OUTDOOR ADVERTISING TYPES, LIMITATIONS & ADVANTAGES USING VISUAL COMMUNICATION

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Abstract

As the virtual environment is constantly changing, not only users' informational and knowledge needs but also the means and channels of communication with customers applied by organizations change. There is a noticeable trend to move more and more advertising campaigns to social media networks because of the opportunities they provide to organizations and users, which results in the ever-increasing popularity of social media networks and a number of their users. Such a transition is explained by one of the main objectives organizations have: to inform their customers in an appropriate way and receive feedback on social media networks, which is difficult when traditional advertising channels and means are applied. Since advertising campaigns on social media networks are evolving rapidly, their assessment factors and methods, which receive controversial opinions in both scientific literature and practice, change too.

Keywords: Advertising, Outdoor, Limitations, Visual Communication.

1. Introduction

Numerous definitions of advertising exist. Some are broad, like the definition provided by James Laver who proposed that "Advertising is as old as Humanity: indeed, much older; for what are the flaunting colors of the flowers but so many invitations to the bees to come and "buy our product". Everything is already there: the striking forms, the brilliant hues, even the "conditioning of the customer". Advertising might be defined as any device which first arrests the attention of the passer-by and then induces him to accept a mutually advantageous exchange." A more narrow definition was presented by Raymond Williams in his classic essay entitled "Advertising: The Magic System" in which he described advertising as "the official art of capitalist society." Advertising has many different uses: to create and promote the image of a corporation, product, or brand, to make an announcement, to make a sale, or to support a cause. The primary goal of advertising is persuasion. It is extensively relied upon to promote products and services, charitable causes, individuals like politicians and celebrities, and even ideas. As a marketing communications tool, advertising is a critical element of the integrated marketing communication mix. The effectiveness of an ad

is a function of what is said and how it is said. Several creative elements the visual, the copy, the music – come together to create a successful advertisement. Although a lot of research has been done on these individual elements to determine what works and what does not work, there are no formulas for success and few ways to measure truly creative advertising ideas. According to a handbook published by Ogilvy and Mather, to get an ad right you need two things: 1) a simple, inspiring, insightful strategy and brief, and 2) the time in which to do the work right.

Consumption is the soul and the purpose of all production. So peter ducker was apt in saying, "it is consumer who determines what the business is". A consumer is one who does some physical activities and deliberates to take decisions concerning purchase and to dispose off on to evaluate products and services. Consumer is "an individual who purchases products or services for his own or his family's personal use". Consumer behavior reflects the totality of consumers" decisions with respect to acquisition, consumption and disposition of goods, services, time and idea by (human) decision making units (over time). It also includes whether, why, when, where, how, how much and how often and how long consumer will use or dispose of an offering. Consumer purchasing behavior covers "all activities and decisions which relate to choosing products, purchasing and post purchasing use". The markets are consumer driven these days and the target of all marketing activities is consumers. To understand the consumers, are not easy jobs as his behavior is mostly unique and unpredictable. This has made the firms to step in to the shoes of the consumers to understand their selection and purchase of products and services from their point view. Marketers need to identify the end users of product and services and frame marketing plans than considering the wholesalers and retailers who actually are the intermediaries in the process of purchase. Marketers, therefore, should consider the consumers and then develop their plans of action. Here lies the essence of marketing. The consumer is king and all actions should start with this notice in mind. The consumers differ from each other by age, income, life style, character, sex etc and all these influence their purchasing decisions. The consumer is not as trusting, loyal and malleable than in the past. Having and preserving their independence and individuality is highly valued by today's consumers, even more than being in conformity with social norms. Due to the massive amount of advertisements in the market, not all ads capture consumers' attention and impact their perceptions. Hence, the notion of visual design plays a significant role to allow attractiveness and distinction in the ads. There is a growing recognition in research that design is a key marketing element in triggering human interactions. Advertising, in all media except radio, relies heavily on visual as well as verbal information to present the advertised product. The concept of visual design refers to the organization of elements related to the advertisement's artistic aspects. It is the launching of messages containing aesthetic structures (mixed discipline between the usage of creative and appealing visual schemes and information-development). Visual communication designs pursue to attract attention, inspire desires, and encourage people to respond to the communication messages by formulating a favorable impact on viewers perceptions. Advertising has contributed to rapid industrialization and

expansion processes all over the world. However, the various functions of advertising cannot be achieved without properly channeling the message to the target audience and this is made possible through the adoption of an effective mode of appeal and form of execution. Advertising involves the use of mass media, but is not restricted to the various forms of mass media. Outdoor advertising plays a prominent role in the dissemination of advertising messages. Popular among outdoor advertising forms are billboards and other advertisements.

