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How to make outdoor advertising effective by Harry Tan

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The purpose of advertising is for the brand or the business to acquire new consumers and increase brand awareness as well as profit. But this requires a lot of investment in terms of time, effort and money so itâ€™s important that advertisers and marketers are sure that their outdoor advertising is effective enough for them to meet all these goals. All mediums of advertising have its unique properties that determine the nature of the advertising message and influence the features of its creation. But regardless of the medium of advertising, the main criterion for determining the quality and chances of achieving Successful Advertising Campaigns is still its effectiveness. The main factors that affect the effectiveness of an advertisement are planning and creativity. For outdoor advertising, aside from planning and creativity, design or the technical realization of the idea is also equally important. After all, no matter how creative an advertisement is, if it is not implemented effectively, all the creative effort will be put to waste.

And there is also the rule of â€œthree seconds.â€• One of the most common mistakes by Advertising and Marketing people when working on outdoor advertising is that they tend ignore the classic rule of â€œthree seconds.â€• It means that advertisers and marketers will only have about three second to tell the audience about their product or service. This is a crucial parameter that affects the approach of designing outdoor advertising.

When it comes to out of home advertising, advertisements are usually located on the street, where people are almost always in motion trying to get to their destination place. Their focus will be mostly on the road and most of their attention would be devoted to their own security and the opportunity to save valuable time. Advertisements are rarely in line with the consumerâ€™s sight and, as a rule, catch their attention only at their peripheral vision therefore making the exposure time of the advertisement extremely short. The consumer will not have time to read long texts and has no time to consider carefully a complex picture, trying to understand what it depicted. Advertisements for outdoor advertising should be simple enough in both form and content so that the consumers will be able to understand and grasp the information immediately. Redundant information will only diffuse their attention and hamper the effective impact of the advertisement on the audience.

A typical outdoor advertisement is also seen from a distance of tens or even hundreds of meters so the target audience will only be able to read and understand huge labels, clear images and vibrant colors. Outdoor advertising should be 100 percent readable for the consumer so that they would be able to understand the details and meaning of images and read the message even from a distance.

Being outdoors also means that the environment is a powerful distraction so pay attention to the surroundings of the advertisement. Make sure that the advertisement, say for example, Billboard Outdoor Advertising, will be able to stand out from the environment and catch the attention of the consumers. Outdoor advertising should be clear, concise and able to stand out from its competitors.

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One of the a Best Advertising Agencies in Singapore, SMRTMedia provides its unique expertise on a Billboard Outdoor Advertisingthat results to 100% a Successful Advertising Campaigns.

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