

The advantages of outdoor advertisements



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Nearly everyone in the modern world is influenced to some degree by advertising and other forms of promotion. Organisations in both private and public sector have learned that the ability to communicate effectively with their target audience is critical to their success. Advertising and other types of promotional messages are used to sell products and services as well as to promote causes, market potential candidates, and deal with societal problems such as alcohol and drug abuse. Advertising and promotions are an integral part of our social and economic system. In our complex society, advertising has evolved into a vital communication system for both consumer and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audience has given them a major role in marketing programs of most organisations. Advertising and promotions helps companies ranging from large multinational corporations to small retailers increasingly rely. Evidence of the increasing importance of advertising and promotion comes from the growth in expenditure in these areas. In 1980, advertising expenditure in United States were \$ 53 billion, and \$ 49 billion spent on sales promotion techniques such as product samples, coupons, contests, sweepstakes, premiums, rebate and allowances and discount to retailers.

For many years, advertising and promotional functions in most companies was dominated by mass-media advertising. Companies relied primarily on their advertising agencies for guidance in nearly all areas of marketing communication. Most marketers did use additional promotional and marketing communication tools, but sales promotion and direct marketing agencies as well as package design firm were generally viewed as auxiliary

service and often used on a per-project basis. Advertising agencies used to manage the organization's publicity, image, and affairs with relevant publics in an on-going basis but viewed as integral participation in the market communication process. During the 1980's many companies being taken a broader perspective of marketing communication and seeing the needs for a more

Strategic integration of their promotional tools. The decade was characterized by the rapid development of areas such as sales promotion, direct marketing and public relations, which began challenging advertising's role as the dominant form of marketing communication. These firms began moving towards the process of Integrated Marketing Communication [IMC], which involves coordinating the various promotional elements and other marketing activities that communicate with a firm's customers.

Mobile outdoor advertisements a medium: One study identified the attributes of each medium that make it best suited for a particular communication task. Others have similarly identified different options available to business marketers. However, "mobile outdoor advertisements" as a medium stands out conspicuously for being overlooked in recent systematic discussions on the nature and use of this medium as it pertains to business marketing. The myriad options available have confounded both the business and consumer markets. Consumers today get exposed to more than 3000 messages per day in one form or another. For advertisers the choices available have also increased dramatically. Almost every option is reaching saturation and getting a share of mind can be challenging. In fact, there has been a tremendous explosion in the use of advertising, to an extent that it has

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become a nuisance rather than a method of information dissemination. This phenomenon has led to the advent of “ permission marketing” where the consumer reaches to the message as opposed to the medium reaching the customers as earlier forms of advertising.

Transit advertising option in outdoor media revolves around media on transit or places of transit in airports and subways stations, as well as on buses. Advertising on movable type media like buses has been shown to provide high recall rates. A mobile outdoor advertisement today has the capabilities of reaching an audience on a national scale or on a market -by-market basis. Mobile outdoor advertising has evolved to the extent that it can be almost as useful as some traditional forms of advertising like newspaper, radio and TV.

Mobile outdoor advertisement is strikingly different from other media in one essential aspect – the medium does not circulate the message to market but the market circulates around the medium, the medium delivers its message to people on their way to work, play or shop. One of the biggest advantages of mobile outdoor advertisement medium vis-à-vis other medium like television or magazines re that audience can’t zap, discard or even click away from it. In mobile outdoor advertisement there is no room for detailed explanations.

Mobile Outdoor advertising as a service medium: May best serve the purpose of a reminder medium that helps register the brand to achieve a top-of-mind recall when the “ want” in the buyer needs to be fulfilled. One of the biggest challenges facing mobile outdoor advertising as a viable medium stems from the difficulty of measuring of audience reach / frequency in verifiable,

quantitative terms. This fact, acknowledged by the industry, is a major factor preventing wider spread use of outdoor advertising as a significant medium. The lack of specific data pertaining to audience profile is also a major hindrance. This is especially true when it comes to business-to-business advertising since the target segments are typically much smaller and more geographically concentrated, and therefore more “tightly” defined than in consumer products. Sometimes we can see the complaints like Mobile Outdoor Advertisement creates disturbance to the public. When people think of Outdoor Advertising, they usually think of the colourful billboards along our streets and highways. Included in the “outdoor” classification, however, are benches, posters, signs and transit advertising (the advertising on buses, subways, taxicabs and trains). They all share similar advertising rules and methods. Since it is in the public domain, Outdoor Advertising assuredly reaches its audience. People can’t “switch it off” or “throw it out.” People are exposed to it whether they like it or not. In this sense, Outdoor advertising truly has a “captured audience.” Its messages work on the advertising principle of “frequency.” Since most messages stay in the same place for a period of a month or more, people who drive by or walk past see the same message a number of times. Particular locations can be acquired for certain purposes. A billboard located a block in front of your business can direct people to your showroom. Through mobile outdoor advertisement we can reach rural areas so easily. In fact it is most effective compared to other advertising media. Outdoor advertisement is one of the popular ways of advertising the brand. It makes everybody aware about the product. It contains the highest level of potential to reach everyone in the same platform. This study focuses on the customer’s preferences and effectiveness due to mobile

advertisements. Here with the example of VOLVO VAJRA Buses of BMTC, the encashment of outdoor mobile advertisement is brought out.

