GOA CONNECT

THE NEW WAY TO RUN YOUR OUTDOOR CAMPAIGNS

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1.0 WHAT IS GOA CONNECT?

goa connect is an online platform that is revolutionising the way you can control and interact with your out of home (OOH) advertising. Essentially you can now update your artwork every minute between 5am - 10pm.

It has been designed and built in such a way that you can easily manage the different campaigns that you might run across the goa grid's digital network. The scheduling function allows you to show different pieces of artwork during different times of the day, making OOH advertising even more relevant to those on the road at certain times. If that's not enough we have also integrated social media tools to give your consumers their 10 seconds of fame.

To put it simply, goa connect will help you build a successful, targeted and intriguing campaign that you are in control of. Get online and try it out!

2.0 THE BENEFITS

- Online platform allowing access from anywhere on any device

- Run multiple campaigns at once

- Dynamic scheduling system

- Social media integration

- Preview your artwork before it goes live

- Choose the digital billboards you want to use for certain ads
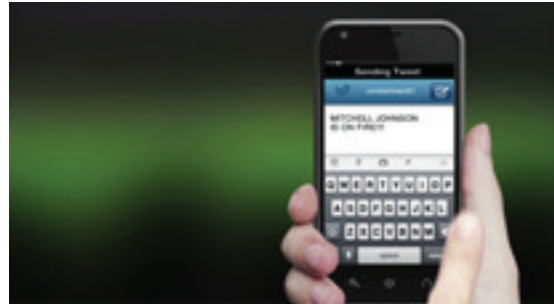
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3.0   SOCIAL MEDIA CAMPAIGNS

INSTAGRAM

Step One

Feed user-generated content from Instagram.

TWITTER

Step One

Feed user-generated content from Twitter

Step Two

Select, approve and schedule pics from any smart device, anywhere in the world

Step Three

Watch entries go live to a potential audience of 350,000 people daily!

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4.0   MATERIAL SPECIFICATIONS

GOA CONNECT INSTRUCTIONS

Each dynamic content schedule in your goa material instructions will have the same dynamic content appearing over the various background templates listed. When preparing your creative, use the layer name for dynamic content that will be the same across the various background templates and sizes.

FILE FORMATS

.psd	Photoshop 5.0+
otf / .ttf	OpenType or TrueType fonts only

PSD FILE NAMES

Provide key numbers or reference the dynamic content schedule, background template and/or size in the file name for easy correlation to the goa material Instructions.

Multiple creative may be supplied in the same PSD file by grouping each set of the following layers and naming the group as above.

PSD LAYERS AND LAYER NAMES

Each PSD must have the following layers:

Dynamic Content   Provide each piece of dynamic content on a separate layer. Use the same layer name in each PSD for content that will be the same across the different background templates and sizes of those PSDs.

For example, a common 'HEADLINE' may appear over 2 backgrounds.

Indicate dynamic text line wrap limit with 'LW' and character limit with 'CL' in the layer name, e.g. ''HEADLINE CL26 LW8''

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Background Template	Flatten the background to appear behind the dynamic content.
	Name this layer 'BACKGROUND'.
Fallback Image	Flatten the fallback image complete with generic headline and images. This will appear when no other content is scheduled.
	Name this layer 'FALLBACK'.

DYNAMIC TEXT CONTENT

The same dynamic text content can appear differently from template to template and size to size. However, each piece of text content within a template must have the same typeface and effects throughout. Text length will vary depending upon what is entered into the platform during the campaign, which will effect how lines flow.

Typeface

Typeface	OpenType or TrueType fonts only
Font Size	Pixels

Text Positioning

Alignment	Left, right, centre
Line Spacing	Line height in pixels
Character Limit	Maximum number of characters to display in this element of text. Indicate the character limit with 'CL' in the layer name,
Line Wrap Limit	Maximum number of characters to display in a line before wrapping the text to the next line. Note: Single words that are greater than this limit will be broken across two lines. We suggest a minimum of 8 characters. Indicate the line wrap limit with 'LW' in the layer name.

Text Effects

The following effects can be closely recreated and applied to dynamic text with these settings:

Stroke	Outside position; normal blend mode; 100% opacity; colour fill type
Drop Shadow	Normal blend mode; 0% spread; linear contour; 0% noise

DYNAMIC IMAGE CONTENT

The same dynamic image content can appear differently from template to template and size to size. However, each version of the image must remain in proportion to avoid distortion.

