

Out-of-home Advertising

Chapter 12

A long history

- Outdoor advertising is the oldest form of promotion.
 - Prehistoric bronze, stone tablets in Middle East
 - Painted advertising in ruins of Pompeii
 - Broad sides announced Boston Tea Party
- Modern era was introduced when the automobile created a mobile society.
 - Adopted standardized signs
 - Formed Outdoor Advertising Association of America (OAAA)
 - Established Traffic Audit Bureau (TAB)

Out-of-home overview

- Seeks to reach consumers who are in marketplace, many with intention to buy
- Relatively small medium with expenditures of approximately \$1.5 billion
- Endless number of out-of-home advertising devices
- Benefits from industry that's always looking for effective ways to reach prospective customers

A few more facts

- Normally a secondary medium, especially for national advertisers, but some advertisers beginning to use it as a primary medium
- In past, dependent upon tobacco and alcoholic beverage advertising
 - Still account for almost 25 percent
- Today, benefits from advancements in outdoor imaging and color
 - In 1993, retail surpassed tobacco as largest category

A few more facts

- Generates tremendous reach and frequency at fraction of cost of traditional medium
 - Population on the move
 - 90.8 percent of households have at least one car and drive an average of 41.4 miles a day
 - 95 percent of travel miles by car or truck
- Continues to be hurt by criticism by various public interest and environmental groups
- May be last mass-market medium

Ad strategies for out-of-home

- Companies are introducing a new product and want immediate brand name recognition to complement other forms of advertising.
- Firms are marketing established, well-known and recognized brands and want to provide reminder advertising to consumers in the marketplace.

Advantages

- Audience delivery
 - Maximizes both reach and frequency. During 30-day period, a moderate campaign reaches more than 75 percent of adults in market at least 15 times.
- Continuity
 - Provides 24-hour coverage
 - Can't be turned off, fast-forwarded, left unopened
- Cost efficiency
 - Costs seven times less than TV, three times less than newspaper, and half as much as radio

Advantages

- Complement to other media
 - A relatively small budget allocation to outdoor will result in substantial increases in audience delivery

Disadvantages

- Creative limitations
 - Average outdoor copy is 7 to 10 words
- Low attention levels
 - Exposure both involuntary and brief
- Little audience selectivity
 - More of a shotgun than a rifle
 - Certain neighborhoods can be pinpointed
- Availability problems
 - Not everyone can get first choice on location

Image of outdoor

- Source of criticism among environmentalists and other public activists
- Federal control of advertising
 - Highway Beautification Act of 1965. Number of signs has been reduced from 1.2 million to fewer than 400,000
 - Outright bans in Alaska, Hawaii, Maine, Vermont. Limitations in many other states.
 - Companies filing lawsuits arguing that it's a violation of freedom of speech to limit outdoor advertising.
 - Companies also arguing they must be reimbursed for loss of property.

Image of outdoor

- What industry is doing
 - Code of Advertising Practice by the OAAA
 - Limits number of billboards that carry messages about products that cannot be sold to minors
 - Encourages public service campaigns within communities to try to get people to think of outdoor advertising business as an "enlightened public citizen."

Outdoor advertising plan

- Determine role outdoor is to play.
- Identify the target audience and markets.
 - Number of sources for information
 - Traffic Bureau for Media Measurement
- Contact local outdoor company
 - Make arrangements for production and posting of signs
- Post-buy inspections
 - (Riding the boards)

Forms of outdoor advertising

- Poster panel
 - Standard surface on which outdoor posters are placed
 - Standard poster measures 12 feet by 25 feet
 - Bleed or 20-sheet posters
 - Illuminated or nonilluminated
 - Normally contracts for 30 days with discounts for longer periods
 - Available in 9,000 markets

Forms of outdoor advertising

- Eight-sheet poster
 - A fast-growing form of outdoor advertising
 - Measures 5 feet by 11 feet (one-sixth of poster panel size)
 - When placed low and close to ground, deliver dramatic visibility and impact
 - Ideal to reach targeted advertising messages in well-defined trade areas
 - Conform to zoning regulations that ban larger boards
 - CPM levels are less than \$1
 - Available in 2,500 markets

Forms of outdoor advertising

- Painted bulletins
 - Largest, most prominent type of outdoor
 - Permanent (14 feet by 48 feet) and rotary
 - Almost always illuminated
 - Four times more expensive than posters
 - In recent years, augmented with special embellishments such as free-standing letters, special lighting effects, fiber optics and inflatables

