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Effective Digital Outdoor Media Advertising by Harry Tan

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What makes a digital outdoor advertisement effective? Is it the Hollywood star endorsing your product? Or is it that witty line across your billboard? There are a lot of factors that contributes in making an advertisement effective but there are other ways you may not know about. Aside from having the ability to capture your audience, here are a few secrets for creating successful digital outdoor media advertising campaigns .

1. An appeal to human emotion

This technique plays on the subject of empathy. In order to capture the attention of your audience, you must first capture and soften their heart. An effective advertisement has to have the ability to push peopleâ€™s buttons. Provoking the feelings and emotions of people are the easiest way to persuade them of whatever it is youâ€™re advertising. This technique provokes the needs of people such as the need for acceptance, popularity, confidence, security, family, change, excitement, attraction, and beauty. Appealing to these needs will call unto your audience and relay the message that â€œin order for them to get what they need, they have to buy your product or service.â€•

2. Creating Associations

This technique focuses on associating your advertisement on positive images. The idea is to associate your product with the consumersâ€™ values and lifestyles. These could be wealth, fame, happiness, success, health, adventure, patriotism, independence, or love. The important thing is that the image that your digital outdoor media advertisement project reminds your audience of these things while your text reinforces it. By creating associations, you are giving out the message that â€œbecause the people value these things, they should buy your product or services.â€•

3. Using Fear Tactics

The aim of this technique is to evoke the fears of people. Not to provoke fear but create a message that â€œbuying this product will abolish your fears.â€• There are a lot of things that people fear like aging, failure, poverty, violence, and imperfections. You can work on the fears of your audiences to urge them to avail your product or services. Take note that this technique rely heavily on texts.

These three techniques may overlap each other but it is important to keep only one technique dominant from the rest. Otherwise, youâ€™ll just end up confusing your audience. Keep it simple. There are a lot of other things that can help you with your campaign but it is advisable for you to go to an advertising agency who can offer the help and services that you need. Advertising agencies will be able to provide you with the solutions to your Outdoor advertising needs.

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