

“An innovative marketing way to reach the Audience”

OUTDOOR ADVERTISING TO YOUR RESCUE

OFTEN YOU MIGHT WONDER WHAT ARE THE BENEFITS OF OUTDOOR MARKETING OVER TRADITIONAL MARKETING MEANS. THE MERITS OF OUTDOOR MARKETING ARE QUITE PROMISING. IN THIS INFOGRAPHIC, WE WILL GAIN INSIGHT INTO SOME OF THE MOST CELEBRATED REASONS WHY BUSINESSES PREFER OUTDOOR MARKETING.

YOUR BRAND

1. Total Market Reach

WANTING TO GET COMPLETE MARKET COVERAGE AT THE MOST COMPETITIVE RATES? THEN OUTDOOR MARKETING IS YOUR SOLUTION. ADVERTISING MEANS LIKE BILLBOARD ADVERTISING IS THE BEST WAY TO GET YOUR BRAND NOTICED IN TRAFFIC OR A DENSELY POPULATED AREA.

2. Increasing Brand Awareness

OUTDOOR ADVERTISING GIVES THE LIBERTY TO BE AS CREATIVE AS THE TIME YOU WANT. LOUD AND VAGUE RADIO AND T.V COMMERCIALS MIGHT NOT DELIVER THE MESSAGE. HOWEVER, WHEN THERE IS A HUGE BILLBOARD OF YOUR BRAND, IT CANNOT GO UNNOTICED.



3. Low-Cost Advertising

WHAT IF YOU CAN ADVERTISE YOUR BRAND WITH AN EYE-CATCHING PHRASE WITHOUT BREAKING YOUR BANK?

YES, IT IS TRUE! OUTDOOR ADVERTISING IS A GREAT WAY TO ACE UP YOUR MARKETING GAME WITHOUT BURNING A HOLE IN YOUR POCKET. TRADITIONAL ADVERTISING IS YET ANOTHER GREAT WAY OF ADVERTISING IN BILLBOARD-FREE STATES.



★ 71%

4. High Conversion Rate

ACCORDING TO RESEARCH, 71% OF PEOPLE PAY ATTENTION TO OUTDOOR ADVERTISEMENTS. OVER TWO-FIFTHS OF TRAVELLERS MAKE THEIR DECISION OUTSIDE THEIR HOMES. THIS PROVES HOW EFFECTIVE OUTDOOR MARKETING IS.



Whats More ?

UNLIKE RADIO AND TELEVISION ADVERTISEMENTS, PEOPLE CANNOT IGNORE A BILLBOARD ON THE ROAD. THIS IS HOW YOU CAN TARGET VARIOUS PEDESTRIANS AND PEOPLE PASSING FROM NEARBY. AS PEOPLE MOVE AROUND THEY ALWAYS HAVE THEIR EYES ON THE ROAD AND ONE CAN'T IGNORE THEIR SURROUNDINGS.



OUTDOOR MESSAGES ALSO SAW THAT 24% OF PEOPLE IMMEDIATELY VISITED THE BUSINESS AFTER THEY SAW AN OUTDOOR AD MESSAGE.



72% OF PEOPLE SHOP FROM THEIR WORK WHICH MAKES IT HIGHLY LIKELY THAT THEY MUST HAVE SEEN THE ADVERTISEMENT WHILE COMMUTING TO THEIR WORK.



How much time do travelers spend on road?

A PERSON SPENDS AN AVERAGE OF 2 HOURS AND 52 MINUTES ON WEEKDAYS AND ON WEEKENDS THEY SPEND 2 HOURS AND 7 MINUTES. 33% OF PEOPLE STOP AT A STORE WHILE ON THEIR WAY BACK HOME.



TRAILER ADVERTISEMENT



Do people pay attention to outdoor ads?

AS PER A SURVEY, 58% OF PEOPLE COME TO KNOW ABOUT A BRAND OR EVENT VIA AN OUTDOOR ADVERTISEMENT.

58%