9 Creative Methods for Outdoor Media Advertising and Marketing by Harry Tan

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Creating successful advertising campaigns require certain skills. A lot of factors contribute in making and effective outdoor media advertising strategy. Itâ€™s important to take note of all the methods and techniques you can use to make your advertisement work. Here are a few methods to help you come up with that creative strategy your advertisement needs .

1. Use of a metaphor

Making use of a metaphor allows you to bring two different ideas together. Just keep in mind the key concept or the focus of your advertisement.

2. Promise a benefit

Be specific on what your product can deliver or provide to your consumers. Show how important and essential your product is.

3. Real situations

Make use of real situations to evoke emotions from your consumers. This will help grab the attention of your target audience.

4. Character

An interesting character will help people recognize your brand. Just take a look at Ronald McDonald and the Energizer Buddy. These characters have become iconic and helped create an imprint of their brands into the minds of people.

5. Dramatic conflict

This will show people the goal your product is aiming for and why they need it.

6. Exaggerate

Make your digital outdoor media advertisements interesting in order to get your audienceâ€™s attention. It helps to exaggerate simple ideas just a little bit.

7. Human characteristics

Give human elements to your product to make it seem more alive. Create a feeling that other people can relate and connect with.

8. Tagline

Taglines help create brand awareness among people. It becomes a part of your product and helps people recognize your brand. Take a look at Nike for example. The â€œJust do itâ€• tagline of theirs have been around for ages and everyone immediately recognizes it.

9. Offer

Give your target audience an offer they canâ€™t refuse. It will urge your consumers to immediately buy your product.

The advance of technologies and continuous growth of the advertising industry has opened a lot of doors for creative outdoor advertising and marketing. Competition is tough especially for small businesses who want to have their own share of advertising benefits. It is very useful to keep in mind some of the techniques and methods you can use to make your advertisement as effective as possible. But enlisting the help of an advertising agency can also be proven more effective for your advertising needs.

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