

## Outdoor Advertising Dubai Strategies and Methods

**Outdoor Advertising Dubai**, the great outdoors is one of the best mediums to say out loud to the world about your business. Everyone steps out of their homes every day to go to schools or offices or work places etc. Imagine exposing them all to your product in an effective [Creative Agency Dubai](#) way and creating a recall for your product.



### Supplemental Strategy

This is the most commonly used strategy. You have already used television commercials, print ads, and social media as your medium to advertise and market your product/service. What **outdoor marketing dubai** would do for you is give that extra edge to your campaign. The following are the ways through which you can advertise outdoors:

- **Billboard advertising**
- **Point of sale displays**
- **Street furniture (bus shelters, kiosks, telephone booths etc.)**
- **Transit advertising and wraps (taxis, buses, subways, trains etc.)**
- **Mobile billboards**

Through these you can not only advertise campaigns that are specifically based for outdoor medium but give extra mileage to the already existing campaign that you are promoting via **social media marketing, T.V Commercials production companies Dubai**, radio or newspaper/magazines. It strengthens the campaign.

### **Guerilla Strategy**

As the name suggest, it is a wee bit unconventional and sneaky method for [Outdoor Advertising UAE](#). It is however, very effective and attention grabbing.

In guerilla strategy a brand or business or product or **animation services dubai** use outdoors in such a way that is least expected. Advertise your product in the least expected ways. A cleaning company can advertise on dustbins or a gutter top.

The key is to advertise where the consumer would not expect to see it but yet it would leave a solid mark on the minds of the consumers. **Brands advertising and media buying agencies in dubai** use chinks or graffiti to deliver such kind of message.

### **Augmented reality strategy**

It is the newest and developing method of **Outdoor Marketing Companies Dubai**. The concept is a tad bit difficult to grasp but as the name suggests it is augmented reality.

Billboards or screens are placed outdoors. They may contain an image or an animation that is part of the reality and yet not exactly. It would display a virtual reality of the actual reality. For example, if a person is walking on a pathway in his casual daily jeans, the augmented reality screen that is in front of him might show that he is walking in a tux. **For more Information click the link Below:**

<http://www.timenspace.ae/>