

# Bus Stop Ad Modifications – Rationale

The bus stop environment is very different from a website banner. Viewers have only a few seconds, are standing at a distance, and cannot click—so the design must be instantly understood and easy to act on.



## BUS STOP GOALS

- Get noticed quickly
- Communicate benefit instantly
- Drive easy action (scan the QR code)
- Build trust and credibility



## BUS STOP ENVIRONMENT

- View time: 5–30 seconds
- Viewing distance: 6–15 feet
- People are standing still
- High opportunity to scan QR codes

## WHY THESE MODIFICATIONS?



### 1. HIGHER & LARGER HEADLINE

“HELP REVITALIZE” is moved up to the top for immediate visibility at a distance. The larger scale ensures the message is seen in 1–2 seconds.



### 2. QR CODE IN PRIME POSITION

Placed in the upper-right corner where the eye naturally goes after reading the headline. Large, high-contrast QR code makes scanning effortless.



### 3. CLEAR CALL TO ACTION

“SCAN TO WATCH” is short, direct, and placed immediately below the QR code to remove any guesswork.



### 4. MAINTAINED CORE BRAND MESSAGE

The “Free 4-Minute Video” button remains prominent to communicate the value offered. The trusted brand elements (colors, cross, values) remain unchanged.



## RESULT

This version maximizes visibility, clarity, and action in a high-traffic environment—turning a moment of waiting into a meaningful engagement.