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Successful Advertising Campaigns: The Solution to Billboard Banning???

Digital Billboard advertising is the most common and well-known form of outdoor advertising but thereâ€™s been a huge concern about the dangers that these advertisements bring. There have been speculations that billboards are one of the causes of deaths during storms and hurricanes. Itâ€™s not that hard to imagine debris from fallen billboards killing you. Weâ€™ve all seen disaster movies and characters that are often killed this way. And there have been news of people committing suicide by jumping off billboards.

With the advance of technology thereâ€™s also been a rise in Digital Outdoor Advertising billboards: ones that rotate, others that talk to you, and ones that keep changing their images. This causes safety advocates to express their concerns on whether billboards are becoming â€œweapons of mass destructionâ€• for drivers. Weâ€™ve always been warned about the dangers of using cellphones while driving. Doesnâ€™t the same thing apply to what seems like televisions on a stick placed on highways? Sometimes itâ€™s not even the fact that the billboards are digital thatâ€™s distracting drivers. Some peop are concerned that itâ€™s those provocative advertisements that distract them.

Thereâ€™s also a huge debate about outdoor advertisements turning into â€œvisual pollutants.â€• Becaus this growing amount of safety concerns, a lot of cities have banned billboards altogether.

So how do you get the benefits of Outdoor Advertising without endangering your target audience? A safe alternative to billboard advertising can be found in transit advertisements. Unlike billboards, ads placed on taxis and buses wonâ€™t turn into debris that can kill you. You donâ€™t even need to worry abo distracting drivers because theyâ€™re mostly bored and looking for things that will distract them from being stuck in heavy traffic.

Subway advertising is also very effective and safe for Outdoor Digital Media advertisers and their target audience. You can place your advertisements on escalators, platforms, benches, pillars, doors, floors and walls. These kinds of advertisements not only serve as sources of information but also a type of decoration for empty walls on train stations. Thereâ€™s also no worry about going digital with your ads since it wonâ€™t pose as much of a safety concern like billboards. And with millions of passengers using these forms of public transportation, youâ€™ll still be able to reach a wide range of audiences both on the road and those indoors.

Transit Out of Home Media Owners which offer one of the largest outdoor advertising solutions provide a lot of innovative platforms. By placing your advertisements where it wonâ€™t harm people, youâ€™ll be able to get your message across without having to worry about issues concerning public safety.

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