand corner when paired with other logos.

3 Image Placement

If the image needs to move to the left due to logos that is ok but we need to leave enough room to give the headline and subcopy space so it is clearly legible.

4 T&Cs

Can be set over two lines to ensure they do not cross over the partner logos.

*Refer to master guidelines for logo spacing guides p.29-30

D/OOH - Portrait Co-Branding

Please ensure all logo's are visible in the white area. They never sit within the Creative coloured space.

ENT A SIT NUIS
ESTII VELLINUI
NAM INUS MAIO

Est ea eaquis magnis siti archillabore veria
nonemposam, verio dolupta tiunt.

Q Westpac CTA Example



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1 Horizontal Co-Branding Lockup

All partner egos should be housed in the white area directly under the creative as shown. They sit above the T&Cs.

2 Westpac Logo Placement

The portrait execution is the only instance where our logo sits to the left of other partner logos.

3 Logo Placement within white area

Please always centre logos to ensure they stand out from the T&Cs.

*Refer to master guidelines for logo spacing guides p.29-30

**THANK
YOU**