

Billboards and outdoor advertising

If you need to make a big impact in your local area, outdoor advertising can raise your company's profile and deliver results. Bulletin ads put your message right in front of your potential customers.

Why outdoor advertising works

While some traditional advertising media are in decline, outdoor is growing. It works because it is seen by everyone who leaves their house. Bulletin advertising is highly prominent and does not require the consumer to do anything to access it. You don't have to tune in or click onto it or turn a page. At the same time, most people regard it as less intrusive than other methods of advertising. Indeed, a lot of outdoor advertising engages the consumer, providing color, humor and insight. In locations where it sits in front of a captive audience — on public transport or at waiting places, for instance — it can even be seen as a welcome distraction.

Where to advertise outdoors

Outdoor promotion is not just about massive billboards on the side of the road. There are bulletin sites and sizes to suit all budgets. Your choice will be driven by how well you understand your target market. If your target market is largely defined by geographical location, a few well-chosen bulletin spots and advertising signs in your area could raise your company's profile and drive sales. The transport network provides opportunities to get valuable outdoor exposure for your business. Advertising on buses, trains, trams, the tube, taxis and at airports are all highly visible. One of the key advantages of these positions is that they can put your advert in front of a captive audience. Advertising on public transport is ideal if you are targeting business people and commuters in your area. Outdoor advertising on the high street and in shopping centers catches your potential customers while they are in shopping mode. A good bulletin campaign can prompt shoppers to buy your products there and then, especially if you are running a promotion as an incentive.

Creative posters and outdoor campaigns

One of the key considerations for any outdoor advertising campaign is the length of time the audience will have to view the ad. A roadside billboard has to convey its message in seconds, while other sites, such as station platforms, buses and taxis, may be studied for longer. Distance is also a factor. Roadside posters need to be simple, with clear images and as few words as possible. Advertisements that will be seen for longer allow you to convey more information. Details of a specific promotion, a call to action and contact details can be included. However, a simple message and a clear identity are always essential. Colors should be bold and the ad should be easily visible from a distance. Humor, strong images and wordplay will make an impact and make your message more memorable.