

Outdoor

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Brevity: The very nature of outdoor advertising demands that the commercial message be brief and relatively simple. Therefore, it is difficult to communicate product details, competitive advantages, and specific consumer benefits. Billboard companies generally recommend no more than seven words on a billboard, or people speeding by will not have time to read the message.

Limited Availability: Prime outdoor locations often are controlled by large, long-term advertisers.

Lack of Effective Measuring Tools: Unlike other advertising media, outdoor advertising has no truly reliable method to measure its effectiveness.

Low Recall: Commuters behind the wheel and other potential customers are exposed very briefly to outdoor messages, minimizing message retention. Such adverse conditions as heavy traffic or bad weather also can limit message impact and recall.

Inflexible: Once a message is up, it generally stays up through the duration of the contract, even if the advertiser's needs have changed. In addition, printing a new message is expensive, possibly taking weeks to produce and days or weeks to have it displayed.

Radio

Power of Sound: To be effective, billboard messages must be brief. That's where Radio can help. Use Radio to enhance and expand on the message displayed in your billboard showing.

Recall: Radio blankets the market. Your outdoor message can be seen only where it is displayed, but Radio allows your message to travel with your customers wherever they go – at home or at the office as well as in the car. By combining Radio with outdoor, you can build your message's range and frequency – and reach more of your customers more often building recall.

Personal Connection: The Radio Advertising Effectiveness Laboratory shows that Radio listeners enjoy listening to their station and believe the advertiser's message is directed toward them.

Flexible: Radio gives you the option to easily make copy changes. Radio can deliver all the information on your products and services your customers need in order to make intelligent purchasing decisions.

Bad weather and adverse traffic conditions: Both are known to decrease outdoor ad exposure, but Radio listening actually increases under these circumstances. American consumers depend on their car Radios for weather and traffic reports, so billboards and Radio make an effective drive-time combination.