Past, Present and Future of Outdoor Advertising by Harry Tan

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Billboards and posters, when did it all start? Itâ€™s no surprise that the origin of this medium of advertising would come from a great civilization like the Egyptians who built and obelisk to publicize their laws and treaties. Then in 1450, Johannes Gutenberg invented movable type which launched advertising in the form of the handbill, then came the illustrated poster in 1796 after the lithographic process was perfected. After that, more techniques and tools were developed to further improve outdoor advertising.

A new medium for Out of Home Advertising takes the form of transit advertising which is typically placed on anything that moves such as buses, Train Advertising, truck side, and Taxi Advertising. It also includes static and electronic advertising at train and bus stations and platforms. Thereâ€™s also airport advertising which helps advertisers and outdoor advertising agencies reach their target audience while advertising. It began in 1850 when exterior advertising was first used on street railways. Advertisers and advertising agencies began looking for other ways and strategies to expose their advertising messages to a wider audience at the most populated areas. And transit advertising was the solution to that problem because of the millions of commuters that will be exposed to the advertisements and it has the ability to take the message where the people are. This medium of outdoor advertising is not only beneficial to advertisers but also to communities since street furniture companies, who use public platforms for advertising, are often the ones responsible for building and maintaining the shelters people use while waiting.

As technologies developed and revolutionized how people live, it has also revolutionized out of home advertising as billboards are gradually being replaced by Outdoor Digital Media. Not only does it attract the audience with its bright images, it also allows advertisers to display multiple messages on the same display which saves a lot on their advertising expenses. By incorporating various digital media tools, advertisers and advertising agencies will be able to provide consumers unique and engaging experiences through their outdoor advertising campaigns.

With this development and change in peopleâ€™s culture and living, advertising agencies are realizing that there is a need to shift how the message is delivered to their consumers who are being consumed by the digital world. Not only is it more flexible but it is also a more effective way of reaching out to the consumers anywhere anytime. Advertisers and marketers will be using Outdoor Digital Advertising tools and platforms as a way to increase brand recognition.

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