

# Outdoor advertising company

Advertising and the marketing industry have been through a lot. Over the years, they themselves have renewed to keep the customers engaged and they've adapted to serve the generation's likes and fads as well. They've been dictators as well as the listeners. In this article, we'll discuss the evolution and relevancy of outdoor and out-of-home advertising.

## The Evolution of Advertising

Before the advent of the internet, traditional mass advertising mediums such as newspapers, televisions, and radios ruled the market. Even then there has been some kind of craze about outdoor advertisements.

One such example would be New York Times Square. It was the hotspot for an [outdoor advertising company](#) to flaunt its clients. In a way, it reflected the company's status. If they could do an outdoor advertisement like that, they're at the top. It set the standard for other companies as well.

## Out of Home Advertisement

As more and more market researchers and industry experts realised the psychological importance of out-of-home advertisements, they started deploying resources to capture the market. The psychology behind out-of-home marketing is simple.

When people see all the hoardings, posters, banners, all day, every day, the name of the brands gets etched into their memory. When they go out to buy anything, the name of the brand they are exposed to comes to their mind. They feel comfortable about buying that brand.

But does this work for every brand? They all can't put up their advertisement in every place. That's why the value strategy is employed to target a specific set of people in specific places.

## The Value Strategy Advertising

Let's consider a Fast-Moving Consumer Goods (FMCG) brand. If they have to put up an outdoor or out of home advertisement, they'd choose a place visited by the middle and above middle class. Because the products they sell are intended for middle and above middle-class people. They wouldn't risk/spend so much money on putting up an advertisement in a fancy place. They expect to sell more at reasonable prices to get profit.

If a brand wants to target a little more sophisticated crowd, Delhi Metro advertising would be a good strategy. But where do the luxury brands advertise?

If you've noticed you could see their advertisements in only a few places. They understand the market and they specifically put up their products only in specific places. Airport advertising is one such example. It is more expensive than mall advertising. They target the customers who don't worry about the price but the quality and experience out of it.

## **To Conclude**

The Covid pandemic slumped the growth and the trend of out-of-home advertising but as we see the tail end of the pandemic, the industry is getting started to expand its wings once again. We may have to wait and see how the Metaverse is going to impact this industry.



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