

## PERCEPTION OF YOUTH ON OOH ADVERTISING AS SUPPORT MEDIUM

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### Abstract

Outdoor advertising plays a significant role in reinforcing brand messages among people. OOH advertising acts like a support medium and provides a right media mix to other main stream media in order to get a greater impact. OOH is a very treasured medium and works as a catalyst to other media such as TV, digital, etc. Ones you watch the commercial at home, step out and see the same messaging again it strengthens the communication. It helps in generating high brand recall. Outdoor media encourages more exploration of the brand among the target customers. On an average people spend 70% of their time per day outside home. The best combination for connecting people in today's world is mobile phones and outdoor advertising. The said combination of Outdoor advertising and Mobile phones has the power to even prompt people for a brand choice shift. Outdoor advertising is a central channel to reach urban population, since it cannot be avoided or jammed in external surroundings. This research is carried with the objective to find the perception of youth on OOH advertising as support medium. Nearly 76 respondents were contacted using convenience sampling technique and their responses were taken using questionnaire method.

**Key words:** Outdoor Advertising, recall medium, support medium, recall level, reinforcing medium, media mix.

### Introduction

#### OOH Advertising

OOH advertising is also known as Out-of-home advertising or Out-of-home media or simply as Outdoor advertising. It is a type of advertising which is placed out of home at public places, while travelling or while waiting at some place with constant audience presence. As per OAAA (Outdoor Advertising Association of America) "there are 4 categories of out of home media namely Billboards (hoardings), Street Furniture, Transit, Alternative media."

#### TYPES OF OUTDOOR ADVERTISING

Billboard Advertising: this is the most popular forms of advertising. Billboards are located generally near roadways that receives heavy traffic; However they are also placed along the roadside which are less frequented. Normally billboards are found on all prime locations of the city like beaches, railway stations, Cinema halls, shopping malls etc. The greatest

advantage of billboards is that it is easily visible as they are available in huge size and they are quite cost effective medium.

Transit media: Transit media includes advertising on or inside taxi, buses, and trains.

Street Furniture: there are OOH advertising affixed to street furniture like garden and parks, washrooms, bus shelters etc

Alternative media: Any OOH platform which is not a billboard, transit or street furniture can be called as alternative media. Like balloon showing an advertisement.

#### Benefits of Outdoor Advertising

Highly impactful: OOH Advertising are the part of the surrounding so they are instantly seen and cannot be turned off. So it create significant impact.

Attention Grabbing- Unlike other medium OOH advertising stand alone. Hence there is less clutter and do not have to compete with other ads. Moreover, OOH advertising are quite attractive because of its quality and huge display. Consumers who may not have access

tom other advertising modalities, such as social media, have access to out-of home advertising.

Cost effective OOH media is highly cost efficient medium as compare to all conventional medium. It offers a good return on investment making it good choice for the media planner.

### **Limitations of Outdoor Advertising**

Failure to recall contact information. It is difficult for the onlookers of OOH media to recall a phone number or the website address.

Vandalism: Vandals can easily spray paint or disfigure a billboard that can prevent consumers from acquiring the message of the ad. Rather it can create negative publicity for the brand.

Cannot be measured: It is difficult to measure reach or whether the reach is leading to purchases in case of OOH advertising.

### **Future OOH Trends**

- a) Immense growth of OOH platforms in the market.
- b) Better and more focussed reach
- c) Digital integration in OOH
- d) Scalability in technology
- e) Increased personalisation

### **OOH Media- A Support Media**

OOH Advertising acts like a catalyst to all other media like TV ,Radio, Newspaper, Magazine, Digital and Mobile advertising. According to Ram Jalan, CMO, Omaxe ltd mentions that," Outdoor is quite apt for building recall and reach. If I am doing a high decibel Online or TV campaign, OOH is quite essential medium to support that". Integration of OOH media with Mobile advertising achieves highly targeted results and better

recall. The Support media increases the efficiency and effectiveness of any brand message generated in all common traditional media. The combination of OOH and Mobile bridges the gap between the offline and online worlds and perfectly connects to the benefits of both. OOH provides reach continuously and consistently and gives brands a public profile. The outdoor media and mobile phones complement each other in the sales funnel and – as studies have shown – are most effective in combination. OOH acts like major secondary medium to provide right media mix to the media planners.

