

Billboard Advertisement Strategies

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Abstract

Fluctuating buyer requirements and their activities source to be more imaginative in advertising. To be different, to reach the target audiences with effective messages pointed out the need of creative strategic studies. Billboard advertising plays an important role and it should be placed on right place at right moment. Appropriate strategies are needed to have creative advertisements. From the literature this study identified fourteen bill board advertisement approaches for example. Pictorial design concept, Small-Town Warmth, Irreverence, Entertainment and Emotion, The Inherent Drama, Execution, Star Strategy, Positioning, Brand Image, USP (Unique Selling Proposition), Comparative Advertising, Inoculate Advertising, Refutational Advertising, Using Endorsers in Advertising, and Distraction Approaches. Among 35 billboards photographed along the A9 roads of Jaffna, 15 commercial billboards were selected and Discourse analysis was used to analysis to explore strategies of those bill boards. Findings of this study show, that the most of the advertisements have similar strategies such as, emotional appeals, endorsement approach, brand image, Inoculate Advertising, Distraction Approaches, and positioning strategy. In addition, Differentiated, unique featured, or creative and innovative advertisements are scarce in the selected billboard advertisements. This study has the practical implication that, billboard designers and the producer of the billboards should consider new creative ideas in the development of billboards because designing a billboards costs much than the other media. Strategies to the billboard advertisement should have something that will cause a stir enough that people will flick it and share it among the customer groups

Keywords: Billboard advertisements, Creative strategies, Discourse analysis, Jaffna

1. INTRODUCTION

Advertising has become a pervasive part of our society, which may result in people sometimes feeling inundated with advertisements. Additionally, people may often feel that they have no interest in the product or service advertised. Consumer product advertising takes many forms, such as Television commercials, Newspaper and Magazine advertisements, Mailings, Point-of-sale displays, Outdoor billboards, etc. Using current advertising media, advertisers engage in a constant struggle to efficiently use their budgets to most effectively reach their geographic and demographic targets. Bill board advertisement is well known that outdoor billboards have traditionally taken the form of single-message displays formed of printed sheets or painted surfaces containing the advertising content adhered to a flat backing.

Now a day's marketer custom so numerous habits to entice customers toward their product. For this purpose, they are using advertising, publicity, personal selling etc. Among all marketing tools advertisers choose a best to attract customers towards their products or the services offered, because its impact is relatively long lasting relative to other marketing tools [1]. Trend of billboard advertisement is very common and is increasing day by day.

Users of billboard, consider that billboards really have distinctive benefits that other media is not providing, several benefits, such as Billboards communicate appropriate information at reasonable cost, Billboards draw attention of the customer towards the product and service that advertiser or the marketers are offering, Billboards attack the customers that advertisers really want to target it (Charles Taylor and George Franke, 2003). Advertisers can place the billboards where they think it is easy for them to deliver their product to the customers. Billboards which are 24-hour existence, Brand understanding, Visual influence through uniqueness of message and size of advertisement, attract existing as well as potential customers, will Enhance sales [3].

If advertisers really want to convey their message to the target people then it is necessary that information that display on billboard is relevant, obvious, understandable and appealing [3]. Bill board strategies should have five principles for effective, successful and catchy billboard advertising, such as Billboard should include few words; usually eight words are considered appropriate, Simple and Catching background, Product recognition, Simple, easy and understandable message, and Uniqueness [4].

Products are typically presented in a format that aims to draw upon existing schemas of information surrounding the product, which can be used to elicit specific thoughts and feelings. By association, advertisers can place the product into a context of usage and emotion [5].

