Article Side

Subway Advertising by Harry Tan

Article published on April 13th 2012 | Advertising

When you have a product or service that you want to talk about, advertising becomes the strongest tool. It will help you promote your business, attract more customers, improve sales, and increase your revenue. And one of the different types or mediums of advertising is subway advertising. Subway advertising is a very strong medium since it is not confined to one location, or one kind of audience. The traditional form of subway advertisements are print ads within the stations, banner posters inside trains, and advertisements covering the outside of the trains. But with the advances of our technology, new types of subway advertisements have emerged.

With these new types of Subway Advertising, there is innovative technology that uses images in lit panels. There are also subway advertisements that use 500 to 1,000 feet of grimy underground subway tunnels to create advertising and marketing space. Riders will be caught off guard and end up seeing a full- motion ad for 15 to 30 seconds.

But why does this form of Advertising and Marketing work? Well, basically because it is able to cut through all the clutter and distractions of other mediums. Also today, so many people are ignoring traditional advertisements. So with this new form of out-of-home advertising, advertisers will be able to create ads that are surprising and practically irresistible to ignore. This type of advertising also does not hinder from the beauty if outdoor landscapes unlike billboards. So advertisers can be rest assured that no problems or controversies will arise such as those with billboard advertising.

Also, those who were able to see the subway advertising asked questions and complimented the brand for the cool new advertisements. They even wanted to see more. And the very positive responses from the target consumers mean big ad revenues for the brand. More than 80 percent of the consumers were able to remember the advertised product in subways and only 20 percent can recall TV ads. This shows how effective this medium of advertising can be in terms of achieving your advertising and marketing goals and objectives.

The greatest benefit of subway advertising is that it has the ability to monopolize the time and attention of the passers-by. Since there is little else to distract and there are no other stimulus that are fighting for the potential consumerâ€™s attention, it becomes much easier to get complete control over the individual, which makes it possible to have a greater impact. The many uses, possibilities and opportunities of this medium makes subway advertising a much sought after medium.

For more Effective Advertising through subways, contact the Best Advertising Agency in your area who could offer you the services and resources that you need. Advertising is an essential part of a businessâ€™s success. In order for it to work, you would have to do it the right way. And for that to happen, you would need help. And thatâ€™s what advertising agencies are for. So donâ€™t hesitate to ca them because you need their knowledge and expertise to make your advertisements a success.

Article Source:
http://www.articleside.com/advertising-articles/subway-advertising.htm - Article Side

Harry Tan - About Author:
Singapore-Based Outdoor a Advertising and Marketingcompany, SMRT Media, is known for a

Effective Advertisingstrategies and campaigns such as a Digital Billboard Advertising, a Airport Advertising and a Subway Advertising.

Article Keywords:
Bus Shelter Advertising,Digital Bus Advertising,Banner Advertising,Outdoor Advertising Banners,Subway Advertising,Airport Advertising

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!