

Why Out of Home advertising?

...because Out of Home advertising is **Iconic and memorable**



Out of Home advertising resonates with the public and some of the most famous ads of all time have appeared on billboards.

This is true at an international and local level.

...because Out of Home advertising **creates impact**



Billboards are big! Larger than life. They offer a large canvas to create impact and build awareness quickly.

This makes it a popular medium for product launches, film releases or rebranding.

...because Out of Home advertising **has a mass audience**



While other media such as TV continues to fragment, Out of Home advertising has the ability to be viewed by anyone who leaves the house!

...because Out of Home advertising **is on 24/7**



Out of Home formats cannot be turned off like a TV, radio or computer. It is all around us and illumination means they are visible both night and day.

...because Out of Home advertising **can be local or national**



Out of Home has the ability to target a local audience with a local message or promote a generic message suitable for all.

...because Out of Home advertising **is at the point of sale**



A unique strength of the medium is that many formats have been created and adapted to communicate directly with consumers at the point of sale

...because Out of Home advertising **is a strong reminder medium**



Out of Home is well suited to simple, strong messages that often work in tandem with other media. This allows the advertiser to use Out of Home to remind the audience of more detailed advertising seen elsewhere.

...because Out of Home advertising **can chase an audience**



Whether its on their way to work, going shopping, exercising or going out socialising, Out of Home can communicate with your audience at various points throughout their daily lives.

...because Out of Home advertising **is innovative**



Out of Home has embraced new technologies and offers advertisers new ways of interacting with their audience.

New digital formats, mobile technology and innovative lighting techniques are all giving a fresh and modern twist to a traditional medium.

...because Out of Home advertising **has a young, urban bias**



Our research shows that younger people are more aware of the medium. It also offers access to city centre environments. It is a great way of reaching young people on the move.

...because Out of Home advertising **attracts blue chip clients**



The top advertisers in the country use Out of Home advertising to a large extent. The medium adds to the prestige of a brand, giving it a big brand feel.

...because Out of Home advertising **is measurable and accountable**



Through a range of systems developed by PML Group and by the Out of Home industry as a whole, advertisers can be guaranteed quality, measurable, accountable campaigns.

# Out of Home Advertising

Exposure | Attention | Engagement