Guide to Outdoor Advertising

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Advertising has been part of our culture for hundreds of years. Ever since the stone age when cavemen drew on caves, the Egyptians with their huge monuments to promote their laws, and the Greeks with their tablets to promote the next Olympics. No wonder advertising is such an essential part of a businessâ€™s promotion efforts. It is a tried and true practice that will surely reap benefits for the business and one of the methods or mediums to advertising is through outdoor advertising.

Outdoor advertising or out of home advertising is basically any advertisement that is placed outside the consumersâ€™ homes and this could include billboards, buses, taxis, outdoor panels, malls, airports, street furniture and even train advertising. Strategically placed outdoor advertisements can be a good way to get a message across to many people. Out of home advertising extends the reach and increases the effectiveness of other advertising media such as radio, television and print ads when it uses key images, messages or taglines from these existing campaigns. In a way, it will serve as a reminder for consumers about the brand.

Outdoor digital media can also be incorporated with outdoor advertisements for outdoor digital advertising which will make advertisements more interactive and engaging. Using various Digital Media such as LED screens, augmented reality and 3D technology, Advertising and Marketing agencies can communicate the message across the consumers better. They can for real time advertising or relevant advertising by allowing the advertisements to react in real time with the environment and by tailoring it according to the needs and expectations of the consumer. There is also now a so called location based advertising which will help consumers locate places or be informed of discount whenever they are in a certain area.

Outdoor advertising has come a long way from the Stone Age, the Egyptians and the Greeks. Technology has enabled advertisers and marketers to build new platforms and strategies for better advertising. This medium is oldest advertising medium and yet it still continues to thrive today. This show how flexible this medium is and how it can adopt and adapt to the changes and challenges of time.

But freedom always comes with responsibility. The freedom to use the public environment will mean that the advertiser or the Advertising Agency will bear responsibility for any damage to the public or society. Advertisement should not distract drivers too much that it would cause accidents. And it should be protected and maintained constantly.

But aside from safety rules, there are also rules about what an outdoor ad should contain. Outdoor advertising would mean the target audience will only have a limited time to view the advertisement thus the advertiser will also have a limited time to capture the attention of the audience and convince them to buy the product or service in the advertisement. Use no more than 6 words and 8 elements in an advertisement. Make sure that the audience will be able to pick up and understand immediately the brand message. The effectiveness of outdoor advertising will be further enhanced by placing them on locations where a significant amount of traffic will see them and where the target audience is.

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