

Outdoor: The Weaknesses

Brevity

Outdoor advertising can only give a single, quick message which must be caught by the eye of the passerby. It does not allow for product details or more than a single, chief sales benefit or name identification.

Limited Availability

Large, long-term advertisers often control prime outdoor locations. Construction of new billboards is restricted by costs, space, availability, and rigid municipal codes and environmental regulations.

Low Recall

Commuters behind the wheel and other potential customers are exposed very briefly to your outdoor messages, minimizing message retention. Such adverse conditions as heavy traffic or bad weather also can limit impact and recall.

Inflexible

Once your message is up, it generally stays up throughout the duration of the contract. Ads must be purchased an average of 28 days prior to showing, to allow time for production and placement, which prohibits any corrections or additions that may result from changing business conditions.

Lack of Effective Measuring Tools

Unlike other advertising media, outdoor has no truly reliable method to measure its effectiveness. There are a few studies in existence, but they mostly apply to limited geographical areas and employ widely varying methodologies.

Low Public Opinion

Many people share the opinion that outdoor advertising is an eyesore which is destructive to the beauty of communities and the countryside.