Several ways in which advertising acts to shape social behavior have been suggested. Advertising has been conceptualized as both a dominant medium capable of controlling and forming people's attitudes and choices, and as an influence that is effective only when it is tapping into existing predispositions to strengthen intentions to perform

certain behaviors [6]. The Perception/Experience/Memory model of advertising postulates that perceptions formed through prior experience can be reaffirmed by an advertisement, as well as changed or reversed entirely due to the subjective interpretations gleaned from the advertisement [7]. Indeed, advertising can alter perceptions to the extent that previously experienced bitter-tasting orange juice can be remembered as having a quality, refreshing taste [8].

Billboards have endured an important tool to share the information with the target market. However, due to changes in technology, consumer preference, and increasing globalization there is a need for creative advertisements, and should follow recommended strategies to capture the minds of the target customers. Therefore, it is a need to check whether this form of medium is still relevant for promoting and presenting a product successfully via good strategies to the target market or not? what strategies are lacking should be identified.

2. RESEARCH OBJECTIVES

The following objectives are undertaken for the present study

To analysis the theoretical foundation of the billboard advertisement strategies.

To identify the strategies adopted in the billboard advertisements via discourse analysis.

3. LITERATURE REVIEW

Billboards are one form of advertising product brands and communicate message effectively and with cheaper rates [9]. Billboard advertising remains an effective tool for the marketers because of its vast reach and cost effectiveness. It is, now evident through this research that Color & Size, Celebrity Image, Brand Image & Logo and Texture & Messages are the key fundamentals of any billboard advertising and have strong impact on the attention of a customer. Hence, the results of this study are in favor and all the primary and secondary objectives of the research are achieved through its various constructs that matters for getting the attention of the customers [10]. Past studies proved the direct significant relationship between billboard advertising and customer attention with special reference to consumer durables [11].

There are important features that should be considered while creating billboard advertisement to attract the customer [11], study stated that Billboard advertising remains an effective tool for the marketers because of its vast reach and cost effectiveness. Creativity is an ability to produce new and original ideas and things; imagination and inventiveness, also means to find the new way of new combinations [12]

Maslow's Hierarchy of Needs [13] believes that we must first satisfy lower level "basic" needs before progressing to meet higher level "growth" needs. Once our needs have been reasonably satisfied, we may then be able to reach the highest level of self-actualization [13]. This applies to advertising in the company under study, because it is the company's duty to create a need for its customers and provide fulfilment for that need [14]. The more convincingly the company does this, the more likely the customers are to act upon this need. According to [13], the needs include physiological, safety, love, esteem and self-actualization and they should be satisfied following that order from the lowest in hierarchy, which is physiological. In the context of the company, the needs include services and products being offered and the company can fulfil such needs through creating advertisement that have appeal and are sensation. This means that the manner in which the company fulfils those needs relies on the way those needs are presented to them and the capability of the organization [15.] The company therefore decided to use contextually appealing outdoor advertising method to relay the information to clients, hoping that the latter would get interested and look for the goods and services advertised.

Game Theory states that a successful business must be able to put itself into the "shoes" of its rivals and reason from their perspective. This means the business must actually be in the game to succeed. While the company may never know with certainty what the competition is thinking or planning to do next, the strongest businesses think strategically and make educated guesses [14]. For marketers, this is an important theory because they must be able to anticipate their competitor's next move and put it into words before they do. The theory emphasizes on the fact that the action of one company should not negatively affect the other company, a concept known as fair competition. In this regard, the company only advertises its products and services using outdoor method in order to bring out the appeal without targeting its competitors [15]. More importantly, the company underscores that outdoor advertising would be highly effective than the internet advertising and this would help it up its game in the market to gain a sizeable market share.

Planned Behavior Theory stipulates that the intentions toward behaviors can be predicted with high accuracy. Taking into account attitudes, subjective norms and perceived behavioral control, company can better understand the pertinent issues that drive people to behave the way they do. Using this theory, the company can also predict when someone will likely to deviate from an expected behavior [14]. In the marketing department of the company, planned behavior is an important concept because it gives a baseline for knowing the manner in which the target audience most commonly acts

in certain situations [15]. The company, therefore, aims to promote or change this behavior through the outdoor messages using posters, flyers and brochures than the use of the Internet to disseminate the same message.

