Cheaper but Effective Advertising with out of Home Advertising by Harry Tan

Article published on January 4th 2012 | Advertising

The best platform for advertisers and marketers, especially for small business advertisers and marketers, may be found outdoors. As the costs for electronic and print media escalate and during these tough times, out of home advertising remains very affordable without sacrificing the advertisementâ€™s quality and impact. When advertisers, marketers, and advertising agencies compare the cost and reach of different types of media, outdoor advertising really stands out. The average cost to reach a thousand consumers with outdoor advertising is about $1.59 which is 80 percent less than television, 60 percent less than newspapers, and half the cost of radio.

Cost, however, is just one of the attractions of Outdoor Digital Media Advertising. It also allows advertisements to be displayed up to 24 hours a day and seven days a week. And consumers will not be able to turn off or ignore outdoor advertisements. But the key advantage of outdoor advertising is its flexibility. It can be used effectively to reach a broad, mass audience or target a very specific population segment. And billboards arenâ€™t the only option for outdoor advertisers and outdoor advertising agencies when it comes to outdoor advertising. Other mediums such as taxis, buses, bus stops, trains, and train stations can be used to advertise a business or a companyâ€™s products and services. Through Train Advertising, advertisers and advertising agencies will be able to make use of every corner as their platform for advertising while taking advantage of the advertisementâ€™s repetitive exposure to the millions of commuters daily.

Outdoor advertisingâ€™s best use is to build fast awareness of a new product and it enables high visual impact which means outdoor is a great value medium especially for populated areas. It is much focused and very targeted which helps the effectiveness of Advertising Campaigns to generate more profit for the company or business.

Strategic placement of advertisements will further enhance its effectiveness to target and persuade potential consumers. An advertisement near the point-of-sale can obviously serve as a last minute purchase reminder to consumers and potential consumers. Out of home advertising can also complement other media to make advertisements and campaigns more effective.

Of course, a wide range of audience in outdoor advertising is no guarantee that a business or a companyâ€™s sales will soar. The most critical success factor is the message itself. It has to make an impact and make it fast. For example, on billboards, the consumer might be going by at 60 miles per hour so it is incredibly important that consumers will be able to comprehend immediately the message of an advertisement.

Another great advantage of Out of Home Advertising is that advertisers can familiarize people with the packaging of a product. It is a very good vehicle for emphasizing what the product looks like so consumers will be able to recognize it immediately when they go to the store. It is also especially useful for helping launch a new and unfamiliar product and is a good value for Advertising Companies with limited marketing funds.

Article Source:
http://www.articleside.com/advertising-articles/cheaper-but-effective-advertising-with-out-of-home-advertising.htm - Article Side

Harry Tan - About Author:
SMRT Media is one of the leading a Advertising Companies based in Singapore that offers Effective a Advertising Campaigns such as a Taxi Advertising.

Article Keywords:
Advertising Agency,Advertising Agencies,Outdoor Advertising,Outdoor Advertising Agencies,Outdoor Digital Media,Outdoor Digital Advertising

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!