



## Article Side

Top Reasons why out of home advertising can boost the impact of other media by [Harry Tan](#)

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A media mix is a strategy of advertising wherein various advertising media or platforms are used for a single campaign. It is an effective way to reach consumers more and constantly remind them of the product, service or brand. It also increases the possibilities of advertising success thus allowing the brand or the business to acquire more consumers, spread brand awareness and increase revenue even further. Adding out of home Marketing And Advertising to the media mix provides huge benefits for marketers and advertisers who want to improve their campaigns and boost the impact of their media.

### 1. It can amplify the effectiveness of other media

Out of home advertising can serve as a complement to other media because it can reach target audiences that can't be reached by other media. It gathers a huge amount of exposure due to its public location and the fact that people spend most of their waking hours outside their homes. So when out of home advertising is included in the media mix, it will be able to increase the exposure of the campaign. Unlike other traditional media, it can't be turned off or easily ignored. It's available for a consistent period of time making it readily accessible to the consumer. Advertisers and marketers can be ensured that the brand, product or service is still being advertised when the consumers are not looking at their television or print ads. It also serves as constant reminder for consumers about the brand so that it stays at the top of their minds. Outdoor advertising can also be placed nearer the point of purchase thus providing the advertisement a greater call to action compared to tv or print advertisement that are always stuck at home and away from the point of purchase.

### 2. It can improve sales

Out of home advertising's ability to complement and enhance the effectiveness of other media will of course improve the brand or the business's sales. More exposure, increasing recall rate and having a greater call to action will make the campaign more effective in acquiring new consumers, increasing brand awareness and revenue. It can provide sales lift when used together with radio and TV advertising so it would be best to have an optimum allocation of marketing resources for out of home advertising.

Out of home advertising like Marketing And Advertising and even Subway Advertisements

are effective marketing vehicles and should be included as a component of the optimal marketing mix across a broad range of industries because it can improve sales and amplify the effectiveness of other advertising media. It also provides a significant, incremental sales lift that equals or is greater than other media. With recent developments and advancements in technology, more opportunities and possibilities will arise to make out of home advertising more effective in reaching and communicating with consumers. This also means that its ability to boost the impact of other media will also increase as this medium grows and improves. It may be the oldest form of advertising but is still the most effective.

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SMRTMedia, a [Taxi Advertising Agency](#) offers creative [Taxi Advertising Display](#) for effective and high quality outdoor advertising campaigns.

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