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Television commercials can only occupy a certain number of advertisements for a few minutes and even if businesses are able to get a great space for their TV ads, people can just turn it off or switch the channel. Not to mention that it is so expensive to create commercials. Itâ€™s the same with print ads and radio ads. There is just a certain amount of space you can occupy and people can easily ignore it. Businesses will not only be fighting for the consumerâ€™s attention but they will also be fighting for ad space. But take a look at Out of Home Advertising. Not only is it cheap enough even for small businesses, it also provides a non- stop display of brand message. The advertisement is available for the audience to access for days, weeks and even for months. By displaying the brand message at a location in a particular city, it will increase the chances of delivering the message to those who commute or pass the location frequently or daily. Also by being able to see the displayed advertisement day in and day out will increase the chances of being noticed.

A 2002 research study has shown that mobile billboards are twice as effective in driving sales as static billboards. And 94 percent of respondents were able to recall the mobile billboards with an 80 percent recall of specific ads. Mobile billboards also resulted in an increase of sales of 107 percent versus a 54 percent increase for static billboards. These mobile billboards are the ones placed on cars or public vehicle transportations and an example of this is Train Advertising. Messages on these types of outdoor advertising platforms were also able to garner a 97 percent recall rat and 96 percent of respondents said that it was more effective than traditional outdoor advertising. It was effective enough that 91 percent of the target audience noticed the text and graphics on the ad and that 29 percent admitted that they would but the products advertised. 96 percent of those who were exposed to mobile out of home advertising also admitted that it had more impact than static billboards.

The reason why outdoor media advertising is an Effective Advertising means in capturing and persuading their audience is because most people spend an average of 15 hours a week inside a car either as a driver or as a passenger. Therefore they spend more time outside their homes which increases the chances of being exposed to outdoor advertisements. Young men from ages 18 to 34 who are elusive to TV advertisers have a huge exposure to Outdoor Digital Media advertising instead. Mobile billboards such as those in train advertising are also able to boost name recognition 15 times greater than any other form of advertising.

The power of out of home advertising is really strong and the effectiveness of this platform in reaching out to consumers will help small and big businesses alike when it comes to driving sales and increasing profits.

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Harry Tan - About Author:
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