Out of Home Advertising and Its Advantages by Harry Tan

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Reaching todayâ€™s consumer in this complex and confusing media environment is a challenge. The audiences are consumed by their fast- paced lifestyles and technology has also contributed to the changes in their behavior patterns. Consumers can no longer be reached using the same old mediums. Times have indeed changed. But over the past few years, the outdoor advertising industry has evolved yet into a revolutionized and modernized media force that is to be reckoned with. It may even be able to compete aggressively against the 21st century media. While many traditional media segments have struggled to remain competitive during economic changes and developments, out of home advertising has remained unfazed. The reason is simple. Out of home advertising such as Digital Media offers outstanding value for money and a myriad of ways to increase exposure plus a few more advantages.

1. Innovativeness

One of the major reasons why out of home advertising is the one mostly preferred by advertisers and advertising agencies is because of the innovations that have happened with this advertising media over the past decade. Itâ€™s not just about a pretty picture anymore. It involves the commercials used, displays made and the way they were executed. With advertising, itâ€™s always recommended to think outside the box and outdoor advertising provides various opportunities and possibilities for advertisers to do just that.

2. Flexibility

Out of home advertising also has the greatest flexibility in terms of being able to transform ideas and imaginations into a reality. With the use of Digital Media, outdoor advertising can be transformed into a new medium wherein advertisements are able to communicate in real- time and effectively engage the consumers. This mediumâ€™s flexibility is also the main reason why the practice is still alive today.

3. Coverage

Out of home advertising is the unavoidable medium. It is visible from all corners and cannot be turned off or ignored. It can be seen on city buses, bus stops, taxis, trains, train stations, billboards, gymnasiums, parks, malls, and all other public places. And since it is usually placed in public areas, it guaranties a huge amount of exposure from drivers, commuters and passers- by. Through this medium, outdoor advertisers and outdoor advertising agencies are able to make use of a variety of platforms and reach a wide audience without going overboard with their advertising budget.

4. Impact

The purpose of out of home advertising is to get the peopleâ€™s attention while they drive or walk. It can catch their attention during rush hour wherein people are stuck in traffic, unable to do anything, and probably bored out of their mind. By placing advertisements near the point of purchase, it can effectively remind the audience of the product being advertised at the time just before they purchase.

Out of home advertising is truly a universal and timeless form of advertising. And it will continue to grow, develop and adapt in the future. This is the best platform for advertising because it never gets old. Thus, if you go for out of home advertising, you are aiming for a 100% guarantee of Successful Advertising Campaigns for your companyâ€™s services or branded products.

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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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