5 Tips for Outdoor Media Advertising by Harry Tan

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Advertising requires a lot of investment in terms of time, effort and money. And with numerous brands and businesses fighting for the consumerâ€™s attention, advertising has become tough for advertisers and marketers especially those new in advertising or small business owners. The number one solution for this is to hire an Advertising Agency that can provide the necessary solutions to your advertising needs and problems. They have a team of professionals who can provide their expertise and make your advertisement as successful as possible. But aside from Best Advertising Agencies, here are 10 more tips for better outdoor media advertising:

1. Outdoor media advertising should be straight to the point and memorable for passing consumers.

Consumers who are on the road will have only a limited amount of time to read and comprehend the advertising message so itâ€™s important to make it as simple as possible. Add just the right of information to make it identifiable with the brand name. In fact, part of a comprehensive advertising campaign is to create slogans for the company that promote name recognition and company branding. Some of the most memorable outdoor media advertising has the fewest words and three or less graphics.

2. Outdoor media advertising should be visible.

Choose the right font size, font style, and color. The goal is to allow consumers to see the advertisement even from a distance so that you can have the maximum amount of exposure you can get.

3. Large and powerful graphics

Like they say: â€œA picture is worth more than a thousand words.â€• allow the image to speak for itself an generate the highest amount of impact that you can give through that dramatic image. Use this technique instead of over cluttering outdoor media advertising.

4. Outdoor media advertising should have a call to action

The graphics and text must stand distinctly apart from each other in order to be seen and remembered. Along these same lines, a website domain name and phone number that tie into the graphicâ€™s message and helps provide the most important information thus giving the advertisement a call to action and easier to remember. This is one of the strategies used in Digital Bus Advertising.

5. Outdoor media advertising should speak the language of the community.

Make sure that the consumers are able to relate to the advertisement and its message by researching all about the consumer. Their needs, expectations, culture and habits â€“ all these things contribute to how relevant the advertisement, therefore the brand, is to the consumers thus making it more convincing and effective.

For better outdoor media advertising, make sure that advertisements are straight to the point, visible enough, easy to comprehend, creative, and has that call to action. Think different and dare to be unique in order to stand out from your competition. It also helps to offer something free but the most

important factor of all is placing advertisements at the right location. High traffic locations and areas where your consumers frequent go are the best places to advertise. This allows advertisements to be better targeted.

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One of the a Best Advertising Agencies in Singapore, SMRTMedia provides its unique expertise on a Billboard Outdoor Advertisingthat results to 100% a Successful Advertising Campaigns.

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