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Positioning Analysis of Urban Outdoor Advertising

Bing Liu ^{1, a}, Fu Liu ^{1, b*}

¹ Academy of Fine Arts, Northeast Normal University, Changchun130024, China

^aice8515@163.com, ^bfuliu6286@163.com

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ABSTRACT

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Based on the development of urban outdoor advertising, the existing value, location and planning criteria of outdoor advertising in cities are studied. Research shows, the design orientation of outdoor advertising is a scientific analysis of advertising products, consumer objects, enterprise culture, consumer demand, consumer psychology and many other areas of inquiry, it is the important part of marketing strategy; advertising design positioning is also the product attributes positioning results, its orientation is displayed in four aspects: audience, originality, quality and region.

1. Introduction

The positioning of outdoor advertising is related to the overall quality of managers and designers, on ideas, knowledge, emotion, culture, art and skills. The positioning of outdoor advertising represents the formation of a complete advertising framework, it concerns whether the design of outdoor advertisement conforms to the current laws and regulations, it also determines whether the outdoor advertisement can realize its own value and produce the desired advertising effect [1-4].

Outdoors advertising is concentrated in the busy part of the city, it is a symbol of city image and culture, and also is the important element of city culture. The layout of a city and the level of its design and manufacture, reflect the local culture and economic development of the city, and the attitude towards the whole landscape and art of the city. In modern society, outdoor advertising mostly affects the future existence and development of enterprises in the rapid development of commercial and market economy, companies often use outdoor advertising as a form of mass media to promote their own products. Outdoor advertising has the characteristics of clear goal and strong pertinence, therefore, outdoor advertising enables enterprises to achieve greater benefits, it will have an important impact on the city image [5].

In the era of market competition and encouragement, more and more enterprises attach importance to the propaganda of their products, and outdoor advertising has become an indispensable means of advertising. Outdoors advertising are welcomed by people for its low price and remarkable effect, and it has the function of decoration, planning and beautifying city image, and even become one of the image symbols of some cities.

Outdoor advertising in cities requires accurate positioning, play the role of urban outdoor advertising, the positioning of urban outdoor advertising should be studied from four aspects: audience, creativity, quality and region [6].

2. Analysis of Audience Positioning on Urban Outdoor Advertising Design

Outdoor advertising is often concentrated in economically prosperous areas of the city, only by fully understanding the audience's aesthetic needs, psychological appeals and cognition can we give full play to the spiritual appeal of outdoor advertising [7, 8]. Different cities and regions, the same outdoor advertisement still has certain diversity in a specific audience.

Excellent outdoor advertising, express people's understanding of cultural connotations, is fashionable and forward-looking, it is a positive expression of value in society. The designers of outdoor advertising must have the correct value orientation, and take full account of the psychological effect and value orientation of advertising, transfer commodity information and represent enterprise culture, it also embodies the taste and spirit of the enterprise through its design.

Outdoor advertising will convey and express the needs of a certain number of consumer groups in a particular geographical location. Advertising designers should be on the eve of advertising design and production, fully understand the demands of commodities and enterprises, conduct research, improve the expression of outdoor advertising and information transmission, so as to meet the demands of consumer groups, and achieve the purpose of commodity sales.

3. Analysis of Creative Positioning on Urban Outdoor Advertising Design

The position of outdoor advertising design is to make creative design show the concept of outdoor advertisement in a special form conceptually. The theme of outdoor advertising design should be prominent, so that it conforms to the requirements of advertisers as well as the overall image of the city, and in the context of its true content, the style should be varied, constantly create new media of information transmission according to the change of market. Secondly, the originality of the outdoor advertising design conveys the language to the audience in a graphic way. Finally, originality should be novel, original and different. This kind of outdoor advertisement can attract people's eyes widely, stimulate attention and arouse the interest of consumers, at the same time, to enhance its cultural value, change the city scene, played a role in beautifying the city.

While transmitting the information, the outdoor advertisement should pay attention to its cooperation with the humane environment of the city, and coordinate with building. Whether signs, shops, buildings, wall, should deal with the relationship between advertising and architectural modeling area, but also with the city's human landscape and public facilities, and maintain harmony with the urban environment, rational use of public order. Good advertising must deal with the relationship between outdoor advertising and its surroundings and local culture, on this basis, we integrate into the artistic conception of commodity information, so that the audience will look at advertisements in a new way, thus stimulating the desire of consumers to buy.

4. Analysis of Quality Positioning on Urban Outdoor Advertising

Design

The design of outdoor advertising is influenced by the market environment and consumers' aesthetic and values, factors such as quality, service and consumption limit its design orientation, therefore, the product of the enterprise is constantly aiming at high quality and standardized service. At the same time, outdoors advertising design requirements are also improving, the pursuit of high quality outdoors advertising design. Enterprises for their own development, pay attention to brand building, to cater to the demands of consumer groups, improve the cultural quality of advertising and artistic performance, therefore, the value of outdoor advertising is improved.

Economically developed areas, outdoor advertising markets are more active relative to other regions, for the rich consumer of material conditions, they pay more attention to "quality" two words, only high-quality outdoor advertising can attract the attention of these consumer groups, therefore, the design of outdoor advertisement should pursue high quality. The quality of outdoor advertising design can better promote the development of commodities, showing local culture, dotted the city and beautify the city's role.

5. Analysis of Regional Positioning on Urban Outdoor Advertising Design

The geographical features of outdoor advertising mainly include: geographical environment characteristics, that is environment of the city area where the advertisement is located; human environment characteristics, that is cultural concepts and spiritual aspirations related description.

Different regions of the consumer groups, their preferences and aesthetic is different, big cities, small cities, even neighboring cities are different, because they have different cultures, ideas, and perceptions. Outdoor advertising in Shanghai, is often used to showcase China's diverse regional cultures and features, outdoor advertising at times square in New York, flashing lights stimulate the visual sense of pedestrians, outdoor advertising in France has been contracted by companies of well-known brands, so that the quality of outdoor advertising has improved dramatically. The design and arrangement of outdoor advertising should take into full consideration the aesthetic and tastes of the consumers in different regions.

Designers should be close to consumer life, in-depth study of consumer psychology, figure out exactly what consumers want, at the same time, the design of outdoor advertising should be very creative, and strive to be concise, both pictures and words are the best tools for creativity, choosing the right place and using the geographical advantage to improve the effect of advertising, these are the positioning of outdoor advertising design, only accurate positioning can contribute to the development of outdoor advertising design. The future development of outdoor advertising design should tend to humanized design, people oriented, that would appeal to consumer interests, bringing fun to people, it also makes outdoor advertising play its part. The use and development of outdoor advertising should follow the requirements of urban development, it serves urban style and overall planning, reflect the cultural concept of the city, combine with social civilization, cohesion of the whole city's historical context and economic development.

6. Conclusions

The design of outdoor advertisement should have vivid visual expressive force, scientific, detailed and accurate positioning can effectively accomplish the historical mission of urban outdoor advertising design. The future development of urban outdoor advertising deserves our attention, pay attention to the overall planning of urban outdoor advertising, and adjust its relationship with the region, make clear its characteristics with the public places and public facilities in the city, accurate expression of urban context, it is an important factor in the design and application of urban outdoor advertising.

Corresponding Author

Fu Liu, Northeast Normal University, CHINA, fulu6286@163.com.

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