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FREE GUIDE

The Billboard Playbook

How to run your first digital billboard campaign — from £10 a day



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The ad your customers can't scroll past.

Digital billboards used to be booked by the month, for big-brand budgets. Now you can book them by the day.

Can't be skipped or blocked

No ad blockers, no skip button, no feed to scroll. It's part of the street.

Seen every day

On the roads, bus stops and shopping centres your customers already pass.

Now affordable from £10 a day

Start small, test an area, and scale up when it works.

> **Billboards aren't just for big brands anymore.**

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Take the 30-second check.

Tick every statement that's true for your business.

- [ ] Most of my customers live or work nearby.
- [ ] I have something to promote — a product, a launch or a season.
- [ ] I can give people a reason to visit now.
- [ ] I can say my offer in one short line.
- [ ] I can handle more calls, bookings or walk-ins.

3+ TICKS

You're ready.

Turn the page and start planning.

1-2 TICKS

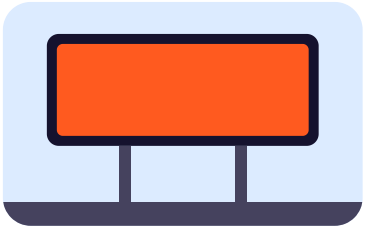
Nearly there.

Sharpen your offer first (see page 06).

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Three screens. Three jobs.

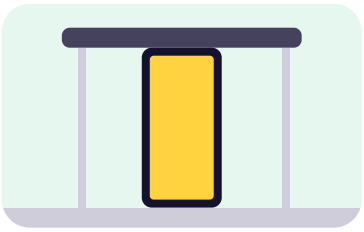
Each format reaches people in a different moment. Choose by what you want them to do next.



Roadside billboards

Best for: reach

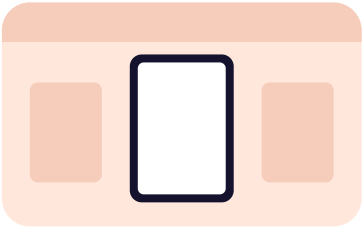
Big screens on busy roads. Great for getting your name known across an area.



Bus shelters & street screens

Best for: footfall

Eye level, where people wait and walk. Ideal near your shop or high street.



Shopping centre screens

Best for: ready to buy

Shoppers with time and money to spend. Perfect for offers and launches.

TIP

Pick screens on the routes your customers already take — the school run, the commute, the Saturday shop.

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Start small. Grow what works.

Your daily budget decides how many screens and how often you appear. Here's a simple way to think about it.

TEST

£10/day

Test a local area

One or two screens near you. See what response you get.

STEADY

£30/day

A steady presence

More screens, more often. Become a familiar local name.

LAUNCH

£100/day

A big launch

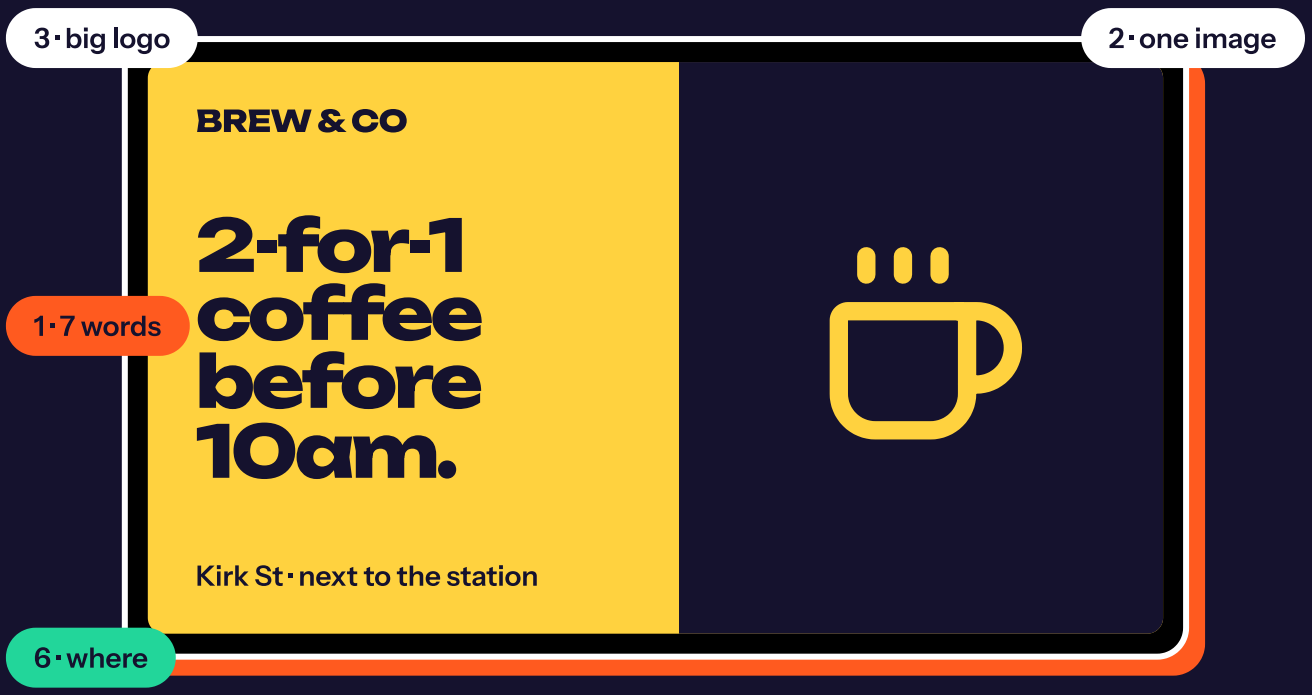
Opening, new menu or a sale? Go wide for a short burst.

