5 Advantages of out of Home Advertising by Harry Tan

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Advertisements are everywhere around us. Consumers are being constantly bombarded with advertising messages and billboards keep popping up on highways. But with all the advertising campaigns out there, how will a business know if they are getting their benefits from their investments on advertising? Out of home advertising is the oldest medium of advertising but it still continues to grow and develop today. Business owners, advertisers, marketers and Advertising Agency can be reassured when they advertise through this medium simply because of the following:

1. Availability

Out of home advertising, specifically, Billboards Advertising is available for consumers to see 24 hours a day, 7 times a week. Advertisements will be available for a consistent period of time. Whether its night or day, rain or shine, advertisements will be there to communicate the brand message across. Unlike TV, radio or print advertisements, when a consumer comes back, the advertisement will still be there. The consistent availability of the advertisement will also contribute to its repetitive advertising which will improve the ad recall rate among consumers. The consumer will also be constantly reminds about the brand.

2. Effectiveness

Out of Advertising and Marketing can reach the potential consumers in a cost efficient way that it will make a better investment for advertisers and marketers. It provides a richer brand impact on the target consumer. And when included in the media mix, it will further improve the effectiveness of other advertising media. People spend most of their waking hours outside their homes thatâ€™s why advertising outdoors has been proven to be a very effective approach.

3. Flexibility

Advertisements can also be placed anywhere as long as it reaches the target consumer. Itâ€™s not limited to inside the consumerâ€™s home and can be placed near the point of purchase. And this will give the advertisement a greater call to action. Location is very important to out of home advertising. It is important for advertisements to be at the right place and at the right time. The flexible nature of outdoor advertising also provides the audiences and engaging brand experience.

4. Target

Out of home advertising can also target effectively when it is placed at the right location. Placing it at a high traffic area or where the target consumer is will allow the advertisement to communicate the message to the right people. Most of the audience outdoors are bored waiting or stuck in traffic and will usually look for something to occupy or pass their time. That is why this is a great opportunity to take advantage of that idle moment to entertain and promote the brand. Outdoor advertising provides an opportunity for advertisers and marketers to catch the attention of consumers who are on the move.

5. Technology

Technology such as digital media or outdoor Digital Media can also be incorporated with out of home advertising. Outdoor digital advertising are able to make use of the latest technology available to create an incredibly eye catching advertisement. This will also make advertisements more

interactive and engaging for the consumers. With the aid of technology, advertisers will be able to come up with new tools and strategies to reach the consumer better and communicate the brand message more effectively.

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SMRTMedia, a Singapore-Based Company, one of the a Best Advertising Agenciesthat offers a Successful Advertising Campaignssuch as a Billboard Outdoor Advertisingand a Subway Advertising.

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