

## Outdoor Advertising

Outdoor Advertising also known as out of home advertising consists of all the advertising mediums that reach out to the targeted audience when they are outside their home or on the move. Starting from the traditional billboards to the rather unconventional LED signages and Utility Branding, Outdoor Advertising includes a massive range of mediums which cater to the different needs of different brands. This is one of the oldest and the most widespread advertising mediums all over the world and are available in some of the other form in most areas. Due to its long of history of bringing brands the result that they desire, OOH continues to be one of the most trusted advertising mediums that we have at present and most brands spend a relatively large portion of their annual marketing budget on these mediums.

### Why choose Outdoor Advertising?

- **Visibility-** When it comes to advertising Visibility is everything. The more the visibility of an ad, the greater would be its reach and impact on the audience and there aren't many mediums that can compete with the visibility that the outdoor mediums are able to deliver. Factors such as the large size of billboards and hoardings, eye level placement of Bus Queue Shelter Ads and the Frequency of Pole Kiosk ads provides these mediums with their wide Visibility.
- **Extended Exposure-** Traffic can be a headache for everyone, well maybe not as much for brands advertising on outdoor mediums. The strategic placement of outdoor ads on roads and crossings with increased congestion allows the ads to have an extended period of exposure. Drivers and travellers stuck in traffic view these ads multiple times and for a longer duration ensuring a better recall.
- **Geo- Targeting-** Outdoor Advertising is one medium that allows the brand to target the exact area that they wish to. You can choose the specific city, area, street and even the exact spot where you wish to display your ad. The level of geo-targeting that outdoor mediums can provide remains unmatched by any other medium.
- **Repeated Exposure-** Going to same place through the same route might be monotonous and unfavourable for the passers-by but it can be extremely advantageous to the brands. Through outdoor advertising brands can use this monotony in the lives of the passers-by to their benefit. People travelling by the same route on a routine basis get exposed to these outdoor ads again and again. This repeated exposure leads to better recall and impact for the brands.

- **Budget Flexibility-** The affordability of this medium is the cherry on top. Outdoor Advertising can be as expensive or as economical as the brand wishes it to be. The innumerable options in terms of the type of medium, its location, illumination, material of the ad display allows the brand to manage their campaign well within the budget.

## **Why hire Excellent Publicity for Outdoor 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).