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What Subway Advertisements Should Have by Harry Tan

Article published on January 31st 2012 | Business

Subway or Train ads might be closer to the target audience but they are no different from billboards. The same rules still apply. Your target audience are also often in a hurry so it will be just as difficult to get their attention. Here are three things that you shouldnâ€™t forget when it comes to advertising on subways and train stations:

1. Colors!

Aside for creating associations with the brand, colors will turn any boring and dull advertisement into a fun, vibrant and Effective Advertising Campaign Materials. Bold and beautiful colors can add life to any advertisement and grab the attention of people as well. When it comes to attracting the attention of busy commuters, colors that pop out from the background and advertisements that seem to shout are a must. But make sure that your color combination is appropriate and wonâ€™t make the ad lose its appeal. Using consistent colors will also turn it to something that represents your brand.

2. Creativity

Creativity should never be lost when it comes to Advertising and Marketing. Itâ€™s important to deliver your message in a manner that is fun and engaging. But creativity doesnâ€™t mean placing everything you have on your ad. Keep it simple and make it easier for people to actually understand your brand message. Art will never cease to amaze people so use it to your advantage but make sure that you use it correctly. When it comes to Subway Advertisements, you can make use of a lot of different elements and platforms to create advertisements that will make people stop and admire your work.

3. No overlapping messages

The message of your ad should be clear and direct to the point. Train advertising means that your target audiences are either in too much of a hurry to notice your ad or have enough time to comprehend it. But even if they do have all the time in the world to look at your ad, ads that are just too confusing will only bore them. Most people will only give an ad one glance and itâ€™s important to create a clear ad that will make every glance count. Avoid vague messages that are too many and with small fonts. All you need is a few words â€“ one tagline â€“ that will be able to capture the attention of commuters.

Of course, when you want to have subways and Train Advertising for your product or service, you will need to get affiliated with people who handle these sorts of advertising platforms. SMRT Media offers one of the largest outdoor advertising solutions in Singapore. They provide a lot of advertising possibilities on their wide transit system. If youâ€™re looking for other options, they also provide advertising opportunities on their line of buses and taxis.

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SMRT Media, a Top Advertising Agency based in Singapore, offers wide range of Effective a Advertising Campaigns. You can visit the a Top Advertising Agency site: http://smrtmedia.com.sg/

Article Keywords:
Advertising Agency,Advertising Agencies,Outdoor Advertising,Outdoor Advertising Agencies,Outdoor Digital Media,Outdoor Digital Advertising

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