4 Characteristics of out of Home Advertising by Harry Tan

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Not all advertising mediums are suitable for every campaign. For those new to advertising and for small business owners, it is beneficial for them to know what features various advertising media can offer to their company. Here are four characteristics of out of home advertising:

1. Repeated exposure

Consumers spend most of their waking hours outside their homes so an advertising medium that is capable of meeting its consumers where they are would be an effective way of gaining exposure. As cities increase in size and as technologies continue to advance and develop, it removes the consumers from traditional advertising. Out of home advertising can effectively increase revenue by promoting the businessâ€™s unique selling position to the consumers. Out of home advertising like Billboards Advertising is also available 24 hours a day 7 times a week. It canâ€™t be turned off or easily ignored. So expect advertisements to gain huge exposure from this medium.

2. Out of home advertising is able to complement and enhance other media

Out of home advertising can act as an umbrella for the rest of the brandâ€™s advertising mix. Adding out of home advertising to the media mix will increase the advertisementâ€™s frequency and continuity plus it guarantees advertisers Successful Advertising Campaigns for their services or branded products. Frequency will give the brand numerous exposures to the target audience which can create a top of mind brand awareness. Continuity will act as an insurance policy for the advertising campaign. It will allow the brand to maintain contact with the consumers and ensure that the brand is being advertised when other advertising medium is not.

3. Better targeting

Outdoor advertising is pure advertising. By placing advertisements in high traffic locations and areas where the target consumers frequent, brands can be specifically advertised and thus create better targeting. Placing the advertisement near the point of purchase will also increase its call to action and effectiveness. Advertisements are more effective when they are seen at the right time at the right place. Itâ€™s also always there so the consumer will be constantly reminded about the product or service being advertised.

4. Lowest cost per thousand impressions

Out of home advertising will also give the business or brand access to the lowest cost per thousand impressions. This is an important metric especially for larger companies who buy advertising for branding purposes. For smaller local businesses, this is also important because this means that this is the least expensive way to advertise without sacrificing the quality and benefits of the advertisement. A low cost per thousand impressions will be able to provide brands more exposure for every ad dollar spent. This will also allow advertisers and marketers to reallocate portions of their advertising budget to outdoor advertising so that they can increase their cost per thousand impressions while reducing the net ad budget outlay.

Outdoor advertising is the oldest form of advertising but it is still the fastest growing form of advertising. Outdoor Advertising Agency can provide the necessary solutions to their advertising needs. They have teams of professional who can share their knowledge and expertise.

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SMRTMedia, leader in a Advertising and Marketingprovides a Successful Advertising Campaignsat an affordable rate thus making them as one of the a Best Advertising Agencies in Singapore.

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