Growth of out of Home Advertising by Harry Tan

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Advertising is a must for all types of businesses but the problem is whether they can afford to invest in creating effective and Effective Advertising campaigns. And from the many and different mediums of advertising out there, it is difficult and confusing, needs even for advertising agencies, to choose which one can provide the best solution to oneâ€™s advertising needs. The best way to decide is by comparing these platforms and measuring their results.

According to statistics in 2010, Out of Home Advertising in America alone was able to generate 6.14 billion dollars out of which $3,992.80 were generated by billboard advertisements, $982.80 by transit advertisements, $368.60 by street furniture, and $798.60 by other alternative media platforms. This shows how big the Digital Media industry is and how great companies can benefit from this form of advertising.

But it doesnâ€™t stop there. The out of home advertising is still growing. Comparing the spending growth across advertising platforms, outdoor advertising is still has the biggest spending of 11.8%. Spending on newspaper ads were -0.3%, television 1.8%, and magazines 2.9%. Only online was able to come close with 10.4% ad spending.

More and more advertisers and marketers are resorting to out of home advertising as their choice of advertising medium even during a time of recession. This may be because not only is Outdoor advertising cheaper; it is also effective in generating positive results and increasing profits for Advertising Companies and businesses. Statistics show that even small businesses are able to gain profit from outdoor advertising. 80% of advertisements are from small and local businesses while only 20% of advertisements come from the top 100 advertisers. Local advertisers are able to target their audience and optimize their media budgets through outdoor media advertising.

In order to truly gain from advertising, it is important to create the right concept and choose the right platform for it. A great idea for an ad is just the beginning of a successful campaign. What comes next is putting it in a medium that greatly complements the ad and placing it where a lot of people can see it. These numbers predict that the future of out of home advertising is bright and growing. With the advances of technology, outdoor advertising still has a lot of opportunities and possibilities in store for future advertisers and Out of Home Media Owners. It is not only the most preferred medium of local and top advertisers, results also show how effective it can be.

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