Outdoor Advertising from the Perspective of the Consumer by Harry Tan

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There are a lot of factors that contribute to the success of an advertisement. But one thing is for sure and that is that a campaignâ€™s success depends on the consumers themselves. It is difficult to create Effective Advertising Campaigns and advertisements that will be able to inform and persuade the audience to buy your product or service especially for Out of Home Advertising which allows limited space and time for advertisers to do so. It takes a huge amount of research about the consumersâ€™ interests, preferences and even habits in order to create an advertisement that actually serves its purpose. After all, advertisements arenâ€™t just for showing pretty pictures with the name of your brand or company at the bottom. It is all about sending out the right message but at the same time maintaining its relevance and ability to capture the interest of the consumers.

But before delving into the more complex procedures of advertising, it is also important to look into the basics first. For Outdoor Advertising, visibility and legibility is definitely the most basic and important part of a successful advertisement. Outdoor advertisements should be visible enough even from a distance so that it will be able to immediately capture the attention of busy commuters and passersby. Legibility depends on fast identification of shapes, and consequently the letters. Capital letters have the greatest individual recognition value but they tend to read individually. Therefore, capitals usually work best for display headings or captions which are only three or four words in length. Lower- case letters usually read as complete words or phrases because the eyes have become accustomed to them through normal reading habits. Therefore, lower- case letters are more appropriate for longer headlines or sentences. So upper and lower case type is easier to read. It is also important to consider that too little spacing between letters makes them appear to merge together. And that at a distance, very heavy letters become blobs but very thin letters become invisible. Ornate script faces and excessive contrast between thick and thin also reduces legibility. When it comes to including text in outdoor advertisements, make sure that you make use of the right font size and style so that the audience will have no difficult in reading to make even more an Effective Advertising that can grab attention.

Legibility of outdoor advertising also depends on color visibility. Complementary colors such as red and green are not readily legible. Any combinations of colors of similar value, even without vibrating, will have low visibility. However, complementary colors that have strong contrast in value, and therefore little vibration, provide maximum visibility.

When it comes to Outdoor Media Advertising, the audience is constantly on the go and therefore has a limited time to comprehend the advertisement. Make it easier for people to understand the advertisement and attract them with creative advertising strategies. Advertisers and advertising agencies can also make use of outdoor Digital Media tools to make advertisements more engaging and interactive for its audience.

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