

Modern Marketing & Advertising Hits

By Elizabeth Rees, Director, Strategic Planning,

Kubin Nicholson

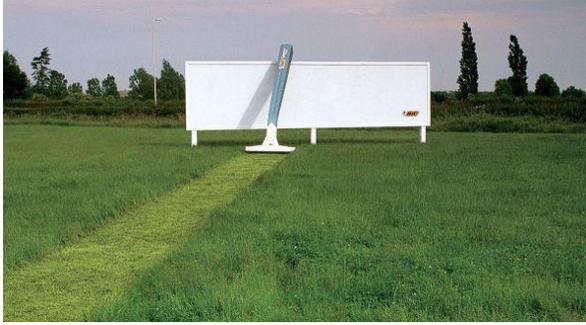
Today's consumers are inundated on a daily basis with a barrage of messages in every part of their waking life. Between the sheer numbers of competitors in the industry and the myriad channels to communicate through, advertisers more often than not find their messages lost in the ether. In order to make a dent, marketers have had to seriously step up their game to ensure their ads are both on the mark and make big impressions. This is especially true for large-scale advertising, as the costs involved in producing billboards, building posters and other goliath-sized pieces can be potentially high. In a space where bigger is not only better, but necessary, you need to be strategic and get it right the first time. When executed correctly, large-scale ads can produce awe-inspiring reactions. When the campaigns fizzle, it can be heard the world-over.

We have a long history of helping companies realize their grander scale ad goals and have picked up some insights into what works and what doesn't along the way. The right mix of unique design, clever messaging, and strong calls-to-action can usually seal the deal and generate lots of viral buzz. To illustrate our points, we've selected a handful of high profile ads that really nailed it.

Where Bigger is Better - Billboard Advertising

When advertising with billboards, marketers have a lot of physical space with which to work. However, many sometimes inundate the space with busy imagery and confusing messaging. They lose their audience, as the majority of those viewing it will only have a second or two to digest the info. As a communicator, the goal is to quickly and efficiently garner attention and make a lasting impression, while also standing out from the competition and other diversions that share the space.

In an effort to boost sales of razors in the Japanese shaving market, Bic created this simultaneously eye-popping, yet understated billboard ad. The simplistic, muted white backdrop with a complete lack of messaging makes the company's logo all the more prominent, while the 3D approach, with a razor that has seemingly shaved the lawn in front it, provides a unique viewer experience that helped the ad become buzz worthy. Within days, it soon found its way onto the internet. Although the ad itself contained no explicit call-to-action, the socially viral nature of the content provided Bic with all the exposure it needed.



https://adsoftheworld.com/media/ambient/bic_razor_billboard?size=original

Grow Financial Federal Credit Union won several awards for this unique billboard concept. As motorists whizzed past the ad, greenery enveloped the text of the message. The ad positively reinforced the benefit that the company can provide for consumers, while offering a unique viewing experience that leaves an indelible impression. The stark white backdrop makes the vibrant green pop even more, and ensures that the viewer will remember the message.

When operating on the simultaneously big, yet limited space of a billboard, advertisers should find ways to develop messages that capitalize on both the large scale nature of the medium and its impermanency.



http://adsoftheworld.com/media/outdoor/grow_financial_federal_credit_union_green_means_grow

Appealing to Passersby - Street & Eye-Level Advertising

Similar to billboards, street and eye-level ads need to pop to be effective. However, unlike billboards, which are at a disadvantage by having to catch the fleeting attention of speeding motorists, these kinds of ads offer the marketer more time to communicate a message. This proves important, as the urban environments in which these ads exist are often cluttered with other ads, store awnings, and numerous other distractions. To really pop in this space, it helps to make the ads as unconventional as possible.

The true strength of street and eye-level ads is their potential for explosive word-of-mouth promotion. More than other forms of print media, street advertising can become instantaneously viral if executed correctly. This allows for the gained social exposure to sometimes far exceed the original media spend.

A great example of a company that utilized the benefits of street-level communications mixed with innovative technology is Peapod.com. This ingenious advertising and selling campaign centered interactive grocery store ads on commuter rail stations in Chicago. With the use of the company's mobile app, they can scan the products they see in the ad, purchase them, and schedule home delivery. By appealing to a commuter's sense of urgency, Peapod created an ad that expertly demonstrates how to get into a consumer's mindset. Building a marketing plan solely geared towards communicating messages is one thing, but allowing the public to make a purchase directly from the ad itself is wholly another. This execution seamlessly captures, converts and delivers all in one fell swoop.