Forms of outdoor advertising

- Spectaculars
 - Large, unique displays designed for maximum attention in high traffic areas.
 - Expensive
 - Minimum contract period often a year
 - Will be the future of outdoor with changing video

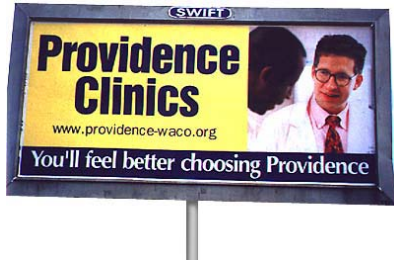
Designing outdoor

- Among the most difficult and fun tasks for creative team.
 - Must create a picture and a few words to be seen by fast-moving traffic at distances ranging up to 500 feet
 - Size and color allow maximum creativity

Example



Example



Designing outdoor

- Copy
 - Only a headline, usually no more than 7 words
- Color
 - Primary advantage
 - Must be chosen carefully for maximum readability
 - High contrast in hue (red, green, etc.) and value (a measure of lightness and darkness)

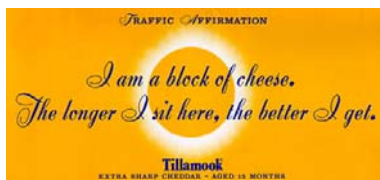
Designing outdoor

- Type
 - Must be simple, clear and easy to read
 - Keep use of capitals to a minimum
 - Give considerable care to spacing between letters, words
 - Avoid ultrabold or ultrathin type
 - Choose simpler typefaces

Example



Example



Designing outdoor

- What the research shows
 - The greater clarity of type, the higher the recall
 - The more intriguing or humorous the message, the higher the recall
 - Messages with fewer concepts have more impact

Example



Buying outdoor

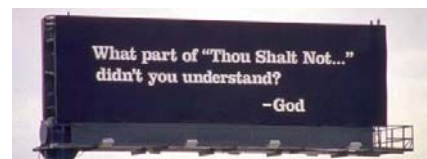
- Outdoor posters are bought by groups, referred to as showings. One GRP (gross rating point) is equal to 1 percent of the population.
- Agency commission is 16.67 percent, rather than the standard 15 percent.
- Outdoor networks help make buying space easier.
 - Gannett Outdoor, Reagan Outdoor, United Outdoor, etc.

Trends in outdoor advertising

- Lowest costs of any advertising medium
- Diversification of the types of advertisers using the medium
- Strong creativity
- Improved research data
- Meeting the public relations challenge

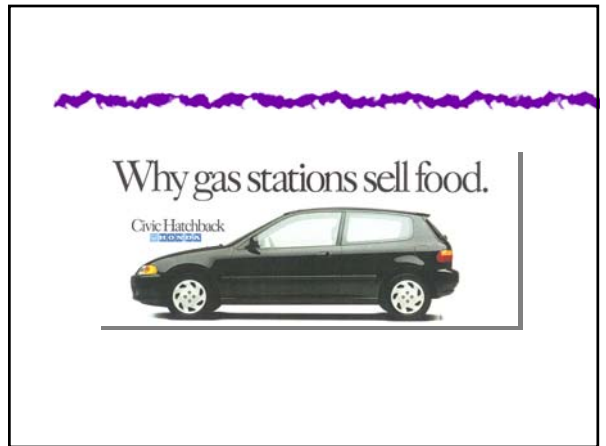
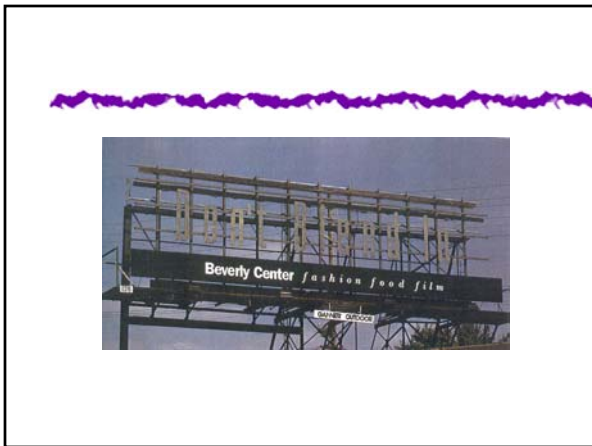
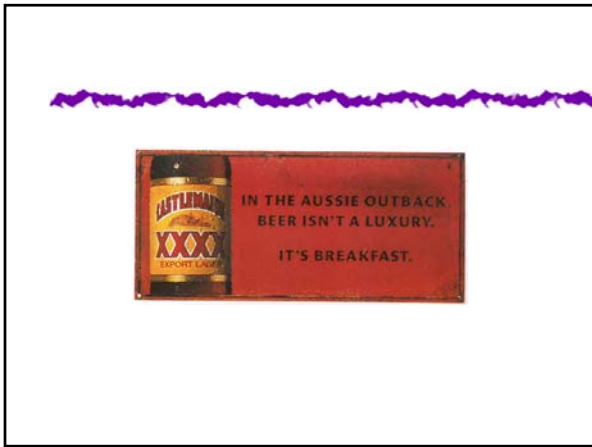
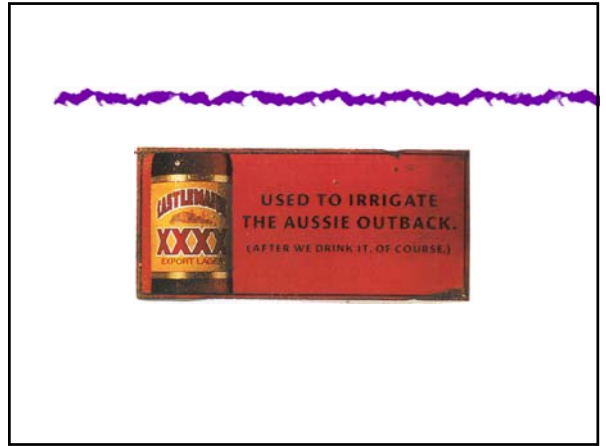
Other forms of outdoor

