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A STUDY OF THE RELEVANCE OF OUT-OF-HOME
ADVERTISING IN PRESENT SCENARIO



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ABSTRACT:

Marketing is the process to deliver value to consumers in order to gain maximum share in the present scenario of fierce competition. Marketing communication is one of the important parts of the marketing strategy to aware and to persuade potential consumers and retain the loyal ones. Now a days, companies are increasingly use Out-of-Home advertising to reach their active consumers to gain maximum exposure, generate sales and raise their profiles in the marketplace. Underscoring the importance of Out-of-Home advertising the present paper aims to explain the concept of Out-of-Home advertising, its forms and

relevance of the Out-of-Home advertising in current scenario. The secondary data has been collected from newspaper, magazines, journals, books, websites etc.

KEYWORDS

Out-of-Home Advertising, fierce competition, marketing strategy.

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INTRODUCTION :

Marketing communications play important role in informing and persuading the consumers about the marketing offers of marketers and retaining the loyal consumers. Marketing communications creates customer equity and helps to drive sales and increase shareholder's value. There are several modes of marketing communication like advertising, sales promotion, events and experience, public relations and publicity, direct marketing, interactive marketing, word-of-mouth communication, and personal selling. Among all, advertising is the traditional and most widely used method of communication. Advertising is any form of paid communication that involves reaching the target audience with a precise message to ensure a favorable response. Traditionally, advertisers have used various vehicles such as radio, television, cable, print and outdoor media for advertising. In today's marketing environment, consumers have very less leisure time and they remain "on the move" most of the time and it is a challenge for the marketers to influence and reach its consumers with the traditional media. To deal with this change in the marketing environment, marketers have resorted to strategic use of outdoor advertising. Outdoor advertising takes several forms – such as posters, billboards, unipoles, translights etc. referred to as the traditional media options. However, the world of outdoor advertising comprises much more. There are non-standardized signs such as road side, highway advertising and innovative mediums like transit advertising, mall advertising etc that come under outdoor domain. Hence, a more encompassing form of advertising called Out-Of-Home advertising (OOH) has evolved. Out of home advertising is also referred to as OOH. It includes all type of advertising that tries to reach the consumer while he is "Outside of the home". OOH is ubiquitous and used everywhere you are, be it while traveling in the metro to reach office or while taking a coffee break, on or in bus, taxi, railway station, airport, mall retail store, road, club etc. Innovative use of OOH advertising is growing and all types and sizes of businesses can use out-of-home advertising to gain maximum exposure, increase sales and build brand image.

OBJECTIVES OF THE STUDY

- To study the concept of Out-Of-Home Advertising.
- To study the various forms of Out-Of-Home Advertising.
- To identify the environmental factors affecting OOH advertising.
- To exemplify the relevance of OOH advertising in current scenario.

FORMS OF OUT-OF-HOME ADVERTISING

There are various types of Out-of-Home Advertising like billboards, banners, posters, buntings, hoardings, digital hoardings, mobile hoardings, bus stops, metro stations, auto panel, train advertisement, mobile van, and wall paintings etc. All of these OOH advertisements can be grouped into four forms of Out-of-Home Advertising.

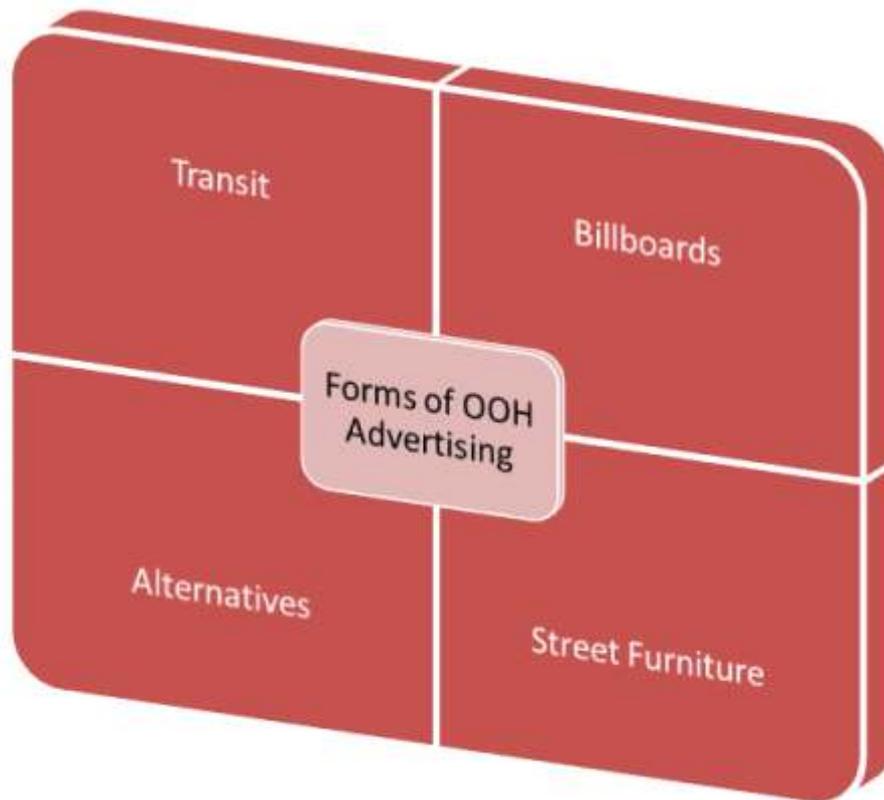
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Fig.1 Forms of Out-of-Home Advertising