(http://articles.chicagotribune.com/2012-05-04/business/ct-biz-0504-peapod-20120504_1_peapod-mobile-app-online-grocer)

On the Go - Transit Advertising

Transit ads combine the large-scale exposure of a billboard with the pedestrian targeting of a street ad. They give marketers a moving medium that quickly and efficiently disseminates a message to large groups of people in a set urban area. Before deciding to make an ad mobile, an advertiser must first consider what the core message is, and if it can be effectively portrayed on a moving vehicle.

Bus wraps have long been effective at creating a visual experience for both riders and spectators by using the form itself as the canvas for resourceful artistry. Marketers can bridge the gap between fantasy and reality while creating ads that keep the public captivated – leading to a startling number of conversions.



http://voonishucaru.blogspot.com/2012/11/advantages-and-disadvantages-of-transit_7.html

Copenhagen Zoo won big with its anaconda-wrapped bus design that fascinated the metro area of Denmark with the slithering illusion. The eye-catching image captured a handful of awards and served as inspiration for similar projects across the globe. The agency that created it went on to implement a series of subway wraps that featured lions and monkeys inhabiting the interior of area metro rail cars.

The campaign proved majorly successful for the zoo. A compelling, although somewhat frightening image was enough to garner it the attention it needed.

The History Channel made valuable use of their subway advertising campaign by creating this western ambiance in the middle of a busy commuter train station. By using different spaces to create a cinematic illusion for commuters, these ads touched on transporting their audience to another time and place, which is often an effective utilization of any marketing plan.

Creation of advertising that gives its viewers a sensation of a new reality plays on the concept that the public is looking for a break away from everyday life, affording them the opportunity to merge themselves into a time or place they might not otherwise experience. This was the primary reason these ads were not only successful, but earned The History Channel awards in the category.



http://www.aef.com/exhibits/awards/obie_awards/2013/08/:pf_printable

Wrapping Up

If the goal of a communication campaign is to effectively stand out among the clutter of messages, it helps to go large with your medium. Larger print ads, whether in the form of a billboard standing guard along a busy highway, or a transit ad winding its way through a congested city, or an eye-level piece that makes pedestrians stop, stare, and share, can be incredibly effective at generating buzz and attention. If the aim is to spread awareness, increase sales, or drive traffic, the more public nature of larger ads mixed with their potential to go socially viral helps these goals become reality.

Marketers must be careful in how they handle these types of campaigns, however. Haphazard concepts and executions not only result in fewer returns on objectives, but also in negative press and public backlash. To ensure a successful larger-scale or public campaign, remember to use memorable imagery, messaging that's quick to digest, and a clear, concise call to action.

When done successfully, a great campaign can produce an experience that will resonate with the public for months on end.

About the Author

Elizabeth Rees is the Strategic Director at Kubin-Nicholson and the founder of Chasing Paper.

After graduating from Indiana University with a Bachelor degree in Journalism, Elizabeth headed to Washington D.C. where she joined the team at National Geographic as a Coordinator for Corporate Partnerships.

Following her time at National Geographic, Elizabeth spent time traveling Asia and also earned her Master's degree Global Communications from The American University of Paris.

Upon returning from her travels and studies abroad, Elizabeth was hired as the Strategic Director at Kubin-Nicholson, a Midwest-based printing company. Shortly after beginning her work at Kubin-Nicholson, she was inspired to create Chasing Paper to offer consumers an affordable, stylish and removable alternative to traditional wallpaper.

In her spare time, Elizabeth enjoys traveling, reading and spending time with family and friends.

About Kubin Nicholson

Kubin-Nicholson is a full-service display advertising company with over 80 years' experience specializing in large format digital printing. Our nationally-renowned humongous prints come in a variety of categories that have suited the business needs for a variety of clients spanning many verticals. Offerings include point-of-sale collateral, standees, litho labels, indoor banners, trade show displays, vehicle graphics, wall maps, large posters and self-adhesive graphics. Learn more at www.kubin.com

For further questions, contact Elizabeth Rees at rees.e@kubin.com