### **RESEARCH OBJECTIVE:**

- 1] To know the perception on the youth towards OOH media as Support media
- 2] To find whether OOH media helps in recall of advertising message
- 3] To study the integration of mobile phone advertising with OOH media during COVID-19 Pandemic.

### **RESEARCH HYPOTHESIS**

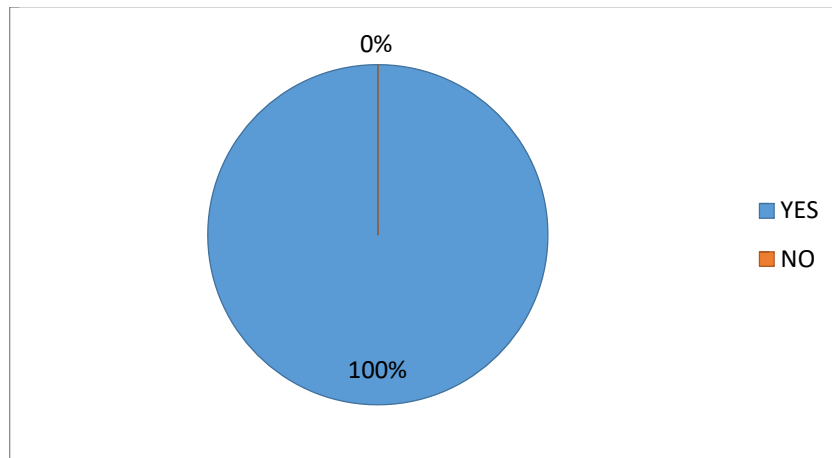
- 1} Majority of youth feels that OOH media acts like Support media
- 2] OOH media helps in increase the recall of the advertising message
- 3] The integration of mobile phone advertising with OOH media during COVID-19 pandemic has been positive

### **SAMPLE DESIGN**

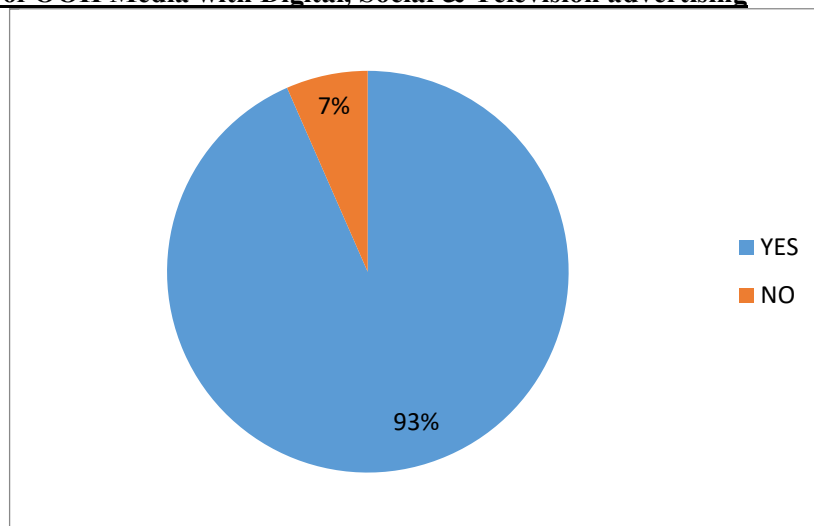
- This study is conducted on a sample of 20 respondents
- Simple Random Sampling
- **Age:** 18-25
- **Gender:** Male & Female

