

# Do People Pay Attention to Billboards and do they Work?

The average person spends upwards of 20 hours per week and travels more than 200 miles per week. This means that there is ample time for us to be exposed to all sorts of billboard advertising. The other question is does outdoor advertising cause us to make a purchase? Here are the Numbers.

## Do People Pay Attention to Billboards:

71%-Often looked at the messages on roadside billboards

37%-Report looking at an Outdoor Ad each or most of the time they pass one

58%-Learned about an event they were interested in attending

58%-Learned about a restaurant they later visited

56%-Talked about something funny they saw on a roadside billboard

28%-Noted a Phone Number or Website written on an outdoor billboard

## Do People Make Shopping Decisions While in the Car:

72%-Billboard viewers frequently or sometimes shop on there way home from work

68%-Frequently or sometimes make their shopping decisions while in the car

50%-Reported receiving directional information from a billboard

38%-Make the decision to stop at the store *while* on their way home

32%-Visted the retailer they saw on a billboard later in the week

24%-Say they were motivated to visit a particular store that day because of an outdoor Ad message

24%-Say they have immediately visited a business because of an outdoor Ad Message

\* The Arbitron National In-Car Study, 2009 edition

The logo features the word "ALLISON" in a bold, white, sans-serif font, centered within a black rectangular box. This box is set against a wide, horizontal orange banner that has a jagged, sawtooth-like edge on both the left and right sides. The banner itself is outlined in black.

Outdoor Advertising, Inc.

# **Local Anecdotal Testimonies**

## **Hogsed's Sportswear:**

**"Our business went up 30-40% after our billboards went up"**

**Eric Hogsed-Owner**

## **Peachtree E.N.T & Facial Plastics**

**"I get on average of 1 call per day off my billboard"**

**Dr. Richard Weisenburger-Owner**

## **Zaxby's-Sylva & Waynesville**

**"We have found that our billboards help pull a number of daily travelers off the highway to stop and eat"**

**Jim Rogers-Owner**

## **Blue Ridge Mountain Outfitters**

**"Billboards have been the best form of advertising. They see the billboard coming into town and they make it a point to stop in during there stay."**

**Linda Rice-Owner**

## **Allison Outdoor**

**"I had my house on the market for 10 months. Just before Memorial Day of 2012 I put 6 billboards up with Just Reduced. Within 3-Weeks I had a contract on my house."**

**Claude Dicks-General Sales Manager**

The logo features a thick orange horizontal bar with a black outline and jagged ends on both sides. The word "ALLISON" is written in large, bold, white, sans-serif capital letters across the center of the bar.

**ALLISON**

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