

## 5 Questions You Need To Ask About Outdoor Advertising

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Advertising billboards are not looked at the same way as they used to be some twenty years back. Consumers now walk or travel with eyes down, fixed on their cell phones rather than looking up.

That surely does not mean outdoor billboard ads are not effective. Out Of Home (OOH) is still considered a powerful way of advertising and occupies an exclusive position in the ad-world. Advertising billboards are an effective way of branding and if done properly can bring high recall value in consumers' minds.

It is therefore important to know how to make your outdoor advertising count. Below are the questions you need to ask yourself before going for OOH advertisements to understand if they are meant for your kind of business, and whether you can manage them prudently to get the value for your money.

### 1. Is Your Product/Service Complex?

Industry average of looking at a billboard ad is just 6 seconds; meaning your texts should be read within this period which narrows the limit to only six words. Less is more is a rule of thumb. Consumers will not pay attention to verbosity. Therefore, if your product or service is complicated and your message cannot be well textured within the length, it is better to stay away from billboard ads.

### 2. Are You Looking For Direct Sales?

Outdoor billboards are not the right platform for direct response. Providing website or phone number here is just a waste except for some rare cases. Billboard ads are the secondary medium of advertisement and are suitable for brand building or campaigning. In case if you want to spread your brand awareness or wish the consumers to participate in any particular campaign that you are arranging, then OOH is a perfect place.

### 3. SIMPLEST Or Even STUPID?

OOH ad works the best if kept simple, funny or entertaining to read. Because, those messages are easy to remember, recall and even have a high possibility of getting spread through word-of-mouth or photographed and shared on social media. If you can manage to keep your OOH message simple yet powerful then definitely OOH will be useful to you.

#### **4. Can You Showcase?**

Creative billboard ads do the best irrespective of whether flat or 3D. Your message can be best penetrated by showing it rather than saying it, through an eye-catching and memorable image coupled with appropriate but minimal texts. Such an advertisement can pay for itself through plenty of PR impressions.

#### **5. Can You Do Card-Test?**

The biggest success-test for billboard ad depends on whether the ad will be read and understood by people. A fantastic yet simple way to test it is to print the entire ad on a business-card sized paper-area and to hold it at arm's length. If everything is clearly read and understood as it did on the monitor screen it is possibly a smashing advertisement. If not, then there is a need to refine it.

MediaLease OOH has been doing OOH campaign for the past thirty years and takes care of all OOH work starting from conceptualising till implementation and management.