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Advertising is a form of communication through which the consumer or audience is persuaded to take some form of action with regard to a certain product or service. They may be undertaken for commercial or non commercial purposes. Posters are a tool of advertising. It is a printed piece of paper that is to be attached to a wall or any vertical surface. The following is a brief discussion on Poster Advertising.

Features:

Posters can advertise films, music, books, travel destinations, products or events of any kind.

They need to be eye catching and informative in order to lure the consumer.

It maybe graphical or textual or a combination of both.

Usage:

Posters maybe used to advertise at the point of purchase. This is done at a shop or market at a point where the product is purchased to remind the consumer of it. This is done in case of impulse products like soft drinks or chips, the purchase of which is not pre planned.

Posters maybe used to announce special deals or promotions or new product launches.

Posters maybe used to convey a special social message or announce special services.

Elements:

Every poster has a headline which is usually the name of the product or service. It may be in the form of a picture or logo.

The headline is usually followed by the tagline which describes the intent of the headline and gives us additional information about it.

Then follows the body which gives a brief description of the product or service.

Signature is the last element which reveals the name of the company or organization. Its presence is not mandatory.

In RMU, the poster should not be cramped with too much information as people are hard pressed for time. A graphical representation or a bold headline should be chosen to convey the message in Poster Advertising.

It is easy to produce and works out to be very cost effective. However it does not last very long as in any time another poster is pasted on it.

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