Targeting Consumers with out of Home Advertising by Harry Tan

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When consumers are inside their homes or offices, they are typically engaged in some type of activity, they may be eating, sleeping, reading, or surfing the net. Even when they are watching television, reading a magazine or using the internet, consumers will be busy doing something. Traditional forms of advertising intrude and interrupt the consumers thus making them feel disrupted and will want to avoid advertisements altogether. There are now technologies that allow consumers to skip advertising messages. But when it comes to out of home advertising, consumers may be sitting on a train or bus, stuck in traffic. They will be in a state wherein their mind may not be engaged or preoccupied with any form of content consumption. In this case, consumers will welcome visual entertainment from out of home Marketing And Advertising instead of repelling from it.

Outdoor digital advertising such as Taxi Advertising Display will be more likely to keep the attention of the consumers who are on the go. These advertisements will more likely to be entertaining and interesting for the consumers than traditional out of home advertising. Studies have shown that outdoor digital advertising provides a greater return on investment than non digital forms.

Digital media is able to offer the distinct benefit of being dynamic instead of being static. This means that the message can be changed more easily and frequently. Videos and animations can be displayed and the advertisements can adapt to the environment and its audience. It can even work interactively with mobile technology allowing consumers to post SMS messages on the advertisements using their cell phones or use Bluetooth technology so that consumers can interact directly with what they see on the screen. Outdoor digital advertising is able to make advertisements more interactive and engaging for the consumers thus allowing brands to communicate their message better and more personal to the consumers.

Out of home advertising just like Advertisements on Cars is the oldest form of advertising that targets consumers outside their homes or offices. It is able to reach consumers while they are on the go, such as while commuting, while in transit, while waiting in line, etc. But now that technology has developed greatly compared to the Egyptian times, this traditional and ancient form of advertising is being revolutionized and modernized through outdoor digital advertising. Digital media is more interesting, effective, and flexible than traditional out of home advertising. As the cost of LCD and plasma screens decrease, outdoor digital advertising has become more accessible and cost effective to advertisers and marketers. Advertisers can use this form of advertising to bring the brand message closer to the consumer. Thereâ€™s Augmented Reality (AR), holograms, 3D technology, real time, location- based advertising and Near Field Communication (NFC) which will allow consumers to experience the brand in a very unique and personal way.

Outdoor Advertisement Agencies will be able to help advertisers and business owners with their advertising needs by providing the necessary solutions in the form of their teams of expert professionals. Outdoor digital advertising will be able to bring a lot of opportunities and possibilities to advertisers and marketers as technology continue to improve and develop.

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SMRTMedia, a a Taxi Advertising Agencyoffers creative a Taxi Advertising Displayfor effective and high quality outdoor advertising campaigns.

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