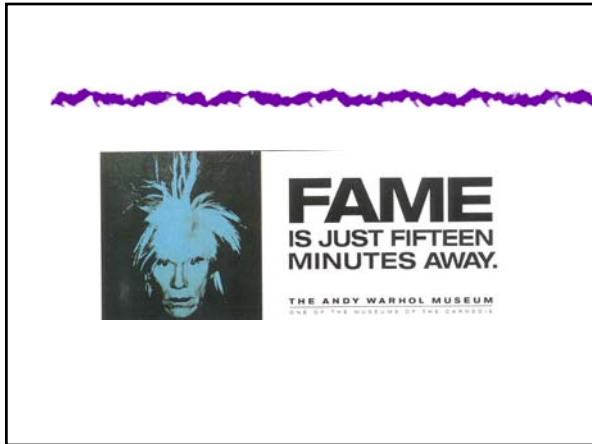
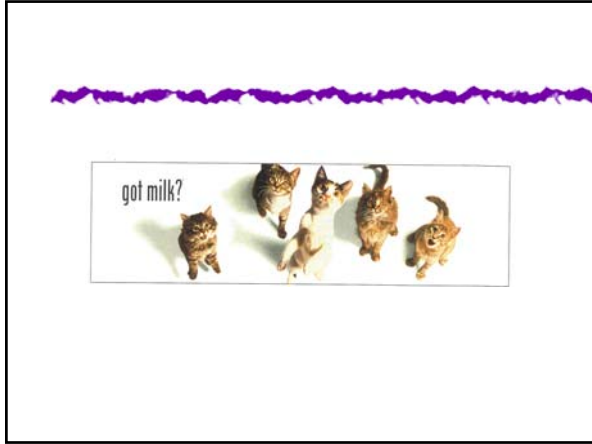
- Transit
 - Bus and taxi exteriors
 - Bus and commuter rail interiors
 - Commuter station posters
 - Miscellaneous displays such as terminal clocks and air terminal posters
- Shelter
 - Avoids bans on outdoor
 - 90 percent of total shelter audience is vehicular
 - One of major categories is fashion and apparel

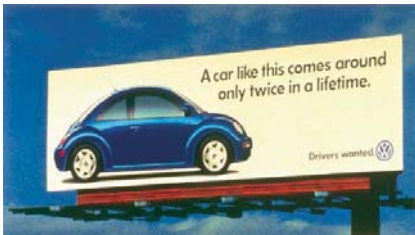
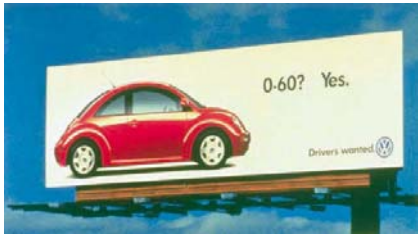












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