

Title:

Advertising Outdoors

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442

Summary:

Outdoor advertising is very powerful and effective. It has the ability to target consumers quickly and accurately.

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Article Body:

To a general advertiser outdoor advertising is worthy of consideration. Outdoor advertising is considered as the oldest form of advertising. Posting bills on wooden boards in the late 19th century led to the birth of the term billboard. Today, outdoor advertising includes not only billboards but also car cards in public transportation, displays in airports, ski areas, and sports arenas and in-store displays among others.

Consider this scenario: you were on your way to the office and without even looking at the morning paper you found out that your favorite boutique is opening in the neighborhood. Or you were on your way home from work when you find out that a major company you would love to work for is hiring - and this you knew without even having your own radio on. How did all these happen? Through outdoor advertising.

Outdoor advertising is very powerful and effective. It has the ability to target consumers quickly and accurately. Likewise, it can create a strong visual impression that reinforces continuity and name recognition, making your overall marketing campaign even more effective. According to studies, more and more consumers are spending time than ever driving or riding in cars and walking in cities. This means that customers are exposed to outdoor advertising more than ever before. Hence, making use of outdoor advertising can significantly increase your chance of attracting more customers.

Designing and creating an outdoor advertising is like creating a visual storytelling. The expression of an idea can surprise viewers with words or excite them with pictures. Humor is a powerful design choice for outdoor advertising. The character of outdoor advertising requires a clear message, a

strong brand identity and a fast impact. Outdoor advertising shares many communication characteristics with other media, but it is the differences that truly determine what will be effective design elements for an advertisement.

So what could outdoor advertising do that traditional advertising can't? Outdoor advertising has better advantage when it comes to a regional or national showing. And outdoor advertising can reinforce the primary message delivered through broadcast or print. Additionally, outdoor advertising requires low active processing because consumers receive its messages when they are in an inactive state of mind. Often, commuters sit idle in their vehicles when outdoor messages are presented so their mood is under stimulated. This is a good opportunity for advertisers because well-presented outdoor designs will grab attention when commuters are deprived of other creative stimulation.

Thus, keep in mind that impressive advertising is essential for the long-term success of any brand, since advertising works best when an individual consumer learns that a product or service is a good choice for them.