•Billboards

A billboard or hoarding is a large outdoor advertising structure (a billing board), typically found in high-traffic areas such as alongside busy roads. These present large advertisements to passing pedestrians and drivers. Bulletins, digital billboards, posters, spectaculars, wall murals, wrapped posters and the like are various formats of billboards. Various innovations in billboard advertising took place over the years. Billboards are highly visible in the top designated market areas as they show large, ostensibly witty slogans, and distinctive visuals. Advertisements though billboards are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement.

•Street furniture

Street furniture is also used in Out-of-Home advertising to grab the attention of the target market. It is a collective term for various objects or equipment installed on streets and roads like walls, bicycle racks, benches, bus stops, Information kiosks, newsstands, pedestrian panels, telephone booths, post boxes, street lamps, and traffic barriers etc.

- **Transit**

Moving vehicles like metro trains, taxis, buses, autos and transit points like airports, metro stations, airports, and bus terminals etc. are used for advertising. This form of advertising is known as transit form of outdoor advertising. This form of advertising captures value for marketers in terms of consumers' attention and generates revenue not only for the advertiser but also for the authorities who charge a rent for renting out this space.

- **Alternative**

Sometimes companies also use a non-traditional format of advertising, known as alternative advertising wherein a marketer uses unconventional place for advertisement like airborne, beach advertising, custom inflatables, cartons and cups, dry cleaning bags, trash receptacles, elevators, tickets, gas stations, parking garages, stadia, and vending cart umbrellas.

Factors Affecting the Growth of OOH Advertising

OOH has suddenly started gaining attention. Several reasons for such a phenomenon can be explained as follows:

- **Increasing ad-spends**

Growth in the Indian economy has led to better employment prospects and more disposable incomes in the hands of consumers. As a result there is an increase in the consumption as well as in purchase. It requires the brand marketers to reach out to the audience through every possible means. With the increasing media spends, the share over OOH media has also increased.

- **Clutter on Traditional Media**

Media penetration has increased phenomenally over the past few years. Increasing penetration has led to increasing demand from a clutter free advertising. OOH advertising provides ample opportunity to advertise for clutter free advertising.

- **Increasing working population**

More and more people are on the move today. Role of women also has changed, now they have very less leisure time. In metro cities on an average, people spend 3-6 hours of the day traveling, which makes them potential audience to OOH Advertising.

- **Aptness in Rural Marketing**

Because of low literacy and ineffectiveness of other media the impact of OOH advertising is high in rural area.

•Cost Effective and Flexible

OOH advertising being a localized and cheap medium by nature also attracts a lot of local advertising. It is cost-effective and relatively cheaper medium as compared to other broadcast based regional or national media and thereby affordable for local advertisers also. It can also be easily adapted to various regions and languages.

CONCLUSION

Marketing communication play an imperative role in informing, influencing and persuading consumers to achieve the objectives of a marketer. The purpose of Out-of-Home advertising as a mass communication tool is to convey the desired message to the target group in an effective and long lasting way. OOH advertising can take various forms like billboards, posters, transits etc. Several changes in the marketing environment like increase in working population, increased technology, “on the move” consumers, less leisure time, fierce competition, and changing role of women have increased the relevance of out-of-home advertising in the present scenario. High visibility quotient, strategic locations to catch “on the move” customers, useful for specific target segments, constant exposure leading to consistent reinforcement, and high impact due to usage of attractive and bold visual imagery are some of the reasons why marketers have increased the use of out-of-home advertising in their promotion mix. So, out-of-home advertising is an effective tool to build a brand image in the minds of consumers and create and manage long term relationships with the consumers.

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