

# Outdoor Advertising Agency in Nigeria

## OUTDOOR ADVERTISING AGENCY

Outdoor advertising or also regarded as Out of home advertising is the process involved in bringing your products and or services to your consumers when they are outside their homes. It is believed to be where potential consumers spend over 67% of their time.

## TYPES OF OUTDOOR ADVERTISING

Basically, outdoor advertising falls into three major categories, transit advertising, street furniture, billboard advertising.

**Transit Advertising:** Transit advertising is advertising placed in or on modes of public transportation or in public transportation areas. Using this method of advertising, ads can be placed anywhere from on the sides of buses, trains, and taxis, to inside subway cars, inside bus stations, and near train or bus platforms. The main purpose of transit advertising is to reach riders and acquaint them with your brand.

Many times, it may be hard for a person to ignore an ad they are sitting across from on a train or bus, simply because it is in their direct line of view. Also, transit advertising guarantees your small business a varied audience by age and income.

Transit advertising is important because it can provide high visibility for your product on a daily basis. Also, your audience may not necessarily be able to ignore your ads as they would, by fast-forwarding through a television commercial or radio advertisement or flipping past a magazine ad.

**Street Furniture:** Street furniture advertising is an out-of-home (OOH) advertising that is affixed to street furniture using various displays often providing a public amenity and are positioned at close proximity to pedestrians for eye-level viewing or at a curbside to impact vehicular traffic. Street furniture displays include transit shelters, newsstands, kiosks, shopping mall panels, convenience store panels, and in-store signage amongst others.

With a wide range of opportunities, including bike shares, bus shelters, and metro lights, these unique outdoor assets provide impact to pedestrians and vehicular traffic. Whether providing broad-based coverage or targeting specific neighborhoods, Street Furniture provides unique media opportunities in high-profile and highly desired urban areas, especially in countries like Nigeria.

**Billboard Advertising:** This is a large outdoor advertising structure (a billing board), typically found in high-traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically brands use billboards to build their brands or to push for their new products.

Posters are the other common form of billboard advertising,

located mostly along primary and secondary arterial roads. Posters are a smaller format and are viewed principally by residents and commuter traffic, with some pedestrian exposure.

Other forms of outdoor advertising include Shopping Malls adverts, Mini-poster, Digital Outdoor Advertising, which is not limited to Exterior Signage for small businesses. This helps to communicate their business well from a distance and also convey their brand image to let them get discovered. Point of sale display, lamp post, and Bridge display advertising also makes the list of outdoor advertisement.

## **OUTDOOR ADVERTISING COMPANIES IN NIGERIA**

1. Alternative Adverts Limited
2. Netpreneur
3. Transpose communication services limited
4. Bluesky Media Promotion Nigeria limited
5. New crystal communication
6. Gold fire Nigeria Limited, amongst others.
7. Absolute Outdoor Advertising Agency

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