

5 Advantages of Transit Advertising

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Transit advertising is a type of out-of-home (OOH) or outdoor billboard advertising that is found on the outside or inside of public vehicles like buses, trains, subways, cabs and also in the transit terminals/stations.

Based on the product or service that you want to advertise, transit advertising can be a method of your marketing tool.

Here is why how transit advertising is still relevant in this day and age:

1. You Just Can't Be Ignored!

There's something magical with those bus and cab advertisements. Your audience will just not be able to evade your advertisement by changing channels, or fast-forwarding like they can do while watching TV or listening to the radio. Moreover, when a person is sitting on a train or a bus, it's just impossible to ignore your ad because it's just hanging right in front all the time!

2. They All Are There You Just Need To Grab!

With transit advertisement, you can target a wide range of audience of different ages and income group. Based on your product/service that you offer, you can also target families, tourists, professionals, or students.

By studying the demography of the commuters, you can choose the vehicle to display your ads. For example, if you are looking to target a large number of commuters, you can choose a train or bus that carries more passengers everyday.

3. Long Exposure!

That's one of the biggest advantages of a transit ad. An average ride on public transport lasts for 30 mins where passengers have nothing else to do and nowhere to go. They spend the time viewing advertisements that are around. Your advertisement gets the chance of a long exposure with enough time to get registered in their minds with an increased recall value.

4. Frequency At No Extra Cost!

Mostly daily commuters travel on fixed routes at scheduled times in buses or trains, meaning they get to see your ad repeatedly. If someone is taking the same subway or the same bus line or train twice a day, it's possible that the person might see your ad at least 20-25 times in a month! The more the exposure, better are the chances that your ad creates a permanent impression on their mind serving your purpose.

5. You Can Be Just In Time!

Many shoppers use public transport while going shopping. Buses running along the route of a particular shopping area carrying your advertisement could help making your ad timely and appropriate to draw the attention of the such people.

MediaLease OOH has 30 years of experience in OOH campaign. MediaLease OOH is committed to taking care of all OOH work from inception to completion right from planning, negotiation, implementation to management.

Meta Title: Transit Advertising Has Indisputable Advantages For Businesses [62 char]

Meta Description: Transit out-of-home (OOH) advertising creates brand awareness, grows sales through increased audience reach-out, long exposure, frequency and improved recall value [164 char]