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Advertising is an essential part of a businessâ€™s success but just because a marketer has dozens of advertisements out there doesnâ€™t mean that the business is successful already. In order for marketers to get what they paid for in advertising, their advertisement would have to be effective in attracting customers and increasing sales for the business. Out of home advertising is able to drive significant incremental sales lifts compared to and often greater than other drivers. Allocation for out of home advertising is between 5 percent and 25 percent of the total advertising budget for the majority of products and brands. This percentage may not be much but it shows that marketers still make an effort to include out of home advertising in the media mix as much as possible. By including out of home advertising in the media mix, it is not only able to provide observable sales lift for industries and products but it also makes other media more effective.

Out of home advertising like Taxi Cab Advertising can also provide marketers with the ability to identify and focus their spending on the designated market areas or geographic areas that provide the greatest response to their product and marketing efforts, in addition to its direct impact on sales. It provides a significantly higher sales lift when used with TV when the creative messaging is coordinated across platforms. It also provides significantly higher sales lift when used with Radio and there is a call to action.

This shows that out of home advertising has great impact as in Marketing And Advertising and is also able to contribute to a brandâ€™s overall advertising effectiveness. It not only provides a direct sales lift by increasing brand awareness and consideration but it also increases the effectiveness of other advertising media including TV, radio, print and online. Out of home advertising is an effective media that should be included as a component of the optimal marketing mix across a broad range of industries.

Outdoor advertising can build awareness, communicate the productâ€™s specific features and generate excitement about certain events. Through this medium, advertisers and outdoor advertising agencies can target consumers geographically which makes it impactful for businesses.

Out of home advertising is now being revolutionized by our cutting edge technologies that are expanding the advertisers and Ad Agencyâ€™s capabilities. New game changing measurements are also giving marketers and advertising agencies new tools to evaluate their delivery. Not to mention digital media are now being incorporated with various out of home advertising campaigns to make it more relevant, interactive and engaging for the consumers. Despite being the oldest media for advertising, outdoor advertising is able to adapt to the changes among the consumersâ€™ culture and behavior patterns.

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SMRTMedia, a Ad Agencyin Singapore, offers a Bus Stop Advertisements, a Taxi Cab Advertisingas two of their various a Marketing And AdvertisingCampaigns and Strategies.

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