

OUT OF HOME ADVERTISING WORKS FOR ELECTIONS



One advertising industry, the Out of Home advertising industry, is starting to see a huge increase for the number of advertisements that are being displayed and the number of campaigns that is being set up. This form of advertising has become one of the best ways to successfully connect with targeted audiences and is truly a unique strategy. One political strategist, Anita Dunn, believes that with the increase in social media and the advances that are being made with technology, OOH is becoming much more than it used to be. OOH advertising used to be similar to displaying advertisements outside of the home, on a lawn. At this point, however, the form of advertising has so much more to offer to the advertising campaigns and is a great way to persuade viewers. The fact that so many people are using mobile devices makes it a whole lot easier for this type of advertising to be used and provide the kind of results that advertisers are looking for. Studies show that when advertisers have mobile campaigns set up; adding a few billboards to that campaign can help to increase the amount of people that are reached by the campaign by a whopping 300 percent. With billboards being displayed, people are often able to connect with the advertisement on a different level. Billboards provide that local form of advertising which is something that other sources of advertising, such as television and radio advertisements, simply cannot do. While the television, radio and the Internet can all be turned off, Billboards stand strong, which is why they tend to be so effective when they are used with a mobile campaign. The media adviser of former President Bush's presidential campaigns, Mark McKinnon, believes that too much money is spent on television advertisements. He says that while the presidential campaigns invest so much money in television advertising, it proves out to be a waste of so much spending because the results are not spectacular. It is believed that digital billboards that are more interactive than traditional billboards can actually help to increase the opportunities that these presidential candidates have in raising awareness and increasing the number of votes they receive. This is important because the primary instinct of creating a campaign is to target people and get them interested in what is being advertised. With some of the advances that are being made with OOH advertising, people can be targeted based on the area in which they live, along with the area in which they work and other important demographics that can be used to the advertisers advantage as a way of targeting a specific audience. For politicians, it seems as though OOH advertising is a necessary tool, especially since both candidates are looking to raise awareness and receive votes.

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