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Keys to Effective out of Home Advertising by Harry Tan

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Why do businesses advertise? The answer is simple. They want to generate interest for their interest in order to gain more consumers and increase profit. This is also not a new concept. Advertising has been around ever since the beginning of time. Itâ€™s practically part of our culture. And out of home advertising is the first form of advertising but despite being such an ancient and traditional practice, it continues to thrive today. Itâ€™s because this medium can adapt well to the changes time brings. Out of home advertising might not run out of business no matter how times change. And here are a few tips on how to make campaigns effective on such a timeless and flexible platform:

1. Develop a strong tagline that works for the local market

No matter what advertising media and advertiser or an Advertising Agency uses, the advertisement would still have to be relevant to the consumer. It is for that reason that the consumer will listen to the adâ€™s message. Make sure that you communicate a message that creates a huge impact among consumers in order to capture their attention and persuade them to take action.

2. Repetition and volume is crucial, an effective campaign requires several advertisements and media

Repetitive advertising increases and improves ad recall among the audience. One advertisement is not enough. Consumers would have to be constantly reminded of your product. And the great thing about outdoor advertising is that it allows advertisers to create multiple advertisements using the same platform. Like Subway Advertising for example, it is also able to complement other advertising media, meaning advertisers can run the same advertisement across multiple advertising media platforms.

3. Keep the message simple so that it is easily understood

Since outdoor advertising means advertisements are outdoors, people only have a short amount of time to view it. So make sure that the audiences are able to get the message in a matter of seconds. Try not to let them think too much.

4. Make the logo visible so people recognize the brand and can search you out

Allow the advertisement to build your brand by having your logo visible and easily recognizable. Take Nike for example. Their advertisements do not even need to mention their brand. All they need is their signature tagline and the check mark. Outdoor advertisers and outdoor advertising agencies should make sure that consumers would be able to easily recognize the brand and find more information about it.

5. Place advertisements in areas that your target market frequents

Of course, advertisements have to be at the right place at the right time. Make sure that out of home advertising campaigns are placed on locations where the target audiences are. Advertisements have to be relevant to the viewers to achieve Successful Advertising Campaigns

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a Advertising Agency, SMRTMedia â€“ Singapore-Based Company, offers wide range of Successful Advertising Campaigns such as a Billboards Advertisingand a Digital Bus Advertising.

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