

## **Bus Queue Shelter Advertising**

Bus Queue Shelter ads are the advertisements propped above the sheltered waiting area at the various Bus Stops all across the city. Bus Queue Shelters are an outstanding advertising medium for all metropolitan towns and wealthy neighbourhoods. These ads are put up on top of bus stops and are seen by travellers waiting at bus stops and passers-by.

They have high impact and visibility and are also available in areas where most other large format advertising mediums might be prohibited.

### **Advantages of Bus Queue Shelter Advertising**

Advertising through Bus Queue Shelters has a number of advantages for advertisers, some of which are given below-

- Size of an ad is a very important factor while advertising your product. The larger the ad the more it would stand out among the other surrounding ads.
- Besides this, the angle and the height at which the ads are positioned are also extremely important. Ads that are placed too far away from the regular person's eye level have high chances of not being seen.
- BQS ads are a lot closer to the eye level than hoardings which are placed at great height and distance from viewer's eye level making them nearly impossible to miss. BQS is the only large sized OOH medium that can provide eye level placement and that gives it an edge over the other mediums.
- Since these ads are placed at the roadsides at the eye level, the heavy traffic in the cities would allow the passers-by to stop and view the ad for a relatively longer period of time and the people waiting for buses get to see these ads for an even larger time period thus ensuring greater recall.
- Unlike most other mediums where advertisements continue to compete for the prime-time ad spots by paying higher and higher prices, mediums like BQS are not dependent on a particular timing to get the audience to see them. Bus Stops are extremely active throughout the day and thus these ads do not depend upon factors like time slots. Besides this, brands have high visibility during the peak hours when the traffic is highest without paying anything extra.

- BQS ads can come in handy since there is no restriction on these ads anywhere and since bus stop shelters are present at short distances in all the nooks and crannies of the city advertisers can target any and every area through this medium.
- BQS ads not only provide great flexibility of content but also an unlimited scope for creativity in various other ways thus allowing brands to deliver their message in a much more impactful. Ads on BQS can be made 3 dimensional, popping out of the surface or even with a moving part making them hard to miss.
- BQS advertising can be made extremely target oriented by placing these ads strategically planned routes allowing brands to penetrate into the target segment in a more effective manner.
- Since people passing by these ads can belong to all classes of people these ads can effectively target both upper and lower segments of the society. With the correct placement of these ads in the right areas would allow brands to reach out to their targeted demographic easily.
- Bus Queue Shelter Ads are placed on backlit surface thus they are visible even at night time due to the illumination thus giving it visibility 24x7.
- Moreover, unlike various other mediums these ads cannot be left unseen, they cannot be skipped, ignored or missed easily and do catch the eye of the viewers one way or the other.

## **Why hire Excellent Publicity for BQS Advertising Campaign?**

Excellent Publicity is an emerging and fastest growing advertising agency headquartered Ahmedabad with branch setups in Mumbai, Pune & Rajkot started its journey in the year 2012. Excellent Publicity is the one stop solution to provide best services to have remarkable ad campaigns all over the nation. We have as many years of experience in media buying, planning and execution and can provide high quality services with comparatively lower rates. Team Excellent has served thousands of clients and helped them in promoting their brands and reach the target audience successfully.

Team excellent is a talented, enthusiastic and well experienced group of people who provide a focused and to the point assistance to their clients and works with the motive of providing high quality services that combines creativity and value pricing. With Team Excellent's innovative ideas you can have ad campaigns that cut across all boundaries.

Our work speaks for itself when you see our clientele consisting of some of the most reputed brands of the world and India including Google, Swiggy, Indigo Airlines and various others. Our campaigns not only have helped brands increase their sales in the short run but have also done wonders for their long-term brand image.

With Excellent Publicity, your only job is to dream big for your brand while we do everything from ideation to execution.

For more details, contact us or write us at [inquiry@excellentpublicity.com](mailto:inquiry@excellentpublicity.com).