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Influential Advertisements by Harry Tan

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People donâ€™t really give much importance to advertisements and would most likely ignore them. But thereâ€™s a way to make them remember an advertisement without them even noticing it.

Redundancy is a concept in Consumer Psychology which involves showing the stimulus several times. It is said that if a product or a brand is shown repeatedly, then it is more likely to be remembered. Even if they ignore an advertisement, when they see it over and over again, it will create a great impact on their subconscious.

One way this concept is applied by people in Outdoor Advertising Industry is through advertisements placed on public transportations such as trains and buses. Whenever you commute to work, thereâ€™s a great possibility that youâ€™ll encounter again on the way home that Harry Potter poster you saw at the train station this morning. That makes two exposures a day. If you work five days a week, thatâ€™s 10 exposures a week, 40 exposures a month and 480 exposures a year. That doesnâ€™t even include other Harry Potter posters youâ€™ll see on the way.

A case study done by SMRT Media shows that 77% of the passengers saw the Ice Age ad that they placed in an MRT station as part of their Train Advertising Campaign. A lot of them recalled seeing the ad without being prompted at all. About 41% of them also said that they were most likely going to watch the movie because of the subway advertisements.

This shows how influential successful Digital Outdoor Advertising campaigns can be. Not only were they able to remember the ad but they also had a positive response towards it.

Redundancies donâ€™t only apply on placement of advertisements but also on how you advertise. By repeating a phrase over and over again, the chances are that people will remember it and most likely associate it with the brand. Whenever they see or hear that phrase, theyâ€™ll automatically think of the brand and vice versa. Letâ€™s take another example from SMRT Media about â€œOutrage of Modestyâ€• Awareness which repeatedly states â€œSay Noâ€• on their advertisements. Not only did 70% the respondents saw the ad but 81.1% remembered it. Eight in ten of those respondents felt that the ad was educational to both parents and children.

Other forms of redundancies are through colors and logos. Take Coke for example. Red has always been their signature color and seeing a red can would always make you think of Coke.

Advertisements are a great influence to a lot of people which creates a lot of controversy in terms of brainwashing. But effective Outdoor Media Advertising can also be helpful especially in terms of spreading awareness to people who most often than not, choose not to care. We just have to remind ourselves to be careful not only on what we read and watch but also on what we say and show to other people. We have freedom to say what we want to say but we should take responsibility for it.

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