### **METHODOLOGY**

- Primary Data Collection- (Survey)
- Unstructured Interview method

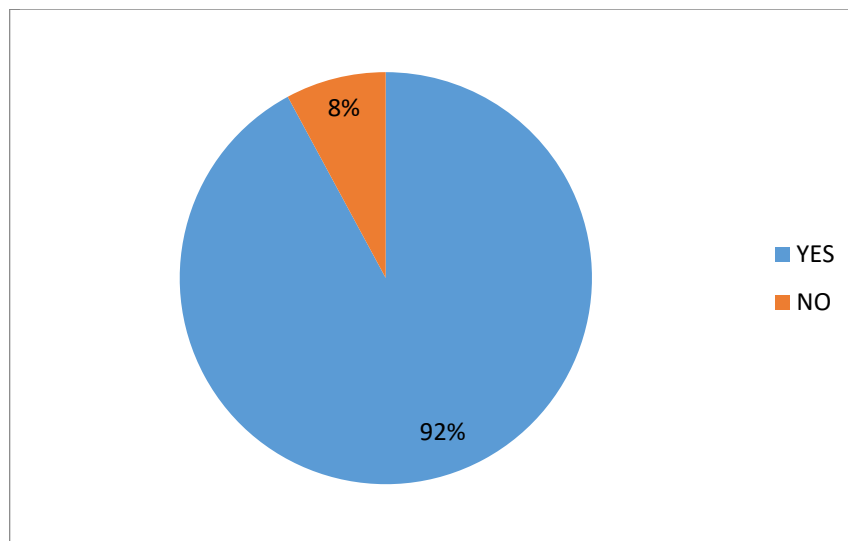
**DATA ANALYSIS****#1 Percentage of youth who have seen Outdoor media like billboards, hoardings, transit and alterative medium.**

**Analysis:** The pie- chart shows that all the youth between 18 to 22 years are expose to Outdoor media of all kind like billboards, hoardings, transit and alternative media.

**#2 Integration of OOH Media with Digital, Social & Television advertising**

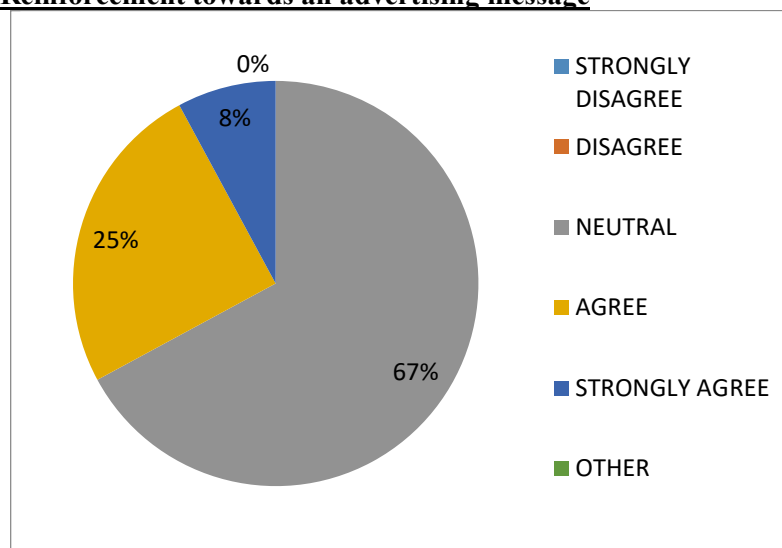
**Analysis:** Nearly 93% of the youth feel that OOH media has integrated with Digital, Social and TV advertising, which in turn acts like a catalyst to the other media for ad message delivery. OOH media provide a upright media mix to get a synergic effect to the brand communication.

