Review Article

Out of Home Advertisement

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Abstract

Out of home market, such as bus shelters, transportation, printing, taxis, spending advertiser’s strains in personal interest to advertise their product. As the competition increases to advertise the product to easily in the vision of the common man very frequently. The main growth areas of playgrounds, airports, shopping malls, retail stores, so-called digital outside home advertising market, including the entire are or the market locations out of home. In today's changing consumer attitudes and with the intention of the media landscape, it is far more challenging to find advertisers to take the next step in the buying process, breaking the confusion of advertising competition. The advertising industry is experiencing dynamic changes over the past few years. To attract creativity and good change in terms of media and methods, attract consumers and technological advances.

Keywords: Strategy, Marketing, Finances, Market Dominance, Advertisement.

Introduction

Includes more than 2,100 operators are in the out of home advertising industry in 50 states in the United States that lead the category of home formats. These out of home media companies are small, independent, range from mass family owned businesses, multinational media companies. Outdoor advertising works well to promote their products in certain areas(1).

Billboards for owners of small businesses, just a very effective bench and traffic advertising, but a successful outdoor campaign should be bright enough to see your external signal is often your prospects first to sign, while you start with the sign of your choice To be specific (not loud) and full of what customers know to be sold in Company. Not to mention, be careful that the signs around the city are eye catching. Then each icon thinks about the feel, remembering that you offer an opportunity to change your first impression, so do not make the best effort with this important marketing tool(2).

You should be able to see clearly to the person involved in the business that has the fleet of the vehicle to deliver, or service, company name, logo and phone number of
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the vehicle. It is free ad that you may increase your exposure to your market(3).

Billboard is most effective when advertising close ads for your business. Because of the high cost, they are often used to reach a large audience, including political campaigns. They are likely to be very expensive for a small company, and some of the strict rules that work for the community, board boards in Vermont are forbidden, for example, they are a good way to advertise bus benches, Bench advertisers have huge spectators who have been taken to red light or slow moving traffic patterns just near. Los Angeles has just Los Angeles, where account executives will be able to see 35,000 advertisements on bus benches in busy areas every day from fifty thousand PU manufacturing companies(4).

House ads are tribal ads that approach customers when he comes home. Here we will focus entirely on digital advertising digital advertising. In the coming decades how home advertising will determine whether there are many innovations in home technology innovation. We have already discussed some other ways to advertise home advertising technologies(5).

Some of them are:

1. **LCD Screen**: Built-in display Purchase interactive video messages to the purchasing company affected players and affordable LCD screen media available. This allows the consumer to get additional information about the display or the decision of the product or service. The LCD screen has already begun to feel its presence. Health club, food joint, shopping mall, we can easily increase their number and enter every day.

2. **Fog Screen/Walkthrough Screen**: This is done by creating a dry mist layer using normal water constructing of the projected image on the fog screen. Therefore, it can float in the air without getting wet. This achievement attracts people and is therefore a good medium for advertising.

3. **Holo Screens**: A display technology that uses coated glass media on the projection surface of a hologram screen or a Holoscreen video projector. If the image projection is on the display, the image is displayed outdoors because the projection plane is not displayed. This is another way to attract people's attention.

4. **Web 3.0**: Web Technology, Web 3.0 is the next big wave of web 3.0, the semantic web habit of some of the important components of web browsing is also referred to the Web's horizon, search methods, more intelligent information and openness. Web 3.0 includes the following major components:

   **Social Networking Sites**

   Social networking sites are like Facebook, Orkut, Linklen and others. Now the advertising company is one of the best places online to find. According to a recent survey of online analysis company I-Cross, it turns out that in August 2012, the population of Facebook will reach billions of billion.
Micro-Blogging Sites
Twitter 'microblogging site with user’s microblogging site provides a platform to express their opinions on the issue of interest to them. People can "tweet" and recommend specific products/services such as others, friends, and more. With viral advertising(6).

Search Engine Marketing
Search engine marketing includes promoting website visibility in search engine marketing (SEM) and search engine search results pages (Siarpis). Other methods include Search Engine Optimization in the Comprehensive Term (SEO), Search Engine Optimization including PPC (Pay Per Click) campaigns.

Search Engine Optimization
Search Engine Optimization (SEO), including keyword research, lets you know that your prospects are looking for and implementing keywords and text within URLs through the following websites, blog posts. This site will run traffic for your business and will include building and maintaining offsite links there. It can be a great way to get your website to the top of the search engine index(7).

Pay per click
PPC campaign engine users (Another way to find paid clicks are to market your business). Pay-per-click ads are usually text-based ads that appear on the top or side of the search engine index. When someone has clicks on it if you are charged for advertising. Google ad words and launch points are available for PPC campaigns, such as Microsoft's Ad Center. It is amazing that even Facebook is a big market that is involved and just waiting for taps. The end of your prospects may be lost to the link landing page, which is important to make sure that the ad is clicked and the affiliate link or advertisement of the landing page, or a quick one. PPC campaigns can take people to your site. If you are looking for a specific model on the internet, you will have a lot of blogs and lots of time to keep this kind of page encouraging the user to keep up with the user, Think of an idea in this area that you do not know. The following 'definitely' will definitely affect your purchase decision. Advertising companies have the opportunity to manage ideas from the side and are very well aware of their work(8).