1. 2. Outdoor Advertising is:

Any form of advertising visible in the outdoors, such as billboards, transit cards, and even sky writing by airplanes.

Billboards and messages painted on the side of buildings are common forms of outdoor advertising, which is often used when quick, simple ideas are being promoted. Since repetition is the key to successful promotion, outdoor advertising is most effective when located along heavily travelled city streets and when the product being promoted can be purchased locally. Only about 1 per-cent of advertising is conducted in this manner.

Any outdoor sign that publicly promotes a product or service, such as billboards, movie kiosks, etc...

1. 3. Advantages of outdoor advertisement:

Now a day's consumer wants to spend more time in travelling in their own vehicles. Because of that only outdoor advertisements are more popular compare to other form of advertisement. Compare to past 25 years the number of vehicles are increased more than 128%. Outdoor advertisement reaches to the public when we need it. Outdoor advertisement is often creates the final reminder brand name product and service just before the point of purchase. It is one of the most visible media which reaches to the customer very soon.

Outdoor advertisement creates impact on customers

Outdoor advertisement influence to buy the product

Outdoor advertisement gives useful information about the product

Outdoor advertisement helps consumers to know where the product is available

Outdoor advertisement creates more impact on customers to purchase the product

Outdoor reaches consumers at the most important time in the market and ready to buy

Outdoor advertisement can be seen at any time

Outdoor advertisement generates reputation and brand name of the production company

Outdoor advertisement continuity to the media mix

Outdoor advertising has many purposes as does any other advertising medium. Sales, of course are the primary purpose however there are other important reasons to turn to the advertising medium. Fighting crime is one of the ways in which the outdoor advertising industry has made a difference.

Public crime is one of the ways in which the outdoor advertising industry has made a difference. Public service messages, like those for teenage runaways are important ways to use billboards and other forms of this medium.

Technology has played a big part in the success and advancement of outdoor advertising. Depending on the format used, content can actually be changed from another location using a computer. Sports stadiums are

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famous for using outdoor advertising. As technology has advanced they're able to feature more and more advertisers. Buses, bus shelters and bus benches are huge venues for outdoor advertising. So are subways, airports and terminals.

1. 4. Outdoor advertising space:

Locations: Outdoor representative will suggest and show you available locations based on your needs and preferences. We will consider traffic values, geographic and demographic factors; directional and locational features, competitive strategies, and the target audience will be considered

Marketing information: You are provide information sheets on individual locations with an approach photo of the board, area map, traffic counts, zip code, population statistics, and general information about the area. Also Media Kits with additional sales and marketing information based on the marketing needs are provided.

Contracts: Once you have selected your locations, a contract is entered to rent the advertising space. Most of our contracts are annual. We do some shorter terms and we also offer contracts for up to 3 years on some units. The contract includes rental rates, length of term, payment terms, and other information. A credit application is also completed, and payment for the last month's rent is collected to reserve your space.

Charges: There are two types of charges:

Space Rental: This is the monthly amount you pay to rent the advertising sign space.

Production: This is a onetime fee to produce the advertisements for your boards, which are printed or painted by an outside firm. This is often the only additional expense besides the monthly space rental. Production charges can also include options such as extensive beyond the edge of the board, 3-D embellishments, sparkling flickers, banners, plaques, and other special effects. All night illumination is available at a modest monthly cost: otherwise lights are on until midnight. All charges will be listed on the contract and clearly explained.

Artwork: Art design is provided. There is no charge for the initial design and reasonable revisions.

Turnaround time: Installation of your ads usually occurs within 2 weeks or less of approval of artwork. Artwork usually takes a week or less. Delays are usually due to weather or unnecessary artwork revisions.

Billing/ payment: Billing occurs monthly, beginning the earlier of 30 days after contract execution or upon installation of the advertisement. Payment is due upon receipt of invoice. Last month is due in advance with contract.

1.5 Types of outdoor advertising:

Mobile outdoors:

Mobile outdoor is one of the important outdoor advertisement. It creates more impact on public about the product compare to other outdoor advertisement. We can see advertisements on bus, truck, car, auto rickshaw etc... This kind of advertisement creates effect on the customers mind.

