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Everyone has something they want to say. With 2.6 million possibilities, SMRT Media makes sure your voice is heard loud and clear.

Getting your message across to millions of people can be quite difficult. But if you strategize well on where you place your advertisements, youâ€™ll save a lot of money and effort. And the best way to reach a lot of people is through Outdoor Advertising in public transportations and systems. With millions of people commuting every day, thereâ€™s a high chance to captivate your audience. Here are some ways you can use this method of advertising:

Train Advertising

A big percentage of the adult population uses the train as a means of transportation with ages ranging from 15-34 years old. Most of the passengers have tertiary education with more females than males. If these fall in the category of your target audience then placing your advertisement here would be the best choice. This is a great chance to get the attention of your consumers while theyâ€™re waiting for the train to arrive. You can place your advertisements at the stations, on escalators, platforms or even inside the trains themselves. Your advertisement can provide a good distraction for bored passengers.

Bus Advertising [can link to relevant page?]

Buses are also another common form of public transportation. Placing your advertisements on buses provide a wider audience compared to train stations. Unlike train stations, you publicize not only to passengers but also to pedestrians or private vehicle owners. This is especially useful during heavy traffic when people are given a lot of time to see your advertisement. Weâ€™ve always seen it happen in movies when a character is walking down the street, looking for signs and a bus passes by carrying the message that they wanted to see. Itâ€™s one of the very effective Out of Home Advertising strategies because itâ€™s getting your message across to a lot of people.

Taxi Advertising [can link to relevant page?]

Another way you can use public transportation to advertise is through taxi cabs. Thereâ€™s a lot of flexibility in using taxis for advertising because theyâ€™re everywhere and can go anywhere. Theyâ€™re accessible to places buses and trains canâ€™t reach such as hotels, restaurants, airports, etc. Ads placed on taxis provide high frequency of exposure and targets all road users. With taxis, your message goes where the people go.

These three forms of public transportation can provide you with a huge amount of exposure with minimal cost. SMRT Media enables you to advertise using over 100 trains, 65 stations, 3000 taxis, 6 bus interchanges and about 900 buses.

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SMRT Media is an a Outdoor Advertising Agency based in Singapore that offers reliable Outdoor Advertising Solutions. For a Effective Outdoor Media Advertising Campaigns, check: a http://smrtmedia.com.sg/

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