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Creativity and Simplicity in Outdoor Advertising by Harry Tan

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Picking a great location/s and making sure the message is seen multiple times is no doubt important. But the audience wouldnâ€™t care about those things. They only see the creativity of an advertisement. A bad advertisement shown at multiple locations is still a bad advertisement in the end. And this is one of things that make outdoor advertising difficult especially for new and small business advertisers. Todayâ€™s audience is bombarded with messages and thus itâ€™s common to tun out any form of advertising. Itâ€™s extremely difficult to catch their attention especially with the thousands of other advertisers competing for their attention. And the only solution for this is through creativity. Creativity gets an advertisement notices and will be able to give the audience a reason to pay attention.

When it comes to outdoor advertising or out of home advertising, it is what the consumer or the audience sees is the most important factor for Successful Advertising Campaigns. Even a great campaign place in a bad location can be more advantageous than a bad campaign placed in a great location. A great concept in a bad location will still stand out. An inexpensive but great advertisement can generate a massive amount of publicity and exposure through word- of- the-mouth thus increasing brand awareness and sales. If an advertisement does not generate media coverage then it was neither a successful nor effective one.

Another important aspect of creating a great advertisement, aside from creativity, is simplicity. In outdoor advertising, there is a golden rule which states: 6 words, 6 seconds. This rule simply implies that an outdoor advertiser or an outdoor Advertising Agency shouldnâ€™t use more than six words in order to get their point across because they only have six seconds to deliver their brand message. Avoid over cluttering your advertisement so that the consumer will not be distracted from the message. Remember that an advertisement is finished only when there is no longer anything to take away. When it comes to out of home advertising, a single idea must be simple and fast to understand.

For those new in advertising and for small business owners, hiring one of the Best Advertising Agencies will be extremely helpful. They have teams who are professionals in making creative advertisements and they will also be able to help you find a single idea and remove all the useless clutter from your advertisement. What makes outdoor advertising so powerful is that it is the only truly public media that the viewer wonâ€™t be able to turn off. It is an almost dangerously powerful media that can generate a lot of positive results when done correctly.

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a Advertising Agency, SMRTMedia â€“ Singapore-Based Company, offers wide range of Successful Advertising Campaigns such as a Billboards Advertisingand a Digital Bus Advertising.

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