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Categories of Outdoor Digital Advertising by Harry Tan

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Advertising is an essential part of a business and there are so many approaches to advertising that marketers and business owners can choose from. Choosing the right medium will create better advertising thus allowing advertisers to create more brand awareness, gather more customers, and increase revenue for the business. One of these mediums is outdoor advertising wherein advertisements are placed at platforms outside the consumerâ€™s homes. In this medium thereâ€™s also outdoor digital advertising which makes use of various digital media tools to make advertisements more interactive and engaging. Outdoor Digital Media is made up of LCD screens that have been placed in high traffic areas to gain more ad exposure. The content of the screen is intended to provide information and entertainment that is relevant to the consumers while being part of their environment. This creates an opportunity to have a highly effective and direct communication with the consumers. But within outdoor digital advertising, there are also three main categories:

1. Place based

The first one is place based wherein screens of varying sized are placed in high traffic environments such as restaurants, offices, malls, airports and even transit stations for digital train advertising. These screens are usually located in areas that have the best opportunity to view and have the highest consumer dwell time. This will allow advertisements to target consumers better and at the same time gain more exposure for the advertisement. Place based outdoor digital advertising will also be more effective because it can be nearer the point of purchase thus increasing its â€œcall to action.â€• Advertisements in this medium will be able to be at the right place at the right time.

2. Retail

Outdoor digital advertising can also be placed or positioned in key locations inside of retail environments such as grocery store aisles, convenient store check- outs and pharmacies. This will allow advertisements to be near the consumer products and goods that are available for sale thus creating an even greater call to action. As consumers make over 75 percent of their purchasing decisions within the retail environment, this form of outdoor digital advertising will have the opportunity to communicate the brand message at the â€œmoment of truthâ€• wherein the possibility of the consumer purchasing the product is highest.

3. Outdoor

This is just like traditional outdoor advertising such as billboards but the advertisement will be made of medium to large format LED screens. These advertisements are typically found in urban centers along major highways and interstates or even on the side of buildings. Another way to advertise is Digital Bus Advertising .These forms of advertising will still gather a lot of exposure but it is more like an updated version of outdoor advertising so that advertisements can stay relevant to the consumer.

There are so many benefits in outdoor digital advertising. Advertisers and Best Advertising Agencies can be assured that the advertisement will be played at specific times throughout a day. They can also better understand their target audience. They will be able to find out what the consumers are doing inside the environment and understand what frame of mind they are in at the moment by making use of advanced digital media technologies.

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SMRTMedia, a Singapore-Based Company, one of the a Best Advertising Agenciesthat offers a Successful Advertising Campaignssuch as a Billboard Outdoor Advertisingand a Subway Advertising.

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