Out of Home Advertising Equals Greater ROI

by Harry Tan

Article published on April 19th 2012 | Business

People spend most of their waking hours away from home for personal and professional reasons and having the point- of- presence of an advertisement or marketing message closer to the point- of- purchase will greatly influence the consumers during the critical moment when they making their final purchasing decisions. Outdoor Marketing And Advertising can reach people at the appropriate location and time for the brand and the message. It catches consumers on the go and therefore is able to reach people at the moment when they might carry out a particular action or be in a particular frame of mind.

For each dollar spent on out of home advertising, an average of $2.80 dollars is received in product sales. Out of home advertising has the ability to reach shoppers at or very near the point of sale and it can also reinforce advertising messages delivered through other advertising mediums thus effectively extending the duration that the ad campaign is remembered by the consumers. Outdoor advertisements are usually placed in an environment where there is less competition for the consumerâ€™s attention. Incorporating outdoor digital media with other media such as Subway Advertisements will increase the effectiveness of an ad campaign. Using more out of home advertising can also double or triple the sales of the business.

And with the introduction of new digital technologies, traditional outdoor advertising is upgraded into outdoor digital advertising. Outdoor digital advertising provides advertisers and marketers with the ability to more finely target advertising creatively while updating messaging on a more frequent basis. This also lessens the cost of production compared with traditional outdoor advertising and static Advertising Billboard.

Through outdoor digital advertising , advertisers are provided with a large reach and catches consumers as they are on the road making them more likely to pay attention to the advertisement. Outdoor digital media are also more memorable. According to one study, 83 percent of respondents recalled seeing at least one digital advertisement and 65 percent recalled at least two. And the more the consumers are able to recall an ad, the more that they would likely spread word about it especially if the consumers find the advertisements interesting and cool.

Out of home advertising was found to be 47% more effective in driving sales. A campaign that uses online display or other forms of advertising would also be more effective if it also included outdoor advertising in the media mix. This form of advertising has also been able to drive significant incremental sales lifts comparable to and often greater than other drivers. Incorporating outdoor advertisements into the marketing mix for certain designated market areas (DMA) can provide incremental revenue that is nearly double from the base sales revenue â€“ the level of sales determined to exist in the DMA without advertising support. In short, out of home advertising not only provides direct sales lift by increasing brand awareness and consideration, but compared with other media, can also increase the effectiveness of other marketing vehicles.

Article Source:
http://www.articleside.com/business-articles/out-of-home-advertising-equals-greater-roi.htm - Article Side

Harry Tan - About Author:
SMRTMedia, a a Taxi Advertising Agencyoffers creative a Taxi Advertising Displayfor effective and high quality outdoor advertising campaigns.

Article Keywords:
Ad Agency, Advertisements Agencies, Advertisements on Cars, Advertising at Bus Stops, Advertising Billboard, Bus Stop Advertisements,

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