

Why Outdoor?

So why bother considering outdoor advertising? Outdoor advertising has the facts that, like a billboard, you can't ignore.

Not only is outdoor advertising one of the most cost effective advertising mediums, but it reaches people who are "on the go" and are out and about and spending money. When they are doing this, you want them to keep you in mind. It's often the last thing people see before pulling off the road to make a purchase.

According to the Outdoor Advertising Association of America, 90% of American households own vehicles, and most middle to upper-class homes today own at least two vehicles. As a result, Americans are spending more time on the road than ever before. What does that translate to? Less time watching TV, less time reading the newspaper or magazines, and more exposure to billboards.

Outdoor advertising isn't annoying nor can it be ignored. It is constantly working even when you aren't. Billboards will deliver your message with continuity and frequency, rain or shine, day and night, that is unequaled by other forms of advertising.

Almost every person in the country can be reached by outdoor advertising. Simply put, it's time to go outdoors!

Study Finds Out of Home Advertising Offers Significant ROI

According to a recent study conducted by Brand Science, each dollar that is spent on outdoor advertising, an average of \$2.80 is received in product sales. Although television and print advertising have their disadvantages, they are still one of the most popular forms of advertising media. However, it is proven that outdoor advertising has a higher return on investment. The study also shows that marketing campaigns increase in effectiveness when outdoor advertising is incorporated into the media mix.

Why Does Outdoor Advertising Work?

- **Connect with consumers on the go**
Since our lifestyles today are more and more "on the go", it is important to reach customers while they are out and about, either to or from work or home or school.
- **Tailor your campaign**
Based on your target audience's driving or traveling habits or behaviors, you have the ability to tailor your message to reach this particular audience.
- **Evoke Emotions**
As mentioned previously, be bold and big with your message or statement. By doing this, you are able to grab your customer's attention which ultimately leads to an increase in brand recognition and strength.
- **Cost Effective**
Compared to other advertising mediums, outdoor advertising is one of the most cost efficient options. According to the Cost per Thousand (CPM) analysis, outdoor advertising is one sure way

to reach the masses at a great rate and is a reasonable marketing method for businesses of any size. Its average cost of \$2-\$5 per thousand impressions is the lowest of all mass media. Furthermore, outdoor advertising can even pay for itself with its ability to be tailored to your target market.

- **Dominant Medium**

Since the mobile society is at an all-time high, outdoor advertising is even more vital in connecting and communicating with your target audience. The more time customers spend on the go, in their vehicles, or traveling, the more outdoor advertising they are paying attention to. Customers' commutes to and from work, home, school, shopping, etc. strengthens advertisers' audience. As a result, ad is subjected to frequency and impact. In addition, outdoor advertising cannot be ignored or turned off, like TV or radio ads.

- **Beneficial**

A recent report has shown that the majority of Americans believe in outdoor advertising. 85% believe billboards are useful to travelers, particularly to those who are unfamiliar with particular areas. This is because these billboards provide directions, prices, and availability of services such as gas, food, and lodging. 83% claim that billboards are informative and useful. Finally, 82% claim that billboards help create jobs and help businesses attract customers (Source: Outdoor Advertising Association of America).

- **Flexible**

Outdoor advertising also offers an extreme amount of flexibility. Messages can be changed almost instantaneously to update prices or promotions, or appeal to consumers' different needs throughout the day.

Believe it or not, outdoor advertising is the second most popular advertising medium available today, next to the Internet. It responds to consumers' "on the go" lifestyles. The presence of outdoor advertising is constantly in the faces of consumers in routes to and from where they work, live, or go to school. In addition, outdoor advertising isn't cluttered or annoying like newspaper or magazine ads or TV commercials. It's big, bold, and in your face!