LEDBANGERS FIELD GUIDE · EPISODE 6 DELIVERABLE

Zone Map

One row per screen, one job per screen. Fill it once for a store and every brief after that starts from the right place.

STORE _____ WALKED BY _____ DATE _____

1 Screen inventory

where it is, what it fights, what it is for

ID	LOCATION	ZONE	DISTANCE	LIGHT	PRIMARY JOB (ONE)	MIX A / M / P	RENEWS
S1							
S2							
S3							
S4							
S5							
S6							
S7							
S8							

Zone: window · entrance · interior · corner · checkout · queue. Distance: near (under 2 m) · mid · far (over 5 m). Light: store · mixed · daylight glare. Job: brand · category · flow · trust · conversion · ambient. Renews: weekly · monthly · seasonal.

2 Content mix by zone

starter ratios, not laws

Ambient: mood, identity, texture Message: short, legible statements Product: highlights, offers, campaigns

ZONE	AMBIENT	MESSAGE	PRODUCT	TYPICAL MIX
Window	20–40%	60–80%	0–20%	
Entrance	40–60%	40–60%	0–10%	
Interior	60–80%	10–30%	10–30%	
Corner	30–50%	50–70%	0–20%	
Checkout	20–40%	60–80%	0–20%	
Queue	30–50%	50–70%	0–10%	

3 Rules that follow from the zone

Window

- Content holds contrast at noon, not only at night
- Anchor line on screen from the first frame
- Anchor height: about 2.5 cm per metre of viewing distance
- One offer at a time, no prices in fine print
- A steady beat: hold, swap, hold

Interior

- The calmest tempo that still feels alive
- Mostly ambient; words only when they help
- Content matches the product next to the screen
- Harmonize with the shelf's colors
- A renewal date for every loop

PER SCREEN	MAX WORDS	MIN ANCHOR HEIGHT	TEMPO	TRANSITION	SAFE ZONE
fill per zone			calm · standard · energetic	fade · dissolve · slide	

4 Field test

before you approve a zone

- [ ] Window seen at noon and after dark
- [ ] Seen from the pavement, at walking distance
- [ ] Reflection on the glass checked
- [ ] Anchor lands in one or two seconds
- [ ] 60 seconds in the aisle next to it
- [ ] It supports the product, it does not fight it
- [ ] Staff asked: annoying after an hour?
- [ ] Last changed on _____

A zone is behavior plus physics. Give every screen the job its zone asks for.

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