



#GETNOTICED

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## Simple advice for the Business owner looking to use Billboard Advertising

### Introduction:

Billboard advertising is a fantastic way to reach your target market quickly, effectively and in a very cost-efficient manner.

Also known as 'Outdoor' and 'Out of Home' advertising, billboards range in both size and format. Sizes include 6 sheet, 48 sheet and 96 sheet options, and formats range from standard 'paste-on' through to full digital.

The vast majority are located in high volume areas on the side of busy roads or in city and town centres, which makes them easy to see and hard to miss!

They have an average 'dwell time' (that is the time you are actually looking at the advert) of 8 seconds so any message needs to have a simple and memorable visual.

From this quick overview, hopefully we can show you how billboard advertising can be an effective marketing tool for your business.





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## 1. Spend time on your creative.

This is the most important part of your campaign because it is what people will actually see.

If what they see is attractive to the eye, easy to understand and has a simple call to action, then you are making it easy for them to do what you want them to do! Remember, people will only see your message for an average of 8 seconds, so make it memorable.

One great example of how effective billboards can be will be the 'Hello Boys' Wonder Bra campaign from the early 90's.

Whenever possible talk to and listen to a professional creative. They tend to view things differently from non-creatives and because they are not as close to the subject as you are they will be able to translate your message into a format that is both simple and memorable.

### Don't forget the old acronym – A.I.D.A

**Attention** - use images. It is easier for someone to look at a picture than read a lot of words.

**Interest** - If they like what they see, there is a much better chance they will read the wording you will need to put in.

**Desire** - ensure what you offer is attractive...make people 'want' to follow things up.

**Action** - give 1 simple call to action. People will know what you really want and therefore are much more likely to do it.

**Remember-** the advert is designed to get them to do something (go to website, pick up the phone) so don't confuse them!





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## 2. Plan an appropriate campaign

Whatever your message you need to ensure that it is given both time and visibility to enable your target market to understand your message.

Time - Billboards are booked for multiples of 2 weeks so if your message is more long-term you need to book them for longer periods.

Visibility – although billboards are located in high volume areas, they are static.

This means you need multiple sites in a defined geographic area to ensure that you maximise the OTS (opportunities to see).

## 3. Availability!!

Outdoor advertising is one of the most popular forms of advertising for National and Regional brands and companies. In fact, 95 out of the top 100 companies in the UK use it as part of their marketing mix.

Also, there are only a finite number of billboard sites, each of which are sold on a first come first served basis with many sold months ahead of any campaign. This means that availability is very difficult to predict.

A simple rule of thumb, if you are told by your Agency that a site, or series of sites are available, and you want them – don't wait, BOOK THEM.

If you don't then someone else will.

## 4. Have a budget!

It might sound odd, but you will need to pay for your campaign!

There is no 'set price' for billboard advertising as each campaign needs to be seen as bespoke. Therefore be realistic and flexible. However, it is probably more cost-effective that you think! The cost is invariably either equal to or less expensive than a local newspaper but whilst that will be for 1 day, the billboard will be for 2 weeks!

For standard paste on boards, there are two costs – the actual board and also the print and fixing of the advert. Our quotes include both costs.





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## 5. Consistent message

Whatever your message is, the most effective campaign will be a multi-media one.

Make sure that all other media you use and your website have the same message.

Potential customers WILL see your message but just imagine how much more effective it will be if they hear your message on the radio and then see it on the billboard...or visa versa!

## 6. Keep your staff informed of what you are doing!

They have a vested interest in your campaign being successful so make sure they know what your message is. People will either contact the business or talk to staff outside of work and you need to ensure that everyone is on-message.

## 7. Use a professional advertising agency

The vast majority of billboards are owned by a small number of large media companies (Clear Channel, Primesight, JC Decaux) who are used to booking large campaigns. This means that when an individual business calls them direct, that business may feel that they have been serviced poorly, over-charged or worse, ignored.

However, by using a specialist Outdoor Agency, we can represent you and ensure you get the right campaign for the right price.



## Want to know more?

Why not give Chris a call on **01724 410 333**  
or drop us and email at **[chris@cgadvertising.co.uk](mailto:chris@cgadvertising.co.uk)**  
We are always on hand to offer our expert advice.