

OUT DOOR MEDIA(MURAL ADS)

Advantages

1. Size – any size ,small, big , sound (town crier), Budget, film , Political
2. Long Life – continuous information , viewer , every time , one time cost
3. Impact of Colour – combination of several colour ,
4. Low cost – less expensive , (press, T V) , monthly rent 1 lakh ,
5. Flexibility – easy change , seasonal , alter , new market area ,

Limitation

1. Problem of Detail Information – can not give ,fix brand, slogan ,name - poster
2. Problem of Cutter – number of ads , window display, Bus stand ,Railway , other ads ,
3. Problem of Audience – limited audience , certain market , not fix audience , press,
4. Problem of Measuring – difficult to measure response , local retailers ,
5. Quality – may not good ,not attractive , create poor impression