



Billboard-AI



What is Advertising

- Promoting a product or service to a group of people that are interested in and are willing to pay for said product.

Advertising Definition - What is Advertising.
(n.d.). Retrieved from
<https://www.shopify.ca/encyclopedia/advertising>



Advertising to the wrong target audience is as bad as not advertising at all!

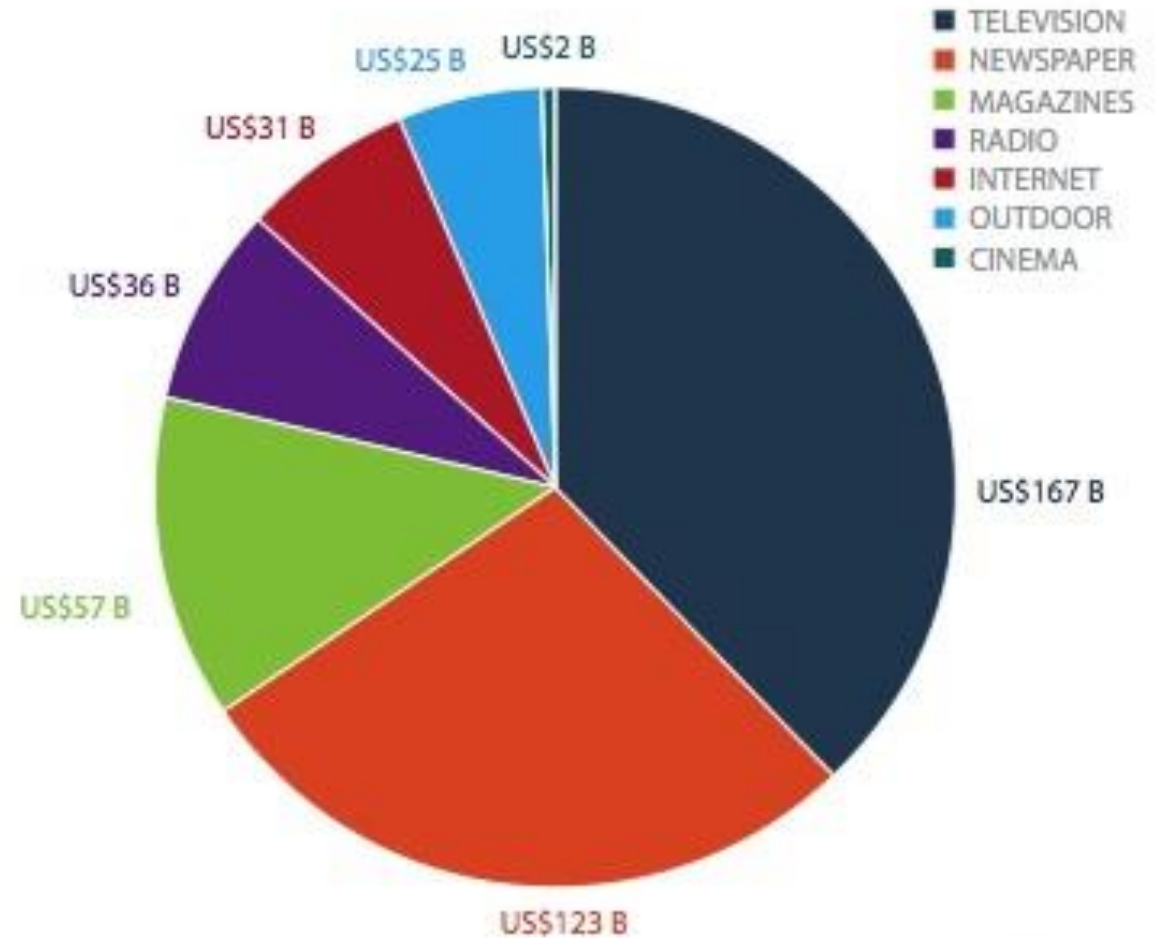
Value = Outreach per Cost

Optimizing Effectiveness of Advertising

Types of advertising

GLOBAL ADVERTISING SPENDING

2007 (US\$ Billion)



Total global advertising spending 2007: US\$446 Billion

So, what is Outdoor Advertising?



Aerial advertising



Billboard-display advertising

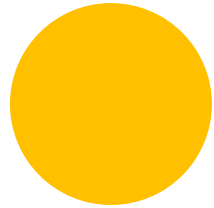
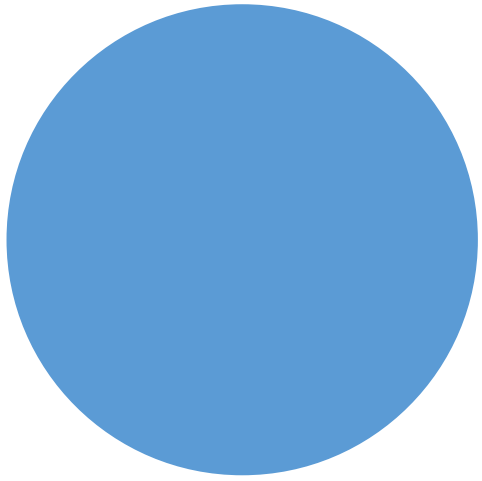


Store-display advertising



Transit advertising

Ozelkan, E. (2017). IBISWorld Industry Report 54185CA. Billboard and Outside Advertising in Canada. Retrieved February 27, 2019 from IBISWorld database.



Thus, Physical Advertising is Still Valuable for
Small- and Medium-Businesses....

So Where Do We Come In?

References

- Advertising Definition - What is Advertising. (n.d.). Retrieved from <https://www.shopify.ca/encyclopedia/advertising>
- Ashe-Edmunds, S. (2017, November 21). Examples of Advertising in the Wrong Market. Retrieved from <https://smallbusiness.chron.com/examples-advertising-wrong-market-66318.html>
- Ozelkan, E. (2017). IBISWorld Industry Report 54185CA. Billboard and Outside Advertising in Canada. Retrieved February 27, 2019 from IBISWorld database

