Redeye Advertising

Outdoor Led Hording Board

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**Introduction**

 A creative and powerful option to keep your products and services highlighted, advertising hoardings never fail as attention grabbers. Outdoor Hoardings can be used for short term and long term purposes and are cost-effective. These hoarding can draw great attention and make a huge-impact on potential customers. Advertising is as old as mankind. It is embedded in our lives as is food, sleep and speech. We all communicate, persuade, influence and lead to some action every day in our lives. In fact, Padamsee, the ex-CEO of Lint as says “when a man wears trouser-shirt ensemble instead of a dhoti, he is advertising he is westernized. When a woman wears lipstick, she is advertising that she wants to look beautiful. Whena neta delivers a speech; he is advertising that he wants to be noticed. Ads are parts of human nature to be noticed.” Advertising is “Truth well told”, according to McCann Ericsson, the first ad agency for Coca-Cola. Advertising is a form of persuasive communication with the public. The American Marketing Association, Chicago, defines advertising as “any, paid form of non-personal presentation of ideas, goods and services by an identified sponsor.” Ad may be any form of presentation, an illustration in a newspaper or magazine, a television commercial, or a bill board. It is not on a person-to-person basis, but targeted to the general public. The advertisement can be for any product, service or idea. It may vary from toothpaste to life insurance, to even public service ads which sell ideas like road safety, eye donation, etc…Advertising is the communication link between the buyer and the seller. It goes further from providing information; it persuades the consumers to accept the idea or buy the product or service, with the help of reasoning and emotional appeals.

**Benefits of Led Hording Board**

* Outdoor advertising is a great way to reach people where they live, work and play.
* One of the most cost-effective mediums of advertising.
* It is the media that is everywhere, and when used with creativity, it creates extremely great awareness of brand new ads.
* Brand awareness and strong name recognition.
* It is a media that reaches its audience in big ways with simple, direct messages.
* Targets a specific audience according to location.
* Directs potential clients and customers to your place of business.
* It can create brand new spaces where none.

**Comparing With Tradition Advertisement Medial**

* Led Digital Signage Have the Following Advantage :
1. The Advertising on the led screen is dynamic and constantly changing, So the Audience would. Not feel Boring When They Watch the Advertising programme. People would like to Stay Longer Time to watch the video and image. In this way, certainly they will be greatly impressed.
2. The great convenience of programme and edit. During an advertising campaing, it is possible to correct and change instantly information.
3. Though the advertising function of led screen is great, the price is not high nowadays. And for the advertisers, the cost of advertising on led screens is almost the same with traditional advertising billboards, and lower than TV and radio media.
4. The advertising on the led displays is quiets and would not cause the boredom of the audience. Not like TV and radio advertising.
5. For the big **Companies, Banks, Publishing Houses, Casinos, Hotels, Entertainment Complexes**, the led Display attracts the interest in the promotion of their offices. Also, if they sell the advertising space on the led display, it is a doubtless plus for the business.

**About Us**

**** **Redeye Ad Agency** is a young and dynamic media agency specializing in digital billboards (live led) advertisement. We offer companies the best suited media digital billboards (live led) to advertise their brands and reach their target demographics by pinpointing the media that will bring the highest returns (ROI) and brand recall. Every company is different and every company has different needs. In today's fast changing world every company needs an edge to keep up with today's ever-changing consumer trends and behaviors. Our live LED billboard advertising segment has increased in importance, due to a lack of viewership caused by busy work schedules and longer commutes. Live LED billboard advertising increases the number of connect points with consumers and engages consumers on different levels. We offer companies to brand their product through our live led billboards at cities center points.

Thank You

**For more Information**

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