Best times to be on screen

BUSINESS	WHEN TO SHOW
Café	Breakfast
Gym	Weekday mornings, Evenings
Restaurant	Thu–Sat evenings
Retail	Weekends

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You've got 3 seconds. Make them count.



1 — 7 words or fewer
People read it in passing.

2 — One strong image
One product, not a collage.

3 — Big logo
Readable from a moving car.

4 — High contrast
Dark on light, or light on dark.

5 — One clear offer
"20% off this week" beats a list.

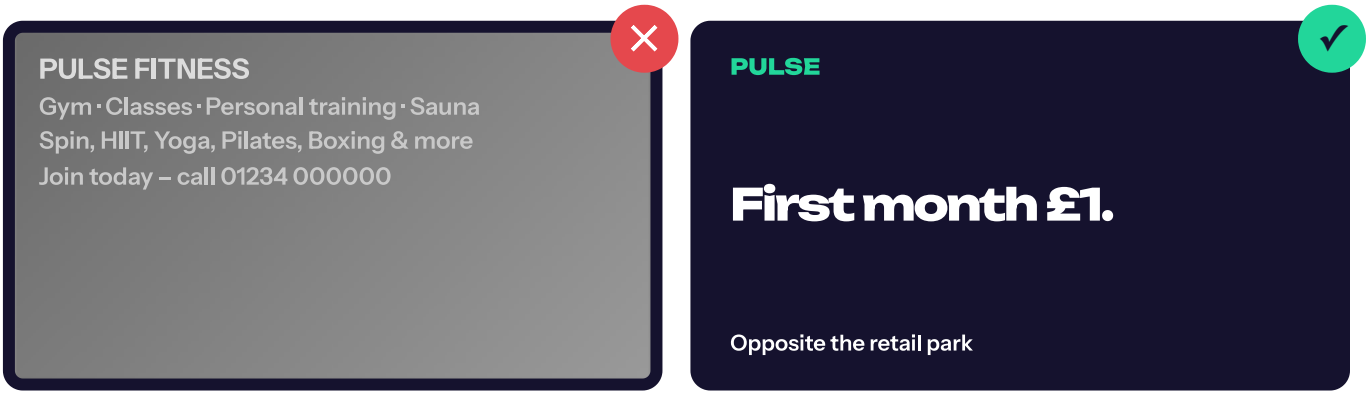
6 — Say where to find you
A street, a landmark or a URL.

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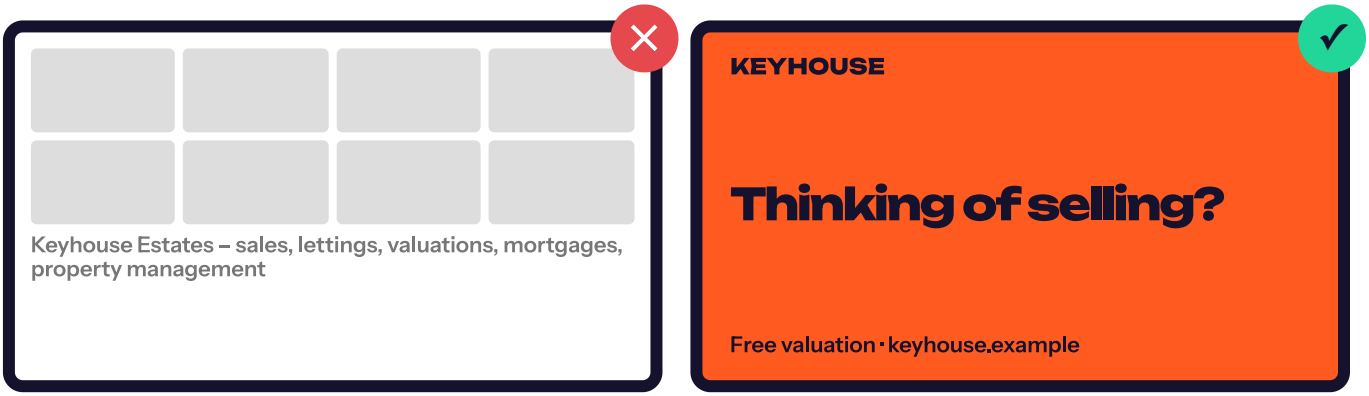
Same business. Better ad.



Café: six lines of information became one offer with a reason to come in now.



Gym: low-contrast grey and a long list swapped for a bold, high-contrast offer.



Estate agent: eight tiny house photos replaced by one question that speaks to sellers.

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Know it's working.

Billboards don't have a click button, but there are easy ways to see the effect.

QR code to its own page

Best on bus shelters and shopping centre screens, where people stand still. Count the visits.

"Mention the billboard"

A simple code like SCREEN10 at the till or on bookings shows who saw it.

Before vs during

Note footfall, calls and enquiries for two weeks before, then compare while you're live.

Follow up on social

Run small social ads to people near your screens so they see you twice.

TIP

Decide how you'll measure it before you launch.

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Screenshot this page.

Plan

Step 1

- [ ] Set a daily budget
- [ ] Choose your dates
- [ ] Map where your customers are

Create

Step 2

- [ ] Write your offer in 7 words
- [ ] Pick one strong image
- [ ] Check contrast and logo size

Launch

Step 3

- [ ] Approve your screens
- [ ] Send final artwork
- [ ] Tell your team about the offer

Measure

Step 4

- [ ] Record your "before" numbers
- [ ] Set up your QR or offer code
- [ ] Review results after 2 weeks

Want us to handle the Plan and Launch steps? onscreen.co

Ready to get on the big screen?

Tell us your budget, we pick the screens, and we can design your ad for you. Free plan within one working day.

Get your free billboard plan onscreen.co →

From £10 a day

Screens across the UK

Done for you

T&Cs apply