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Digital tools and gadgets have provided a lot of help not only for consumers but also to advertisers and marketers. Advertising has improved a lot with the help of technology and with it comes the benefits of using digital media in outdoor advertising.

1. Branding

A research study claims that using a brand icon in outdoor advertising results in advertisements being 40 percent more memorable than nit using a brand icon. The brand will become visible to the advertiserâ€™s target audience through Out of Home Advertising and it helps them remember the solutions the advertisements offer to the consumerâ€™s problems. Using Digital Media tools and elements can further enhance or highlight the brand by providing a more interactive and engaging advertisement.

2. Expand Reach

Outdoor advertising is also able to reach the audiences that are often hard to reach. Advertisements placed outdoors also allow advertisers to specifically target communities, ethnic groups, ages, income levels, and more. And because outdoor advertisements cannot be simply turned off or ignored, it gives 34 hours a day and 7 days a week exposure to the advertiserâ€™s product or services. Outdoor advertisements are also able to generate repeated exposure and deliver messages over and over again which helps increase the recall rate of the target audience. With the different forms of outdoor digital media tools available out there, advertisers will be able to reach the same amount of audience as traditional outdoor advertising. Train Advertising is even making use of tunnels as a platform for Outdoor Digital Advertising.

3. Impact

The flexibility of out of home advertising and being able to use different elements can improve the creativity and visual impact of an ad which will also help increase of its effectiveness to capture the attention of the audience. Outdoor digital media can be incorporated in order to create outdoor digital advertising such as Digital Billboards which will be able to effectively engage and interact with consumers. And as we all know, engaging advertisements are most effective in persuading consumers to buy the product or service that the advertisement is offering.

4. Complement

Out of home advertising can even be interspersed with other media to increase the impact of an Effective Advertising campaign. It can serve as a reminder to reinforce the brand image so that brand awareness is sustained. It also provides a path to purchase from other media which is closer to the point- of- purchase. The attractiveness of outdoor digital media will make this complementary form of advertising even more effective.

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SMRT Media is one of the leading a Advertising Companies based in Singapore that offers Effective a Advertising Campaigns such as a Taxi Advertising.

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