2. Literature Survey

Monle and Johnson each function of advertising should be explored and taken care of in every organization. There are lots of functions of advertising which organizations should know. Adverts are basically designed for informing consumers about the product /service and idea. It tells the consumer, where the product is available and how can they get the product as well i.e. the location of retail store. Advertisements inform consumers about the enhancement in product feature. The advertisement executes the function of reminder for keep buying the same advertised product rather than the competitors. **Ayanwale et al.** described when they are taking purchase decision related to food and apparel. Their consumption behavior is mostly affected by the television ads. The advertisement on television is increasing day by day and their market share is not going to decrease in near future. The ads which are advertised in television are taken more seriously by the consumers than the ads which doesn't come on TV according to Unsal and Yüksel. **Moschis and Mitchell** examine the test the effects of television advertising and the behavior of teenager consumers and how television ads affects the interpersonal communications of youth. The effects were measured by the purchase behaviors of youth, how they taken the decisions on their household purchase and other purchases like their cloths, fashion apparels and accessories, shoes, cosmetics etc. **Jennifer et al.** proposed on the advertisements of food products on television. The researcher analyzed the eating behavior of consumers. The advertisements of food products affects eating behavior of consumers and eating habits as well. The behavior of children's was maximum affected by advertisements .They love to eat the products 45% more while watching television advertising than during normal time . During watching cartoons kids love to eat the products shown during commercial breaks, the food which is advertised in television. **Kotwal et al.** studied impact of advertisements on adolescent girls. The researcher studied that the product advertised gets the benefit of brand awareness and able to make its entry in the list of products in family list and ads always help in making better choice. The young girls are keen to invest their pocket money on the products which are advertised on television. In this research study the researcher studied the behavior of young girls towards fashion products, gift products for friends , apparel , shoes, fashion accessories, The conclusion was, the adverts help in enhancing knowledge about products , brands, availability .

3. Outdoor Advertising

Outdoor advertising is essentially any type of advertising that reaches the consumer while he or she is outside the home. It is focused on marketing to consumers when they are "on the job", in public places, in transit, waiting and/or in specific commercial locations. Outdoor advertising plays an integral role as a communication media within any multimedia advertising campaign. Outdoor advertising can be used across the product communication processes from a launch (high impact, large format) strategy, to a maintenance/support (smaller format, high frequency) strategy. Outdoor advertising is very powerful with the capability to target consumers quickly and since studies have shown that consumers spend time driving or in buses/cars and on foot in the cities, customers are readily exposed to outdoor advertising. Therefore, it is possible that the use of outdoor advertising can increase the chance of attracting more customers. Outdoor advertising has the advantage of reinforcing the core message of a campaign or advertisment objective, which might have been relayed through broadcast or the print media. The nature of outdoor advertising is a clear message, a strong brand identity and rapid effect.

3.1 Types of Outdoor Advertising

• According to bruneau, outdoor advertising reaches its activities as an element of the environment. There are various types of outdoor advertising. Common are billboards, posters (though there is a ban on pasting of posters and bills in some cities in Nigeria like Lagos) and transit ads:

• Billboards are pervasive and are regarded as traditional outdoor advertising forms. According to Arens, Areris and Weigold, billboards are in three basic forms: bulletins, 30-sheet panels, and eight-sheet posters. For extra impact, some companies may use the non-standard spectacular (though spectaculars are not in wide use in Nigeria) and other types of billboards.

• Bulletins measure 14-by-48 feet and may carry either painted or printed messages. They are created in sections and then taken to the site where they are assembled and hung on the billboard structure. Some bulletins are three- dimensional or embelished by extensions that stretch beyond the frames of the structure.

• Poster Panels. Thirty-sheet poster panel (standard billboard) is regarded as the basic outdoor advertising structure. A poster consists of blank panels with a standardized size and border. Its message is first printed by lithography or screen on large sheets of paper, then mounted by hand on the panel. Poster sizes are referred to in terms of sheets. The poster sheets are mounted in a board with a total surface of 12-by-25 feet.

