Article Side

Future trends in outdoor digital advertising by Harry Tan

Article published on February 28th 2012 | Marketing

Thanks to the advancements and developments in our technologies, advertisers and marketers can create better advertising techniques and strategies wherein they have dozens of new opportunities and possibilities for reaching and communicating with the consumers better. Outdoor digital advertising provides advertisers with one of the most targeted and powerful ways of reaching consumers. It is able to extend the reach of TV and can serve as a â€œmiddle mediaâ€• that drives consumers to a website or motivate mobile download, e- browsing, e- commerce and permission marketing. One of the benefits of this medium is that Digital Media such as LCD or plasma even Digital Bus Advertising are located where people shop, wait or travel wherein it can present the message to a targeted audience at a particular location and time.

Worldwide outdoor digital advertising will grow at a compounded annual growth rate of 15.2 percent from 2011 â€“ 2016 thus making it the third fastest growing media around the world for the next five years. Outdoor digital advertising will be able to drive the strong growth rate for other out of home advertising, such as billboards, and advertising in general. Revenues for outdoor digital advertising is also expected to double from $2.6 billion to $5.2 billion between the year 2011 and 2016 while out of home advertising revenues will increase by 46.8 percent from $28.3 billion in 2011 to $38.6 billion by the year 2016. Outdoor digital advertising revenues are also growing fastest in Asian countries. The increase of traditional out of home advertising such as billboards can be attributed to the proliferation of new advertising surfaces on the sides of buildings as well as more sophisticate management of Subway Advertising.

Advertisers, marketers and advertising agencies can achieve their branding, merchandising and awareness goals through outdoor digital advertising. 4.2 million Digital media will be installed by 2012 and 5.2 million by 2013 and 6.3 million by 2014 in North America alone.

Outdoor digital advertising also ranked highest among consumers who considered advertising interesting and attention grabbing. 53 percent think that digital media is interesting while 63 percent think its attention grabbing. These digital displays can also be found in a broad range of venues such as shopping malls, grocery stores, gas stations, movie theaters, airports, hospitals, offices, restaurants, clubs, elevators, and transit systems. Outdoor digital advertising spending also ranked 8 among all media segments which shows how much it matters to a lot of advertisers and marketers.

Outdoor digital advertising is becoming a more powerful medium because it gets proven branding, merchandising and â€œcall to actionâ€• results. Its location is also an added advantage along with its measurability. It can provide demographic targeting and better time placement plus itâ€™s cheaper than other mediums. There is an ease of flight planning and purchase plus a growing inventory if networks, locations and displays - which provides better advertising opportunities. It can also be used along with other digital marketing channels and it is able to effectively capture the consumerâ€™s attention. Expect the future of outdoor digital advertising to be bright and vibrant.

Article Source:
http://www.articleside.com/marketing-articles/future-trends-in-outdoor-digital-advertising.htm - Article Side

Harry Tan - About Author:
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.

Article Keywords:
Subway Advertising ,Advertising Agency ,Advertising and Marketing ,Billboards Advertising ,Successful Advertising Campaigns,Digital Media

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!