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Different Options in Outdoor Advertising by Harry Tan

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For marketers who want to promote their small or big business through advertising, it is important to have platforms that are flexible enough to allow advertisers to create advertisements that suit both their campaign and their budget. That is why most advertisers and marketers prefer out of home advertising from other mediums like print and television or radio. It is a cheaper and more effective way to reach out to their target audience. But aside from the different platforms outdoor advertising provides, it also gives different options for advertisers to choose from: traditional or modern.

The first option is a non- digital outdoor advertising for marketers who like the traditional form of advertising and those who have a tight budget. But it is important to take note that even without the aid of technology; outdoor advertisements can still prove to be effective. Outdoor ads do not have to be limited to boring 2D billboards. Out of Home Advertising provides different platforms that advertisers can use for their creative campaigns. They can make use of car or taxi advertisements. Buses and bus stops can also be used for non- digital advertising. And then thereâ€™s Train Advertising which allows advertisers to use the whole train and train stations as different platforms for advertising. Advertisers can make use of billboards and stickers to wrap pillars, stairs, walls, floors, and trains with advertisements. And another benefit of this form of advertising is that its audience includes the millions of commuters and passengers that ride the transit system and is on the road every day. This guarantees a huge amount of exposure that people canâ€™t just turn off or ignore. A non-digital ad does not mean itâ€™s less effective than digital ads. Itâ€™s all about the execution rather th the materials used. Simplicity can go a long way.

Another option is resorting to outdoor digital advertising or outdoor media advertising which makes use of technology and Outdoor Media as tools for advertising. This is perfect for advertisers who have a bigger budget and wants a new and modern look for their advertisement. Using digital tools are not also limited to platform screens on billboards. It can also be used in other platforms of outdoor advertising. Many advertisements have incorporated 3D technology to create life- like advertisements. These Medias can also be used in train station and tunnels for more digital train advertising. The greatest benefit of the advance of technology is that it allows advertisers to create advertisements that provide great experiences for customers that is also able to provoke them to take action and actually but the product the advertisers are selling.

With dozens of marketers and advertisers competing and fighting for the consumersâ€™ attention, it is definitely helpful to not only create unique advertisements but to also choose the right platforms and mediums for advertising.

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