• Eight-Sheet Posters. Many advertisers use smaller poster sizes. Called eight-sheet posters (or junior panels), these offer a 5-by-11-foot printing area on a panel surface six feet high by twelve feet wide. They are typically concentrated in urban areas, where they can reach pedestrian as well as vehicular traffic. Spectaculars are giant electronic signs that incorporate movement, color, and flashy graphics to grab attention in high-traffic areas.

- Spectaculars are very expensive to produce and are found primarily in the world's largest cities. Mobile Billboards are a cross between traditional billboards and transit advertising. It was conceived as advertising on the sides of tractor-trailer trucks. In some large cities specifically designed flatbed trucks carry long billboards up and down busy thoroughfares.

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- Electronic Signs and Display Panels display text and graphic messages much like the big screens in sports stadiums. The signs transmit commercial messages to retail stores, where shoppers see them. The stores pay nothing for the signs and receive 25 percent of the advertising revenue. This is not in wide use in Nigeria.

- Posters are mass-produced advertisements or announcements, usually printed on large sheets of paper for public display. According to Robbs, posters usually have a commercial purpose to advertise products or publicize entertainment events. They also occasionally appear as public education announcements, propaganda instruments or pure works of art with no overt message.

3.2 Advantages of Outdoor Advertising

Outdoor media is considered to be one of the oldest advertising media and recent technology has provided the opportunity to develop creative, eye-catching messages to the target audience. The opinion that outdoor advertising, having existed for hundreds of years, is considered to be one of the best methods of advertising in existence. Given all inventions of modern media, outdoor advertising signs have reached new technological levels and attract a broader audience range than ever. Several advantages occur when utilizing outdoor advertising to develop marketing campaigns. These advantages as presented are:

24 Hours A Day. Advertising anything outdoor means 24-hour exposure to the public eye. Outdoor advertising signs are not temporary. Rather, are consistent and nonstop. They are always in sight for the public night or day, rain or shine. Radio, television and print ads and most other media are all momentary and sporadic.

Attention Span. The majority of humans will quite naturally focus on an outdoor advertisement in comparison to the same ad on newspapers, television or on the radio. Stuck in traffic, or waiting at the bus-stop, most individuals are looking for something to pass time. The human eye will rapidly fixate on an outdoor ad sign to help pass time and avoid boredom. Thus said, positioning ads at bus stops, busy intersections and/or along highways prone to high volume can be ingenious.

Flexibility. Outdoor advertising can be located in any approved areas where it would most likely be effective.

State of the Art. The latest technology now available is such that can create incredibly eye-catching advertisements. Billboards are now interactive rotating ads to be displayed on one sign. Additionally, the time needed to create and print ads has been cut in half, as a result of new state of the art computer inkjet printers.

3.3 Limitations of Outdoor Advertising

Though outdoor advertising has a lot of flexibility and economic advantages, present the following as some of the limitations of outdoor advertising:

Limitations	Descriptions
Fleeting Message	Customers pass quickly, so outdoor advertising must intrude to be effective. The design and copy must tell a story briefly and crisply and the words must sell.
Environmental Influence	Environmental Influence. Outdoor messages are influenced by their environment. Placement in a run-down area can detract from a product's image.
Audience Measurement	Audience demographics are difficult to measure. Not every passerby sees or reads the ads, so some media buyers distrust estimates.
Control	Unlike print and broadcast ads, it is hard to physically inspect each outdoor poster panel.
Visual Pollution	Some people see outdoor advertising as visual pollution, hence may have a negative reaction to advertisers who use it.
Creative Limitations	Outdoor advertising cannot tell a story. Most advertising professionals warn against using more than seven or 10 words in an outdoor message. An advertising message that does not lend itself to a visual interpretation may probably be unsuitable for outdoor.

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In many communities, demand is greater than available poster sites. The following additional limitations of outdoor advertising: 1) limited segmentation (generally limited to geographic features), 2) problems with the availability of outdoor advertising spaces, 3) limits in terms of message design, 4) due to the nature of the environment, marketers may be placed in a position to negotiate with several companies to devise a campaign.

Conclusion

Based on the strength of outdoor advertising and other modes of advertising, the ways they cause for the visual appearance of the city, with their reference to the impact on the public who catch the glimpses of these hoardings, their relevance to the cultural identity and characteristics of the city and finally contributing to the visual culture of the city including the tourism and film industries. These are the significant factors and issues surfaced out and the researcher has made sincere efforts to put forth them in the frame work of the thesis. It has opened up new vistas to view at a city from fresh academic and professional perspectives.

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