**#3 OOH media is a Support medium as it backs the other main stream media to deliver advertising message**

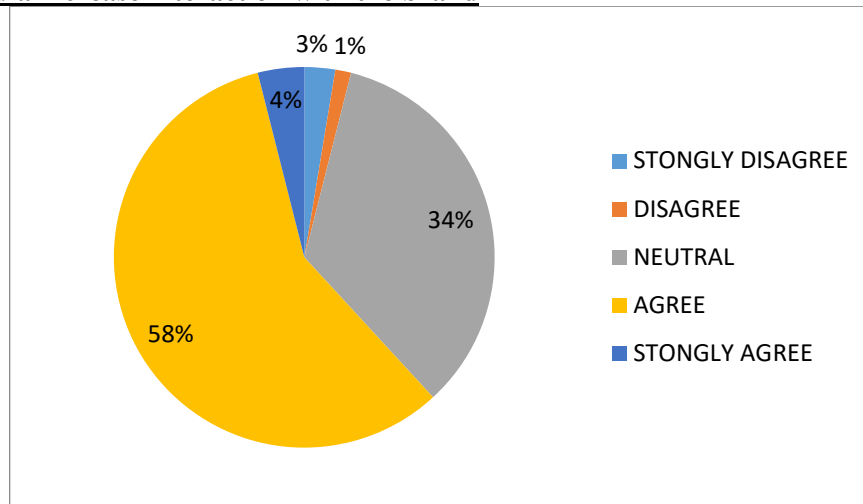


**Analysis:** Nearly 92% of the respondents feel that OOH media is an effective Support media. Although OOH media may not generate demand but can increase the reach and recall of the advertisement. Since the OOH media is present in our environment, it strengthens the advertising message lead to message amplification.

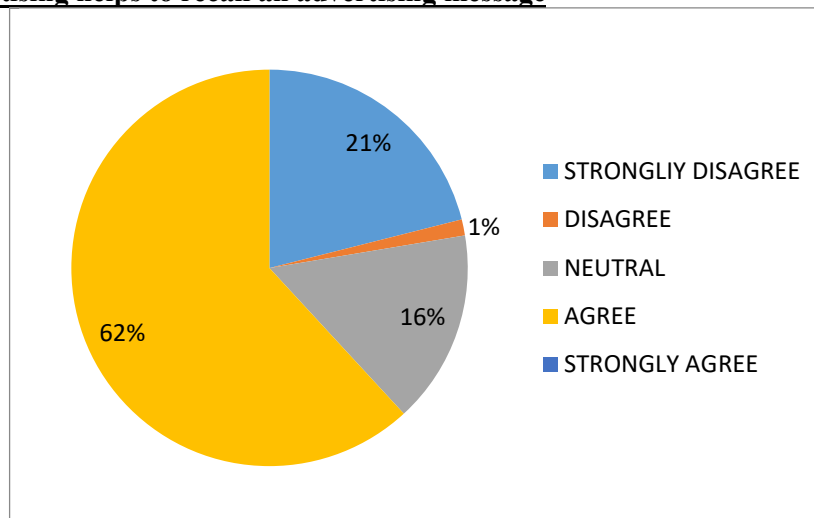
**#4 OOH create Reinforcement towards an advertising message**



**Analysis:** Nearly 67% of the respondents gave a 'Neutral' response. Indicating that OOH media might or might not reinforce towards an advertising message. Although 25% agree to this statement and 8% strongly agree to this statement.

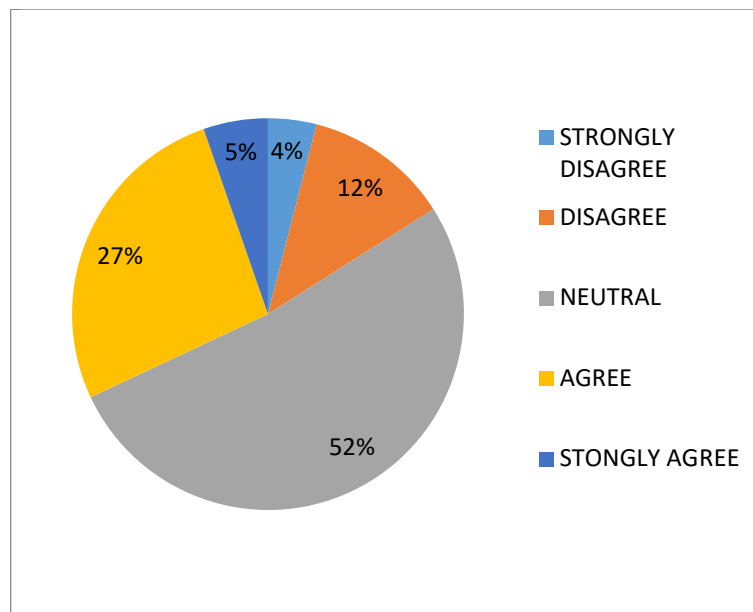
**#5 OOH media increase interaction with the brand**