Billboard:

A billboard is a large outdoor advertising structure (a billing board): typically found in high traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically showing large, ostensibly witty slogans and distinctive visuals, billboards are highly visible in the top areas. Bulletins are the largest, most impactful standard-size billboards. Located primarily on major highways, expressways or principal arterials, they command high-density consumer exposure (mostly to vehicular traffic). Bulletins afford greatest visibility due not only to their size, but because they allow creative “customizing” through extensions and embellishments. Posters are the other common form of billboard advertising, located chiefly in commercial and industrial areas on primary and secondary arterial roads. Posters are a smaller format than bulletins and are viewed principally by residents and commuter traffic, with some pedestrian exposure.

Digital signage:

It's a form of electronic display that is installed in public spaces. Digital signs are typically used to entertain, inform or advertise. Major benefits of digital signs over traditional static signs are that the content can be exchanged more easily, animations can be shown and the signs can adapt to the context and audience, even interactively. Digital signage advertising is a form of out-of-home advertising in which content and messages are displayed on digital signs, typically with the goal of delivering targeted messages to specific times. Digital signage offers superior return on investment compared to traditional printed signs.

Point-of-sale:

A point-of-sale display (POS) is a specialized form of sales promotion that is found near, on, or next to a checkout counter (the “ point of sale”). They are intended to draw the customers’ attention to products, which may be new products, or on special offer, and are also used to promote special events, e. g. seasonal or holiday-time sales. POS displays can include shelf edging, dummy packs, display stands, mobiles, posters, and banners.

Neon signs:

Neon signs are luminous-tube signs that contain neon or other inert gases at a low pressure. Applying a high voltage (usually a few thousand volts) makes the gas glow brightly. They are produced by the craft of bending glass tubing into shapes. A worker skilled in this craft is known as a glass bender, neon or tube bender.

Skywriting:

Skywriting is the process of using a small aircraft, able to expel special smoke during flight, to fly in certain patterns to create writing readable by someone on the ground. The message can either be an advertisement aimed at everyone in the vicinity, a general public display of celebration or goodwill, or a personal message such as a marriage proposal writ large.

Street furniture:

Street furniture can be benches, bus shelters, bicycle racks and parking garages or structures. Street lamps are street furniture and people advertise on them all the time by placing a sign looking for a lost puppy or advertising

a tag sale, etc. The street Furniture category of outdoor advertising also includes kiosks, shopping mall displays and in store advertising.

Bus Queue Shelters:

Almost all bus shelters and benches contain some form of advertising some of which public service ads and some of which is commercial. No matter if we've read those ads a hundred times, given the situation of sitting there waiting for a bus, most of us will read the ads and study the pictures over and over again. The same company that puts the ads on the bus benches and bus shelters also puts them on the buses themselves which anyone is going to see in traffic and of course those same companies are on the billboards that we pass every day.

Hoardings:

Advertising hoardings are usually very large boards on which advertisements are shown, and are usually located at the side of a road. Most require approval before being put up, although some types of advertisement signs can be displayed without the consent.

1. 6 Mobile Outdoor Advertisement:

A mobile billboard is a device within the marketing practice of advertising on the side of a truck or trailer that is typically mobile. Mobile billboards are a form of Out-Of-Home (OOH) Advertising. Radio, static billboards, and mall/airport advertising fall into the same category. Using a mobile billboard for advertising is an advertising niche called mobile outdoor advertising. Most mobile billboards are dedicated, customized trucks with large, but narrow, bodies for posting the advertisements. Some of these dedicated

units offer features such as external sound systems, illumination, and hot/cold boxes for product sampling. This type of mobile billboard is the most popular among vendors, and the most capable in terms of gaining exposure and quick deployment. An innovative development of mobile billboards is dynamic advertising trailers called sky board to hoist format vinyl banners up to 4000 sq. ft.

Another trend is to use smaller but more distinctive looking mini mobile billboards often based on the Daihatsu Midget from Japan as it is a very rare and unusual looking vehicle in Europe and the USA. These one-seated vehicles have a very short wheelbase so they can be parked side on so the large advertising panels on the side are facing the traffic flow, this and the fact that they are such unusual looking vehicles makes them very effective advertising tools. Some mobile billboards are installed on trucks and trailers that are in service delivering goods. This form of mobile billboards can be less expensive than dedicated trucks, but may also have fewer impressions because the trucks spend more time at docks loading and unloading their goods. Box-type trucks with glass panels enclosing the cargo space can be turned into a 3-D display. Many companies use these trucks for parades, product launches, furniture displays, and general rapid awareness creation. Anything can be placed inside of the boxes.

More recently, for micromarketing campaign, small engine scooters have come into play. The small scooter is used to pull a tall and narrow signage. This form has become a very effective intercity advertising method for Atlanta, Georgia.

Some examples of BMTC's mobile outdoor advertisement on Volvo-Vajra buses are:

Tata DoCoMo Broad Band

City bank

Airtel Broad Band

Amul milk