Image Content

Format	JPEG, PNG (transparency is acceptable)
Image Size	Fixed, pixels
Image Effects	There are no image effects available in goa connect. To achieve a permanent drop shadow, apply and flatten to the background layer. Otherwise, effects can be applied before uploading.

TWITTER CONTENT CAMPAIGN

Content Rights

Review the latest guidelines for using Tweets in broadcast at twitter.com to ensure users' rights are met. In summary, without explicit permission of the original content creator, Twitter content may not be used in advertising or to imply endorsement of any product or service.

Display Guidelines

Review the latest display requirements for Tweets and other Twitter content. In summary, make sure Tweets include name, @username, and unmodified Tweet text with the Twitter bird nearby.

To add a Tweet to your creative, include the following design elements:

Name	This will be the display name of the Twitter user.
	Allow for the display of up to 20 characters.
	Provide as a dynamic text layer in the PSD named 'NAME'.
Username	This will be the handle of the Twitter user.
	Allow for the display of up to 15 characters.
	Must be preceded with @.
	Provide as a Dynamic Text layer in the PSD named 'USERNAME'.
Tweet	This will be the text content published by the Twitter user.
	As a Tweet can be up to 140 characters long, the dynamic text character limit will filter out unsuitable Tweet content.
	Provide as a dynamic text layer in the PSD named 'TWEET'.

Twitter bird

The Twitter bird should be the same size as the text.

The bird can be flattened into the background template layer.

It is recommended that only one Tweet appears over one background template at any one time.

Refer to dynamic text content for further guidance.

Promoting a Hashtag

Review the latest display requirements for graphic display of Tweets, @usernames, or hashtags. In summary, always include the # sign in Twitter hashtags, and add the Twitter bird to the left.

The bird and #Hashtag may be flattened into the Background Template layer unless dynamic.

Logo is 110% of the cap-height of the font, centered vertically with the text

#hashtag

INSTAGRAM CONTENT CAMPAIGN

Content Rights

Review the latest Terms of Use and API Terms of Use at instagram.com to ensure users' rights are met. In summary, Instagram users own their media and it's your responsibility to make sure that you respect that right.

Display Guidelines

Review the latest requirements for displaying or embedding Instagram content. In summary, provide attribution to Instagram and to the owner of any content, and ensure the content is unmodified.

To add an Instagram to your creative, include the following design elements:

Image	This will be the image content published by the Instagram user.
	Square proportion.
	Provide as a dynamic image layer in the PSD named 'INSTA-IMAGE'.
Username	This will be the handle of the Instagram user and must not be obscure.
	Allow for the display of up to 30 characters
	Provide as a Dynamic Text layer in the PSD named 'USERNAME'.
Camera Logo	Include either camera logo.
	The logo can be flattened into the background Template layer.

Promoting your Instagram account

Review the latest requirements for displaying or embedding Instagram content and Other uses of the Instagram brand in marketing. In summary, the use of either camera logo in conjunction with your branded #hashtag or @username to invite people to post photos to Instagram is encouraged.

The camera logo and #hashtag may be flattened into the Background Template layer unless dynamic.

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5.0   DIGITAL ARTWORK SIZES

ARTWORK SIZING

Files should be set up in pixels.

Please see below for digital billboard sizes.

BLEED

Bleed is not required for digital artwork.

IMAGES

Images need to be 72dpi at document size.

EFFECTIVE dpi and not ACTUAL dpi.

COLOUR MATCHING

To reproduce the correct colours on the screen, all artwork and images should be set to RGB colour.

SENDING ARTWORK TO GOA

• Email (Maximum 12 MBs)

• FTP Transfer - a: ftp.goa.com.au
  u: goa@elitetiger.com
  p: goa1150!
  Please send an email to mitch@goa.com.au once uploaded.

• Online file transfer website.
  eg: www.wetransfer.com

STILL GOT QUESTIONS?

If you need more information about artwork, please contact goa on (07) 3854 1150.

BILLBOARD TYPE	ORIENTATION	REQUIRED ARTWORK SIZE (PX)
6m x 3m	Landscape	768px x 384px
6m x 3m Widescreen	Landscape	520px x 234px
4m x 5m	Portrait	312px x 390px
ICONIC™	Portrait	520px x 598px

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