**Analysis:** Nearly 58% of the respondents agree that OOH media increases brand interaction. Brand engagement, or consumer interaction, describes the process of forming an emotional or rational attachment between a person and a brand. Through OOH media brand connects to its consumer over a range of "touchpoints," or a sequence of potential ways the brand makes contact with an individual. The variety of OOH formats and diverse positioning in the marketplace offer brands countless touchpoints to reach busy consumers everyday.

**#6 OOH advertising helps to recall an advertising message**

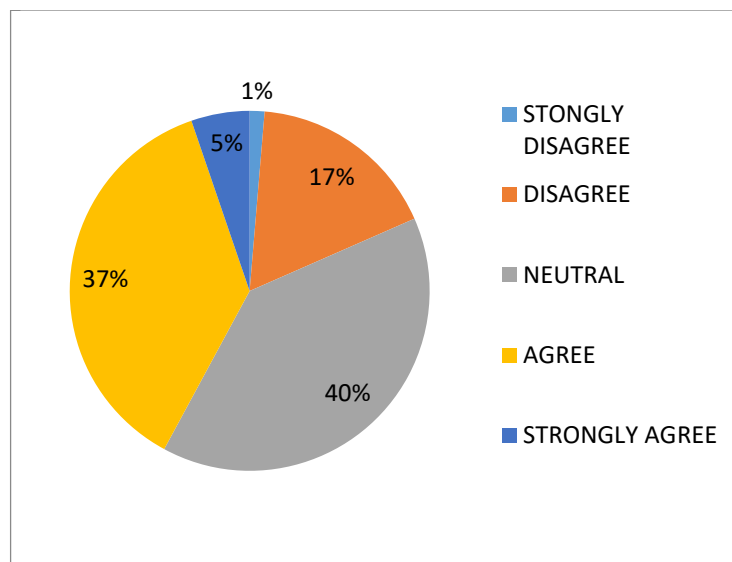
**Analysis:** Nearly 62% of the respondents feel that OOH advertising helps to recall an advertising message. When OOH media utilised with a correct approach adds tremendously to the recall value of the brand or the product.

**#7 During COVID-19 Pandemic Convergence of Mobile and OOH media seems immensely effective to any brand.**



**Analysis:** 52% gave a 'Neutral' response to it. But 27% agree to this statement. OOH media and Digital media provides a good combination of online and off line platform. The limitation of Digital media is shielded by OOH media. Both the medium strengthen each other when mixed. It should be done in such a way that it creates a uniform campaign experience.

**#8 OOH builds trust among the customer since it is for a longer duration at a particular location**



**Analysis:** 37% of the respondents feel that OOH media develops trust among the customer as it is for a longer duration at a particular location as compare to other broadcast and digital medium which are transient in nature.

**Overall Conclusions**

The findings reveal that most of the Youth perceive that OOH media indeed a Supportmedia. It acts like a catalyst to all other

traditional media like Newspaper, magazine, Radio, TV and Digital advertising. Integration of OOH media with any other advertising medium increase the reach and recall of the

advertisement. OOH advertising also reinforces the brand communication when seen in outer environment. During the Covid-19 Pandemic the pairing of mobile phone advertising and OOH media seems quite effective. It provides the integration of online and offline communication. OOH seems to overcome the limitation of digital media. Lastly, OOH media provide trust and credibility to the advertising message as compare to broadcast and digital media which is transient in nature.

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