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Advertisements are everywhere and we have probably seen hundreds of advertisements already but only remember a few. Consumers are constantly bombarded with advertising messages that itâ€™s no wonder they treat as a nuisance most of the time especially while they are watching their favorite show. So how do you make your consumers notice your advertisement from all the other distractions and competitors out there? Through outdoor advertising of course! I can guarantee that your advertisement will get the highest amount of exposure through this ancient and traditional â€“ but still effective â€“ medium.

1. 24 hours a day

With outdoor advertising, your advertisement will be accessible, available and exposed 24 hours a day, 7 days a week, and it can even go on for months or years. It can advertise you brand non- stop and consumers wonâ€™t be able to turn it off or ignore it so easily. Unlike TV advertisements, they wonâ€ be able to turn off the television or change the channel whenever your advertisement comes on. Compared to print advertisements, they wonâ€™t be able to flip to another page or skip your advertisement. Consumers wonâ€™t be able to change the station to ignore your ad just like in radio advertising either. Unlike other mediums, outdoor advertising will provide your advertisement unlimited exposure to who knows how many people. Whether itâ€™s day or night, rain or shine, your advertisement will still be exposed to your target audience.

2. Audience reach

People spend most of their waking hours outside their homes so you can expect your advertisement to get a huge amount of audience. You will also be able to target more effectively by placing your advertisements in high traffic areas or locations where your consumers frequent. Outdoor advertising will be able to reach audiences that other mediums canâ€™t. Why? First of all, itâ€™s importar to note that outdoor advertising is not limited to billboards only. Thereâ€™s also street furniture, Digital Bus Advertising, taxi advertising, mall advertising, Subway Advertising and airport advertising. You can place you advertisement on key areas where it will be able to reach a lot of people. Your advertisement will go to where the people are.

3. Technology

Then thereâ€™s technology. By incorporating various Digital Media or outdoor digital media to your outdoor advertising, you will be able to make your advertisements more interactive and engaging for consumers. This will not only get you noticed but it will also make your advertising more effective. Through outdoor digital advertising, you can create incredibly eye- catching advertisements. You can also bring the brand closer to you consumers thus making it more personal. Itâ€™s all about real-time advertising nowadays and providing consumers a unique experience so that they will be able to remain loyal to your brand. And you can do this through outdoor digital advertising.

Outdoor advertising may be the oldest form of advertising but it is still considered as one of the best methods in existence. And itâ€™s still growing. Through modern technology, outdoor advertising has been revolutionized to reach and attract consumers better. It can also complement other media so including it into your media mix will make your campaign more effective.

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Harry Tan - About Author:
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