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TRANSPORT ADVERTISING

Advertising on transport is another marketing tool that has much in common with the external and internal advertising, but at the same time it has some specific features.

The increasing number of vehicles causes the increase of advertising material posted on them. The efficiency of transport advertising on is considerable enough as it can be viewed not only by passengers inside the cabin, but also by people outside.

Advantages of transport advertising over standard advertising media:

- it is clearly visible and as a result effective;
- it is available for consumers for 16-18 hours a day;
- it can be used to deliver advertising to rich people using cars;
- it constantly moves around a city - your advertising message will be seen by different groups of potential consumers.

Bold transport advertising as a separate type of advertising meets the requirements of most developed countries. When transport advertising includes all internal and external advertising materials. Internal materials include a variety of posters and stickers pasted on the perimeter of the cabin in order to reach the largest possible number of consumers. Internal advertising is quite effective because during a long trip a passenger, perhaps unwittingly, pays attention to the advertising materials, and, therefore, in future he/she can become a potential consumer of this type of product. Outdoor transport advertising is basically a drawing (or a slogan), specifically applied to the body of a vehicle. If we consider the efficiency of such advertising materials, it is higher than that of the inner advertising, because thousands of people see the vehicle during the day and, therefore, the chances of advertising materials to reach the consumer increase.

Transport advertising can be of several types. First, it is corporate transport advertising. Corporate transport decorated in the same style emphasizes a company's reliability and reminds the company's name to all road users, including pedestrians. In this case, the advertiser pays only for the application of a special pattern on the body of a vehicle. Thus, it is without any time limits. Secondly, it is transit advertising which can be placed on any form of transport - from taxis to trains, both on all-metal bodies and on awnings. Thirdly, it is advertising on private-owned automobiles. This type of advertising has all the advantages of corporate transport advertising, namely: the absence of leasing charges, advertising licenses and so on.

Transport advertising appeals to an enormous flow of moving people including drivers and passengers of both private owned cars and public transport, pedestrians, individuals and representatives of business. The efficiency of transport advertising implies that its target audience is comparable only to television, and its price is several times lower. Hence, transport advertising is an effective and efficient way to advertise services and goods.