

## Ten Core Assets

With the words of O A A National Convention attendees and speakers fresh in my mind, it seemed not just important but appropriate that this month's column be devoted to the abundance of assets that define outdoor advertising. The convention reinforced what is obvious to many – that outdoor is a terrific medium. Anyone in attendance could attest to that. But do those who need to know – those making decisions about which medium to choose – realize this?

Outdoor advertising works on so many levels, for so many reasons. So rather than wait for advertisers, legislators, or the general public to figure it out, let's make it easy. Let's spell it out and repeat it as often as possible. As my first boss, R.O. Naegele, always said: "Repetition establishes the fact!"

### So what are outdoor's Core Assets?

Here's Ten to Live By –

1. Outdoor advertising today is more than billboards. The variety, diversity, and flexibility of outdoor today are greater than ever. The choices are limited only by one's imagination.
2. Outdoor advertising plays well with others. Outdoor has a way of enhancing every other media choice by providing reminder, reinforcement, and consistent presence.
3. Outdoor is still the quickest way to reach a large audience. The promise of outdoor being the last mass medium holds true. Television viewing is down, so is magazine reading; but cars on the road, passengers in the car, and number of trips taken have increased steadily, providing more opportunities to see an outdoor ad.
4. With some of the new and more targeted outdoor media formats, the medium is remarkably effective in reaching a target audience.
5. The medium IS the message. Outdoor is not a content delivery device, which means noticing scores = advertising awareness. No other media can make this claim.
6. Outdoor is becoming one of the best measured, most accountable media forms out there. Now this is news, and while some might be skeptical, it's absolutely true. With the new TAB audit, electronic planning tools, digital maps, and VAI research, outdoor is soon head and shoulders above the rest...and a force to be reckoned with.
7. Outdoor continues to be at the forefront of technological advancements. Want message placement by daypart? We've got that. Want interactive signs? We've got that, too. Think it up and outdoor will deliver... you can count on it!
8. Outdoor provides continuous presence and that's a good thing. Each consumer's buying cycle is unique and outdoor is there at the right time with the right information to capture the buy.
9. Outdoor provides powerful creative options. This year's OBIE Awards underlined just how far the industry has come in embracing innovation without losing simplicity and impact. No matter what the category, outdoor does it well.
10. Finally, outdoor advertising is still a great value! And I don't mean cheap... it's not about low cost but about the incredible bang for the buck that outdoor delivers time and again.

Impressed yet? Who wouldn't be? Outdoor advertising's assets are really spectacular. Sure, I might be a bit biased, but having just heard and seen what I did in Chicago, I'd say we all should be proud of where the industry is and make certain that the word is getting out.

*Article by Nancy Fletcher from the OAAA June 6, 2005 newsletter "Outdoor Outlook".*