

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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Outdoor Advertising In Nigeria Benefits And Cost

Outdoor advertising in Nigeria also called out-of-home media, is advertising done outside of the home. This includes posters, billboards, wallsapes, and transits seen while they are “on the go”.

It can also be seen as the process of displaying marketing materials in outdoor spaces that consumers frequent.

Most businesses in Nigeria use this type of marketing platform to increase their overall success, build brand awareness and boost visibility.

According to the Outdoor Advertising Association of America [OAAA], it states that consumers spend more time outside of their homes than inside of them, which makes outdoor advertising highly effective.

The key takeaway to using outdoor advertising in your marketing campaign is visibility. Each type of outdoor advertising – billboards, posters, and transit system ads – all give a stronger presence in a specific area of town. It can link you to the local community, engage tourists or appeal to commuters with a long ride to and from work.

The possibilities are limitless. That’s why it is vital to craft a plan that aligns accurately with your marketing goals. Outdoor advertising is one such technique that is quite structured as a mass-market medium, and you can use it for branding, broad messages, support campaigns, and so forth.

In outdoor advertising, the messages should be really bold and visible so that it can get the attention of the consumers, and also the images to be used shouldn’t be excessive.

BENEFITS OF OUTDOOR ADVERTISING IN NIGERIA

1. **Attention-grabbing:** Unlike other forms of advertising such as television, radio, newspaper, etc, outdoor advertising is very unique and can stand on its own. This means that they do not have to compete with the other forms of advertising. Consumers hardly forget the ads they have seen as it is more likely to commit to their memory.
2. **High reach:** For businesses that are looking to reach a high audience, outdoor advertising is the best option. Most people who do not have access to other forms of advertising can have access to outdoor advertising. It has been recorded that almost 70% of consumers spend most of their time outside their homes, this is why most businesses in Nigeria make use of outdoor advertising for their products or services.
3. **It's engaging:** Consumers who are on a road trip or walking on the road are more likely to get attracted to a large billboard or poster that they have viewed on the. They are more likely to get engaged in such a form of advertising and also take action by making purchases for such products.
4. **Highly impactful:** In outdoor advertising, consumers can easily see the ad without being interrupted unlike ads on the television or radio. It can easily be seen around the environment, unlike television where it has to be turned on first.
5. **Cost-effective:** Outdoor is much more cost-effective

compared to that of television, radio, and newspaper ads. They also offer a greater return on investment, making them an excellent option for business owners who are on a budget or who are looking for a savvy advertising option.

COST OF OUTDOOR ADVERTISING IN NIGERIA

A number of things count towards the cost of outdoor advertising in Nigeria

- Rent costs
- Printing costs
- A fee was paid to the Advertising Practitioners Council of Nigeria [APCON]

The Advertising Practitioners Council of Nigeria [APCON] is the only body responsible for vetting every advert be it TV or as billboard advert, and should be confirmed by the government agency. APCON is the body that is charged by law for guidelines of commercials in Nigeria.

The cost of billboard advertising in Lagos can be between N200,000 to N3 million relying upon the above-stated factors influencing the cost.

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