This reputation is another aspect of Search Engine Marketing (SEM) which is a part of management. Well, these days it’s easy to spoil a person’s reputation, and it's spreading over the internet without any time, but using the right tools can squash these efforts for any business. Flight, modification, and management are the keys to controlling negative feedback before spoiling your fun(9).

Observing or charming you are using personalized and pre-owned videos, those products or services carry out a few steps according to their point of view on the main character of the video, instructing you to intentionally or inadvertently tell you. In another development we need exclusive practice to promote products using Averaging, games advertising or computer games(10).
The abbreviations that are used are designed to create abbreviated CAP To completely automate public tutoring tests that tell these computers to humans and personal computers easily, but this solution to computers can be estimated using Capuches unauthorized sessions on humans Written by, it is difficult to find the right solution Chalet software can be a function and performance of certain systems to prevent the service quality of the effort to prevent. The company usually uses some idle words or characters that are distorted for this now to fix the same media used by some company, but here is your company's punch line, or something else than that product or related brand(11).

The advertiser provides the audience with something that forces brand messaging to interact with the new "captive"; and it gives us the opportunity to monetize the material through sharing advertising revenue with the website owner

1. From Blogging to Micro-blogging:
   A blog is a combination of website ideas, thoughts, pictures or other content that is ready to share an individual. Blogs are largely categorized in two ways: Family and personal blogs, hobbies, including any topic, sports, etc. Other activities are the most popular of nature(12).

   Corporate blogs promote the main purpose products, including blogs. To increase your visibility, important blogging and blogs will be one of the most effective marketing strategies, but Web 3.0 has begun to change the way blogs work so you can strengthen your marketing efforts. Lack of availability of time these days there is no interest to read the full story to write a link to the main point home blog short blog (200) short. The nice thing about micro blogs where they can be updated, No it is just a text message update. Twitter is the best platform for micro blogging.

2. Virtual Reality Worlds:
   It is 3D, web-based community that lets you interact with devices and users across the world through virtual reality interactions. There are a variety of uses for virtual reality; the intent is to convince your entire mind that there is something real behind you even if you are behind the computer(13).

   There are several things you can do in a virtual environment:
   1. You can arrange a meeting with someone physically far away
   2. If you need to visit a doctor, go to a virtual hospital. 2. Turn on the camera and you're in business. If your home can be ordered to require some test run, your doctor or nurse will send you a supply of a national exam(14).
   3. Attend a rock concert instead; see the show in the virtual world. Some menus can in some cases be live and live concerts of performances and live rock concerts
   4. Do you want to buy things? Meet the seller, visit the virtual shop; Select the product and the product will be shipped to your home.
   5. Moving to thousands of network locations commonly referred to as
'global lounges', virtual reality sites are the best place to advertise in current volatile situations. www.secondlife.com creates virtual stores; service centers that can help you promote your products that are one of the most suitable websites for this purpose.

**Video Advertisement:** We can still watch the video in the world. I want to see all of the text instead of one read all the audio, they simply can use almost any use, it is fun video transmission and taken into account. The video industry is growing day by day for these reasons. Demand to make a big change in physical DVD prospects. People do not have time to buy DVDs from DVD stores; instead, they turn on their computers and do something(15). People can find different types of videos through comedy, home video, Contents and everything on the internet easily with nearly all video. A person can sit in front of a computer and watch video on the Internet for hours(16).

Because of all these reasons you are getting a tube of every day. Also, anyone can easily find tubes, various TV soaps, movie clips that can be remembered for that view. In addition, because of increased bandwidth video quality in the expansion, one can easily see for yourself that does not meet the high-definition video from YouTube to be a very attractive option to advertise the following incoming tube and further increases the movement of innovative ideas. Most of YouTube content is one huge reason why the major popular because users have already created a tube to the amount of the substance. And it grows day by day.

There are just two ways to advertise on YouTube:

1. **Viral Video:** prepare a video which has some ingredient of general public interest such as comedy or any current affair and present it in a way that people like it. Once it is being uploaded, the rest would be done by people itself. If the video be good enough, it will be an instant hit and will be recommended to see via word of mouth(17).

2. **Advertise Before Video:** one can also prepare a small advertisement which will be shown before any hit video. This way your advertisement will be noticed by the people watching the video.

**Conclusion**
Outdoor advertising is not only old but advertising, but has become a new life in existing media. In fact, digital, video and wireless technology will redefine this region over the next few years, and it will be the second choice for advertising spending growth. "Traditional media tend to generate consumer disruption and control, responsibility and ad appearance of digital technology is very high.

President PAU Media CEO Patrick Quinn said, "Contrast agent Joe, home advertising is another immune channel, or immune. Experian's Consumer Survey data provides more information on the average speed of Trapanon when it comes to TV commercials, so it shows even bizarre, adult snatching, bizarre, and even being adult.
Moreover, when they go shopping, the ads are more positive image among consumers, assuming they are out of dependence on advertising products in particular. While the display in the information is likely to be higher than adults who can feel down, adult shopping can see them watching the billboard and improving their cityscape, so advertise the recalled product. At the same time, they are higher than average on negative feelings towards TV commercials.

Reference


