

Outdoor Advertising

Outdoor advertising is one of the most effective and best value marketing tactics available. It offers a number of advantages, including:

Wide coverage of local markets

With proper placement, a broad base of exposure is possible in local markets, with both day and night exposure. The coverage also results in high levels of reach.

Frequency

Outdoor advertising spaces are normally booked for a period of 30 days, and during this time consumers are typically exposed to the promotion a number of times resulting in high levels of frequency.

Geographic Flexibility

Using permanent billboards on highways, near local stores or even mobile billboards, your outdoor advertising campaign can be targeted to specific locations, ensuring you penetrate the precise target market you seek.

Creativity

Outdoor advertising can include large print, full colour and three dimensions. There is lots of room for creativity, but the message must be kept simple and direct. More on this later...

Ability to Create Awareness

Because of its coverage and frequency, outdoor advertising can create a high level of awareness making it a great tool for brand building.

Value for Money

Compared to other advertising mediums, such as television, radio and print, outdoor advertising can provide excellent exposure and impact for a much smaller outlay.

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Design Great Outdoor Advertising

For all its advantages, outdoor advertising has one major limitation – the viewing audience is mostly mobile and they see the billboard from a distance. People drive past quickly so you only have a few seconds to capture their attention. (On the up-side, the high frequency means that repeated exposures will ensure that a message is absorbed and retained over time.)

Outdoor advertising requires a very disciplined and succinct creative approach. It is a challenging communication task that requires the expression of a concept with clarity and austere focus.

Consider these twelve tips for creating great outdoor advertising:

- Keep copy brief – less than 8 words is ideal!
- Keep the message simple – try to limit the billboard to one key message
- Keep the layout simple
- Keep the call to action simple – ask the consumer to do only one thing
- Use large illustrations
- Use bold colours
- Use fonts that are easy to read from a distance – ensure there is adequate spacing between letters, words and lines
- Ensure product or name identification is clear and easily seen
- Don't be afraid of white space
- Pay particular attention to the location and ensure the design will stand out from the background – consider using a border
- Use illustrations which include eyes and faces – images of faces typically draw a stronger response and have a higher impact
- Design for horizontal format