5 Things to Think About for Creative Outdoor Media Advertising by Harry Tan

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There are so many brands today that are competing for the consumerâ€™s attention. The consumer also is being constantly bombarded with advertisements that they instinctively tune it out. Thatâ€™s why itâ€™s important to come up with new ways to attract customers and get them to notice the advertisement. Outdoor media advertising has a huge advantage when it comes to capturing the consumerâ€™s attention because outdoor advertisements can never be turned off or easily ignored. It can be placed within the consumerâ€™s environment so that they will be constantly reminded of it. Here are a few things to boost outdoor media advertisingâ€™s effectiveness:

1. Think of new ways for customers to experience the product or service

Attract customers and get attention by giving the audience a unique brand experience through outdoor media advertising. Itâ€™s just as Steve Jobs said: â€œThink Differentâ€• because people like exp new and different things. It gives them a sense of excitement and wonder. A unique brand experience through advertising will make customers feel how exciting and fresh the product or service is.

2. Think of new ways to communicate

Letâ€™s face it. Weâ€™re now living at the digital age. Consumers are no longer limited to wired telephon and desktop computers in order to communicate. These days, the consumer is connected with the internet everywhere and every time. Thanks to wireless internet, the world has become smaller. And this is a huge opportunity that advertisers and advertising agencies can take advantage of. New technology means new platforms. Using these Digital Media tools, outdoor media advertising can be location- based and tailored to the consumerâ€™s needs and expectations.

3. Think of new ways to use existing channels of communication

Before venturing out to new digital platforms, itâ€™s important to make sure that you have exhausted all opportunities that existing channels of communication can offer for Advertising and Marketing media advertising. Billboards are not the only platforms for outdoor advertising. Thereâ€™s also bus advertising, taxi advertising and train advertising. All of these offer great exposure with cost-effective platforms.

4. Think of events that the brand can sponsor

Sponsoring events is also a great way to increase brand awareness among consumers and potential consumers. Brands that are associated with events that the consumer enjoyed will be able to generate more interest. Outdoor media advertising is great way to reach consumers anytime and anywhere.

5. Think of different media that can be used with the campaign

Outdoor media advertising like Billboards Advertising is also a flexible media that can be mixed with other advertising media such as TV, radio, or print. There have been studies which proved that outdoor media advertising is able to increase the effectiveness of another advertising media when they are used simultaneously for a campaign.

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