

AUTOMOBILE TRANSPORT AS A WAY OF ADVERTISING

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Advertising on transport (or transit advertising) refers to the text or graphic information and has enormous opportunities for creativity. It is applied to the sides of all types of transport: from cars to vans and public transport. Its main advantage is the coverage of a large number of potential customers at a relatively low price. Why is it so?

The fact that public transport runs on a particular route is of high importance. In one day, it carries several thousand people. During its movement, it is seen by drivers of passing cars, their passengers and a great number of pedestrians. So do corporate vehicles, vans and other means of transportation, on the sides of which you can put advertising and use it to increase sales and brand awareness. Why is transit advertising so widespread?

First, according to statistics, advertising on transportation attracts 5 times more attention than static. This is because advertising on transport is in constant motion it is seen in different parts of the city. Secondly, the cost of advertising on boards of transport is much lower than on billboards. Thirdly, advertising in transit gives the opportunity to choose the appropriate route, which will help you to influence the maximum number of interested users [1].

Finally yet importantly, public transport is a large area for the application of intelligent and original advertising messages that attract attention and are remembered by the potential consumer.

Despite the large number of advantages, it is worth noting some of the most important disadvantages of transit advertising:

- possible short-term durability. If the owner of the vehicle does not pay proper attention to the condition of the car, the advertising stickers can quickly lose their beautiful appearance;

- the lack of its own lighting. Because of this, the effectiveness of such advertising is sharply reduced after sunset;

- the potential consumer may simply not have time to read an advertisement. The solution to this problem is a clear and well-thought-out design that immediately gives the consumer all the information he or she needs [2].

It is worth noting that advertising on automobiles must not threaten the safety of traffic, overlap the exterior lights, registration plates, information inscriptions, symbols, as well as limit the visibility from the driver's seat and visibility in the direction of travel. It is also prohibited to have similarity in color and color scheme of coloring with special vehicles (operational vehicles) and coincide with the images of road signs or identifying marks of vehicles. It is not allowed to place advertising on the windows of the vehicle and use coatings and elements that have a light-reflecting effect. In addition, transit advertising must not be accompanied by sound, including inside the cabin of the automobile.

References

1. Преимущества рекламы на транспорте [Electronic resource]. – Mode of access: https://vb.by/econom/kaleidoskop/reklama_na_transporte.html. – Date of access: 01.04.2023.

2. Advantages and Disadvantages of Transit Advertising [Electronic resource]. – Mode of access: <https://www.zabanga.us/marketing-communications/>. – Date of access: 01.04.2023.