

Why outdoor media advertising is helpful for your business?

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Before understanding why should you give a thought of promoting your business through kiosk in shopping mall here are some facts that perhaps may intrigue you...

- *Transparency Market Research in its report reveals that global kiosk market will expand at 10.9% CAGR (combined annual growth rate) from 2016-2024.*
- *Growing at this pace, the advertising kiosk market that had a valuation of \$12.2 billion in 2015 is expected to reach \$30.8 billion by 2024.*
- *Global advertising kiosk market will bring maximum returns from sales across the Middle East, Africa and Latin American markets between 2016-2024.*

In the era where shoppers take decisions using the vast resource of information and advanced technologies of smartphones, they expect more to improve their shopping experiences. Kiosks provide a perfect complementary in the environment of brick-and-mortar stores and mall advertising riding on the features of advanced technology.

Why Promote Your Business Through Kiosk In Shopping Mall

1.Mentally Prepared Targets

Mall advertising is a fantastic way to reach shoppers who are already in a purchasing state of mind. These are 'point of purchase' ads, and come with fabulous variety, scale and cost to fit marketing campaign of any budget.

Mall advertising using kiosks easily reach consumers in a high traffic area who are mentally prepared to see, listen and purchase.

Shopping malls are not just a place to shop. People come here to spend time, money and socialize too. In fact, these are the most visited public area drawing thousands of visitors daily. Advertising kiosks are the perfect way to capture such targets.

2.Strategic Positioning

Kiosks or mallscapes occupy at entrances, anchor stores, near escalators and food joints to ensure maximum enquiry and purchase.

A strategically placed, interactive kiosk, for example, offers to a customer the option of seeking further information, browsing the catalog of the latest-arrival in-store, purchase, and much more.

Bloomingdale, the retail clothing, and accessory for example, had rolled out kiosks in the form of wall-mounted tablets. These could quickly answer customer queries about available sizes, alternate colors, reviews and ratings by other customers.

Piggybacking on this idea other retailers like *Zara*, the Spanish clothing giant, installed iPad Kiosks in their change rooms allowing shoppers to request clothing to try on.

German-based liquor store *BASF* started using kiosks tagged with a visual wine waiter. Shoppers entered their wine preferences on a tablet that was connected to a digital shelf. Visual bottles of their choice came up along with additional information on the product that the customers could use and take informed decision.

3. Perfect Fit, Instant Hit

Kiosks could be used for a multitude of campaigns like promotional, sales, directional, holiday, etc. The right medium for any kind of advertiser.

An average shopper makes 3+ visits a month to a mall, 80% of them shopping for more than \$100 per visit and spend around 80 minutes per visit.

The advertising kiosks make powerful impact upon the buyers already in purchasing spree leveraging maximum opportunity of impulse buying.

4. Affordability, Accuracy

Interactive kiosks don't need breaks, staff requirement. They are simple to install. They can answer customer query with remarkable accuracy and recognize trends.

To conclude, advertising Kiosks are really changing the way of mall advertising, bringing more dimensions to it and certainly deserve a serious thought to flourish your business.