

# Simple advice for the Business owner looking to use Bus Advertising

## Introduction:

Bus advertising is a fantastic way to reach your target market quickly, effectively and in a very cost-efficient manner.

The average 'dwell time' (that is the time you are actually looking at the advert) is 48 seconds for the back of a bus, which is one of the longest of any media both traditional and on-line. The side of a bus is 13 seconds, which is still very good in the modern world where people's attention span is getting shorter and shorter.

The next time you are driving behind a bus, take a look at the advert on the back. The advert itself may not be relevant to you, but it will be to other people....and that is the point! Remember, you are selling your product and service to other people, not yourself.

## So when you do see a bus advert, ask yourself these questions:

- Is it interesting?
- Does it have a simple message?
- Is it memorable?

If it has been planned properly, it will be all of these things, and more.

**From this quick overview, hopefully bus advertising is something you want to do for your business. To make this decision a bit easier, we have put together a guide with 7 simple points that will help you understand just how simple it can be.**





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## 1. Understand why you are actually advertising!

This might sound somewhat strange but if you know the real purpose of your campaign from the start it will make the whole process much easier to do. It will also give the campaign the best chance of achieving what you need it to do!

### So why do businesses advertise?

Here are a few reasons – selling a product or service, promoting a sale or event, generating enquiries, recruitment.

This is not an exhaustive list but will give you an idea of why many businesses advertise. Each of these reasons will dictate what type of creative to use and also the length and weighting of bus campaign you will need.



## 2. Spend time on your creative.

This is the most important part of your campaign because it is what people will actually see.

If what they see is attractive to the eye, easy to understand and has a simple call to action, then you are making it easy for them to do what you want them to do!

Whenever possible talk to and listen to a professional creative. They tend to view things differently from non-creatives and because they are not as close to the subject as you are they will be able to translate your message into a format that is both simple and memorable.

### Don't forget the old acronym – A.I.D.A

**Attention** - use images. It is easier for someone to look at a picture than read a lot of words.

**Interest** - If they like what they see, there is a much better chance they will read the wording you will need to put in.

**Desire** - ensure what you offer is attractive...make people 'want' to follow things up.

**Action** - give 1 simple call to action. If you ask someone to do 3 different things at once, they will invariably do none of them as they are not sure which is the best one. Give them 1 thing and they will know what you really want and therefore are much more likely to do it.

**Remember-** the advert is designed to get them to do something (go to website, pick up the phone) so don't confuse them!





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### 3. Plan an appropriate length campaign

Whatever your message you need to ensure that it is given enough time to get your target market to understand enough of it, to want to do something about it.

Bus advertising is done in multiples of 4 weeks. If your message is short term (promoting an event or sale) then the rule of thumb is you need more buses over a shorter period of time. If the message is more long-term (branding, general enquiries) then you can use fewer buses (if you want) but over a longer period.

However as always, whatever the length of your campaign, your creative should always be memorable!

### 4. Have a budget!

It might sound odd, but you will need to pay for your campaign!

There is no 'set price' for bus advertising as each campaign needs to be seen as bespoke. Therefore be realistic and flexible. However, it is probably more cost-effective that you think!!!

If something does the job you need it to do it is a worthwhile investment, if it doesn't then it is just another cost to the business.

To show that that cost is not the most important thing, remember, for most people the thing they are most happy with is the one they paid the most for....ie, their home!





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## 5. Consistent message

Whatever your message is, the most effective campaign will be a multi-media one.

Make sure that all other media you use and your website have the same message.

Potential customers WILL see your message but just imagine how much more effective it will be if they hear your message on the radio and then see it on the back of a bus...or visa versa!

## 6. Keep your staff informed of what you are doing!

They have a vested interest in your campaign being successful so make sure they know what your message is. People will either contact the business or talk to staff outside of work and you need to ensure that everyone is on-message.

## 7. K.I.S.S

Everyone seems to have a busy life with not much spare time. We are bombarded with hundreds of messages everyday and there is only so much that will be remembered. You want to be one of those things!

**To do this you need to make sure your message is simple and memorable.**



## Want to know more?

Why not give Chris a call on **01724 410 333**  
or drop us and email at **[chris@cgadvertising.co.uk](mailto:chris@cgadvertising.co.uk)**  
We are always on hand to offer our expert advice.