



Billboard Ads that don't work

"Almost 90% of companies create advertising as if they were going hunting blindfolded." Bill Glazer

"Before you read on, ask yourself:

- How many Ads have you seen in the last week?
- How many of Them do you remember?
- How much Money has been spent on something you don't remember?

In advertising, it's common to see big budgets spent on billboards that don't deliver results. These ads fail to attract customers or boost profits. Why does this happen?

Not Understanding How Advertising Works

A lot of billboard ads end up being a waste of money because advertisers don't understand the sales principles of effective advertising. Even with a large budget, if the ad message doesn't speak to the right audience and doesn't follow the rules of how people view and process information, it's unlikely to succeed.

Lack of Market and Product Research

Advertising specialists sometimes don't do enough research into the market or the product. Without this research, the billboard ad often doesn't match the needs or preferences of the target audience. If the ad doesn't speak directly to potential customers or solve their problems, it won't lead to sales, and the money spent will be wasted.

The Key Problems:

Too Much General Information:

Ads that focus on vague facts about a company, without addressing the audience's needs, are quickly forgotten. In a sea of competing ads, a message that doesn't stand out won't have any impact. For a billboard to be effective, the message needs to be clear, memorable, and grab the viewer's attention.

Focusing on Design, Not Sales Principles:

While design is important, the main goal of a billboard ad is to sell or persuade. If an ad focuses more on looking good than on convincing people to act, it's not going to work. Design should support the message, making it easier to understand and more engaging, rather than just being visually attractive.

Not Influencing Customer Decisions:

A billboard needs to make the viewer think and feel something. If the message doesn't prompt any action or spark interest, it won't be effective. The ad must clearly show the benefits of the product or service and connect with the viewer emotionally or logically to drive action.

Billboards that don't work are often the result of poor planning and a lack of understanding of what makes advertising effective. Successful billboard advertising requires a solid strategy based on marketing principles that influence customer decisions and create a strong impression.

