

Maria Dovgaya
Science tutor L.V. Bedritskaya
BSEU (Minsk)

OUT-OF-HOME ADVERTISING

I'm absolutely sure that all of you think that online advertising has recently replaced all kinds of advertising especially out-of-home. But you are deeply mistaken, that kind of advertising is still alive and flourishes.

Out-of-home advertising (OOH) is any visual advertising media found outside of the home. This can include billboards and signs, ads on street furniture like bus shelters or benches, in transit areas like airports or train stations, and place-based ad media like you might see at a stadium or in the cinema. These various formats account for thousands of locations and millions of screens around the world.

OOH is an expensive category, and today represents spending of about \$29 billion dollars across key markets around the world. Some of the world's most important advertisers, including McDonalds, Apple, Amazon, and Coca-Cola, all make regular and extensive use of various OOH formats in their campaigns.

Despite being very popular nowadays, online advertising can be a little frustrating for media buyers. Ad blockers are in widespread use, and those users who don't use ad blockers are so bombarded with advertising that it's difficult to stand out. When customers visit a website, they typically have a goal in mind, whether it's to read the news, chat with friends or download music. And these options presented on websites can easily distract people and pull their attention from online advertisements.

These aren't worries with out-of-home. Billboards, signs, digital screens, and the rest of the out-of-home family are unskippable. They're also unblockable.

From time to time, OOH advertising can be really impressive and spectacular.

For instance, Canadian enterprise 3M which specializes in producing bulletproof glass, conducted the advertising campaign where they put 3 million dollars inside the glass at the bus stop. Anyone could take the money in case he/she managed to break the glass.

Another smart example of OOH advertising is the next. At first glance a simple ad of shoes can be seen, but it is not as easy. In fact it is an ad of body cream with a tag: "Even expensive shoes won't make your skin soft".

There's one main tendency: out-of-home is going digital. Digital out-of-home media (DOOH) offers brighter colours, movement, and greater effectiveness. Privacy concerns and regulations are driving consumers and media buyers away from the online spaces that have been the dominant force in global advertising of late. Because data used in the out-of-home space is anonymized, digital out-of-home is being used as a friendlier, safer alternative for reaching masses of people with impressive, exciting visual ads. In a survey published by

Marketing Sherpa in 2017, consumers rated outdoor advertising as more trustworthy than all digital advertising formats.

WHAT'S NEXT FOR THE INDUSTRY?

The answer is programmatic digital out-of-home advertising. It is the automation of DOOH sales transactions with the use of computer programs. This presents a big efficiency gain. With traditional DOOH sales, an advertiser must contact a network owner directly to negotiate the details and terms of the campaign. Pricing, availability, audience targeting and other important variables need to be discussed in advance. Once a deal is made, the network owner must manually schedule the campaign on their network.

Programmatic's automation removes many of these steps. Instead of needing to negotiate every campaign with the network owner, a media buyer is able to simply access the network's inventory and book the screens they want, when they want, according to a defined price and established criteria.

Regarding Belarus, most common out-of-home advertisements are billboards. The billboards in Belarus tell an interesting story about the country. Before 1991, these advertisements were sponsored by the communist authorities and focused on both social and political propaganda. Even today the majority of billboards throughout Belarusian cities promote healthy and safe lifestyles or patriotic themes rather than sell products and services. Many billboards stand empty or only target potential advertisers with the message "your ad could be here."

All in all, a lot of space is taken by billboards, that raise awareness about the risks of smoking, drinking, and taking drugs. But it would be better to provide more space for commercial advertising rather than state.

References:

1. Broadsign.com [Electronic resource] : Everything you need to know about out-of-home advertising. – Mode of access: <https://broadsign.com/blog/out-of-home-advertising>. Date of access: 6.03.2019

2. Bannerflow.com [Electronic resource] : Digital out-of-home (DOOH) advertising trends 2019. – Mode of access : <https://blog.bannerflow.com/dooh-advertising-trends-2019> . Date of access: 7.03.2019

3. Ксения Кнорре: Наружная реклама. – Москва, 2002 г.

4. The balance careers [Electronic resource] : Outdoor Advertising Methods, Tactics, and Tips. – Mode of access : <https://www.thebalancecareers.com/what-is-outdoor-advertising-38452> . Date of access: 7.03.2019