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Outdoor Advertising is a Must by Harry Tan

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They say a business with no sign is a sign that there is no business at all. Advertising has been around ever since the beginning of time. From papyrus, rock paintings, to word of mouth, advertising has been found among ancient Egypt and Greece way back in 4,000 BC. No matter how many people complain about it, advertising is a part of human culture. And the first medium of advertising is outdoor advertising, which is also called out of home Marketing And Advertising. But despite being an ancient and traditional practice, outdoor advertising still continues to thrive today and will continue to do so in the future.

The purpose of advertising is to attract customers and increase revenue of the business. Through outdoor advertising, advertisers and marketers can reach this goal more effectively than other advertising media. Why? Because first of all, it can be placed near the point of purchase which increases the chance that the advertisement will be able to influence the consumers purchasing decisions. The key to successful advertising is being at the right place at the right time. Advertisements have to be relevant to the consumer in order to persuade them. Thatâ€™s why it is extremely helpful if the right advertisement is present when the consumer is on the way to a certain store or is at the moment of making a decision about making a purchase. Imagine a consumer who is one her way home when suddenly she sees an advertisement for a milk product which reminds her that thereâ€™s no more milk at home for her baby. This is how advertisers and outdoor Advertisement Agencies can make advertisements useful and relevant for the consumer and at the same time be successful in selling the product or service.

Second, it can also reach to a wide range of audience, for instance, Taxi Cab Advertising audiences are commuters, from young to old, from all types of occupations, different genders, different statuses, and from all walks of life. Out of home advertising takes the brand message where the people are. It can target a lot of people or a specific group by being at the right location. The more exposure there is for an advertisement, the more possibilities are there to reach a consumer or potential consumer. This advertising media can also create repetitive outdoor advertising because it is presented a multitude of times to the same set of consumers thus increasing their recall rate.

And lastly, itâ€™s cheaper than other mediums and definitely more flexible. One of the reasons why outdoor advertising is still alive today is because it can adapt well to the changes in the consumerâ€™s lifestyle and behavior patterns. It can incorporate new technology and at the same time be used with other advertising media for increased effectiveness. With all the benefits it has to offer, no wonder it is the most preferred advertising media by advertisers and marketers aside from online advertising.

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