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## **OUTDOOR ADVERTISING ON THE MARKET CATERING**

More than one in four restaurants in multiple cities failed during their first year of operation, and about 60 percent close their doors within three years, according to studies by Ohio State University, the University of Michigan and Cornell University. Creating a thoughtful marketing strategy that includes consumer research, branding, advertising and promotions will increase chance of keeping doors open and customers coming back.

While many forms of electronic advertising exist today, there is no evidence that outdoor advertising is less effective at attracting consumers to a number of products and services on the market restaurant business. It has continued to be a profitable way to market to the public, allowing for sales that make the use of the advertisements worth both the time and the investment.

One example is the use of sandwich boards that are often found outside restaurants and cafes. Positioned on sidewalks, this form of advertising catches the attention of people walking by, enticing them to come inside for a special being offered by the establishment. Park benches are another place where ads can be placed, as are the sides of buses and taxis. In metropolitan areas with subway and trains as means of public transportation, advertising space is often sold inside the cars.

The key to effective outdoor advertising is in the fact that these forms of marketing are constant visual reminders for the people who see them every day. In this sense, products are being marketed to a captive audience. No matter how often the advertisement is seen, each encounter helps to reinforce the awareness of the good or service that is being marketed. The end result is that an individual may see outdoor ads for an extended period of time, and one day determine that the item being advertised meets a need. There is no question about where the person can go in order to meet that need.

Outdoor advertising is often placed in locations that are in close proximity to the business. As with the sandwich boards in front of restaurants, the marketing tool helps to draw in business from people who see the ad and decide they want to purchase the product right now, rather than later. The quick turnaround in recognition and customer purchase helps to keep the method of advertising a profitable means of doing business.

In an age where social media and digital marketing are dominating the market, billboards still have a sizable grasp on consumers.

4 basic rules of the outdoor advertising on the market catering

1) Six Words

How will you make sure someone has sufficient time to read your billboard as they fly by at speeds exceeding 60 mph. Write less. Remember, if your ad is on a highway, cars are traveling at an average of 55 mph or more. Contrary to many

opinions, if the ad is cluttered with too much info, the viewer won't get this info gradually over time (more with each viewing). Instead they will ignore the ad altogether as it's too hard to read. It is generally recommended to use no more than 6 words.

#### 2) Keep It Subtle

It is important that your billboard be noticed. However, do not over-do it. You want people to read your billboard while still being focused on driving. Do not be responsible for accidents because of how much attention your billboard causes.

#### 3) "Plant The Seed"

It is important that your billboard cause a response. You want the consumer to contact you or your business because of your advertising. However, do not put phone numbers, e-mails, or any other means of contact on your billboard expecting immediate response. Billboards are only secondary mediums of marketing. A billboard can not do the "heavy lifting" of your marketing. It is only meant to "plant the seed" and cause response later after they are home and wish to look further into your business.

#### 4) More is Better

The title is pretty self-explanatory. Buy as many billboards as you can. Chances are, a consumer will not remember your product after viewing your company on only one billboard. The chances of consumers seeing and actually recognizing your billboard increase with each new billboard you put up. The more billboards you have placed all over town, the higher the chance you will reach more of the market.

As I said, technology is taking over. Billboards do not necessarily contain the newest technologies. However, people need to drive. Billboards are still an incredibly effective way to market your brand, and will be for years to come.