

The Untapped Potentials of DOOH - Why Does it Work So Well?

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New technological developments and changing consumer lifestyles have resulted in fresh creative forms of marketing. One method of advertising that is fast becoming a popular choice for marketers is Digital Out-of-Home Advertising. (DOOH) This method consists of out-of-home advertising in which content and messages are displayed on digital signs. These signs are designed to deliver messages to targeted locations at specific times of the day and night. Businesses are now finding that DOOH has a number of benefits.

The following list outlines why DOOH works so well:

1. Research has revealed that DOOH advertising is able to attract consumers' attention far better than traditional methods of media such as television advertising, internet marketing and advertising, newspapers, magazines, and radio. OTX (Online Testing exchange) conducted a national survey with consumers where people reported that "this media was one of the most unique and entertaining ways to capture their attention." As well, consumers are responding positively to DOOH. The Edison Media Research group reports that "reaching mobile consumers in multiple places during their weekly routines resulted in 59% of respondents who saw the ad reporting that they were interested in learning more about the service."

2. Digital OOH advertising provides businesses with flexibility and the ability to target specific consumers. As well, they have the ability to target consumers outside of their homes and offices. Businesses can deliver appropriate advertisements based on where the digital screen is located. This can include gyms, schools, fitness centers, supermarkets, clothing stores, malls, theaters, coffee shops,...etc. Advertisers have reported that moving images, inventive ad copy, shorter ads, and the ability to advertise in normally inaccessible areas, are capturing the attention of more consumers.

3. Advertisers can place digital advertising in specific areas in a particular location. For instance, they can be placed in a specific department of a large store where the advertisements can reflect the products that are being sold. POPAI research has shown "that as many as 70% of buying decisions are made in a store."

4. Advertisers can place screens in areas that contain a particular demographic. This can include schools where young people spend a lot of time or Bingo halls where a large number of senior citizens spend time. When correctly targeted with the appropriate information, it can result in increased sales. As well, businesses can keep their customers up-to-date on products and services by updating their ads on a regular basis.

5. DOOH is very cost effective. Advertisers will spend less because they are reaching their targeted audience instead of a broad audience. As a result, advertising waste is decreased.

In an effort to keep up with changing advertising methods, businesses have had to stay up-to-date on current consumer points of view, technology, and lifestyles. Digital OOH is one marketing method that more businesses are tapping into as the results have revealed success. DOOH allows customers to interact with the company's brand messages in a personal and productive way, as well as allowing advertisers to engage consumers where it is a most suitable setting for them. Businesses are now seeing an increase in sales and more connected customers. Digital out-of-home advertising is one method that is fast becoming an efficient and effective marketing tool. To gain a competitive advantage over other businesses, it is critical for businesses to enter the OOH advertising market. Out-of-home advertising displays messages and contents on digital signs, capturing consumers' attention more effectively.

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