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Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. But how big is an advertisementâ€™s impact on the consumerâ€™s decision, especially, when it comes to outdoor advertisi

Out of home Advertising Campaigns are regularly seen by people on the road or just outside their homes. This not only brings the advertisement closer to the point of purchase but it also prohibits the consumer from ignoring or turning off the advertisement. This constant exposure and great relevance of Outdoor Advertisements must make it more effective than other mediums. According to one study, 71 percent of the audience often look at the messages on Digital Billboards and more than one- third or 37 percent look at outdoor advertising each or most of the time they pass one.

Not only was outdoor advertising able to capture the attention of passersby, they were also able inform their audience about significant events and businesses that they are or would be interested in. It is found that 58 percent of viewers of Out of Home Advertising learned about an event that they were interested in attending and the same percentage also learned about a restaurant they later visited. 56 percent also talked about something funny they saw on a billboard. 33 percent have been reminded to tune into their favorite TV program and 44 percent were reminded to tune into their favorite radio station. Outdoor advertising were also able to help 26 percent of its audience note a phone number and 28 percent a web site address. These statistics are surprising since finding information about something is usually done by searching about it on Google.

But the greatest and most significant finding of all is that outdoor advertising was also able to affect the viewerâ€™s decision. 72 percent of viewers frequently shop on their way home from work and 68 percent frequently or sometimes make their shopping decisions while in the car. 38 percent of people also make the decision to stop at a store while on their way home. Imagine what great timing an advertisement would have if this were the case! It is found that 24 percent of the audiences were motivated to visit a particular store on that particular day because of an outdoor advertising message. 32 percent also visited the retailer they saw on a billboard while 50 percent received directional information from it. And because of out of home advertising, 24 percent of its viewers immediately visited a business that was being advertised.

Based on these statistics, it shows that the way to an Effective Advertising is through Outdoor Advertising. Just imagine its efficiency and impact when it comes to capturing the consumerâ€™s attention and influencing their decisions.

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