

Advertising in Railway Stations

Railway station advertising is a fairly unique way through which brands can achieve a very high visibility in a considerably short time. Railway Stations provide an opportunity to reach out to the large mass of people travelling from one place to another throughout the day. Railway advertising can be done on any railway stations across the nation according to the brand's requirement. It can effectively target both upper and lower middle class.

Reasons why Railway Stations Advertising is effective

- Railway Station is one such location that has a very high footfall with people from different places travelling from one place to another thus, advertising on railway stations would give any brand a great reach.
- Railway stations are one of these rare locations that are active throughout the day and have high footfall even at odd times. Thus, advertising on railway stations gives the brands visibility throughout the day unlike most mediums which are restricted by time.
- The amount of time that people spend to view a particular can create a lot of difference to any campaign. At railway station people spend a long duration of time waiting for trains in which they are able to observe ads for a longer time giving brands a longer period of exposure allowing them to give a lot more information than they can give through other mediums.
- Demographic targeting is one of the most reliable ways to separate your target segment from the general populace in order to concentrate on them in a better way. It allows you direct all your efforts and budget towards your target group. Since mostly people of the middle- and lower-income groups prefer to travel by trains, this medium would be beneficial for any brand that wishes to communicate to this demographic.
- Railway station branding also gives a variety of options and ad spaces to the brands to advertise on such as advertising at the entrance, advertising near the exit, TV advertising, advertising through railway station jingles etc.
- Since people at railway stations are usually travelling long distances from and to various different places it can help your brand reach out to a geographically diverse audience.

- With TV, radio and most other mediums there is big possibility that the audience might skip, ignore or tune out of the ads as they are seen as interruptions but railway station ads cannot be skipped or ignored easily. They are easily able to catch the audience's eye.
- Affordability is another major and very obvious concern for advertisers while selecting the advertising mediums for their campaign. With the large number of people that view ads on Railway Station, the cost per reach is significantly low making them extremely affordable.
- The intrusiveness of these ads is another factor that gives them edge over various other mediums like radio, newspaper and television. The viewer is not required to explicitly consent to view these ads as in case of the above mediums where the viewer can consciously decide to view or not to view the ad.
- People that travel by trains on a routine basis back and forth view these ads multiple times thus further increasing the recall and brand awareness.
- Railway Stations have served as a n ad space for a good amount of time and are a very well trusted medium for advertising by brands and thus investing in this medium is a lot less risky than other non-traditional ad formats.
- With mediums like Television and Radio brands continue to compete with each other to get the prime time ad slot for which they have to pay a very high cost since it has the highest reach but when it comes to Railway Station advertising, brands not only get high reach throughout the day but they also do not have to pay anything extra when the footfall is the highest.

Why hire Excellent Publicity for Railway Station 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.