According to Consistency Theory [14] when our inner systems, including beliefs, attitudes and values support one another, we find comfort and contentment. The most valuable part of this theory for marketers comes from the point that we also have a very strong need to believe, that we are being consistent with social norms [14]. The company believes in its customers and intends to reach as many of them as possible using advertising method the customers are used to, hence the choice for outdoor advertising compared to internal advertising. The company finds outdoor advertising to be fulfilling to the needs of the customer from various social and economic backgrounds. When the company's inner systems conflict with social norms, it is more likely to choose the social norm for fear of social exclusion. This means that if they use advertising method that does not resonate with the majority of the expected customers, its adverts could suffer exclusion, and the company would go at a loss [16]. Understanding this concept provides marketers the company with the power to persuade customers by appealing to their desire to "fit in." The creative strategy in advertising is; to choose the original and right way to reach the target audiences with the right and original idea and image. They encompass a range of theories of attitude change that explain endorser and source effects. Consistency theories of advertising constitute a body of four theories: Leon Festinger's cognitive dissonance theory [7], Fritz Heider's balance theory [18], Charles Osgood and Percy Tannenbaum's consistency theory [19], [20] and Rosenberg's model of affective--cognitive consistency [21]. grounded on the theories and concepts followed by the researchers There are some advertising strategies identified from the literature.

3.1 Comparative Advertising: It is the type of advertising, in which two or more specifically named brands of the same product is compared in one or more attributes. From a strategic point of view, comparative advertising is more appropriate for follower brands than for leader brands.

3.2 Inoculate Advertising: It utilizes the principles of inoculation in medicine. The objective is to inoculate the audience with small doses of the offending campaign (competitor arguments) so that when the full campaign host they will be less susceptible and resistant to those arguments.

3.3 Refutational Advertising: It involves explicitly stating competitive claims and then refuting them. It is often contrasted to supportive advertising which focuses on one sided presentation of brand benefits [22]. Refutational advertisement can be designed in three methods such as Refutation through Evidence : refute a contradicting argument if it can provide evidence that conclusively negates it, or by presenting more recent or credible evidence; refutation through logic: deconstructing the opposing argument, and presenting it in such a way as to highlight the discrepancies present within the argument (logically present his argument as being superior to the one presented by the opposition, by showing that the opposition's argument lacks the crucial link to the topic, and through Exposing Discrepancies: the writer can highlight the insignificance of the opposition's argument by exposing the deficiencies found within the opposing argument.

3.4 Using Endorsers in Advertising: Endorsers are often used in testimonial advertising and are examples of source- oriented approaches. There are many types of sources in advertising and a model of source factors shows the range of source components and the cognitive and affective ways in which the credibility of any of the components can be assessed.

3.5 Distraction Approaches: it involves trying to distract the audience from counter arguing during the viewing or listening process [23], An ad can concentrate the public's attention, or it can distract the audience with music or camerawork. Distraction can be an effective persuasive tool depending on how strong the ad's message is. If the message is one an individual might normally avoid or reject, distractions make it easier for the message to bypass his resistance. Based on the studies [24], [25] concluded that car drivers are distracted from the road because of outdoor advertisements. In the existing literature, several researchers [26], [27], [28] have mentioned that advertisements are drawing attention based on the size, color, location, and images. past studies mentioned that drivers do look at, and process roadside advertisements [30].

3.6 USP (Unique Selling Proposition): This strategy allows to show the different (unique) sights of product or service. This unique sights are given in the advertising message, they are the basic ideas of the advertising message, which emphasizes the benefits for the audience: Especially, the scrutiny of advertising critics, it is considerably easier to justify or explain advertising that is clever, tasteful, and entertaining than advertising that is not so described. There are three guidelines to the development of USP. First, the proposition needs to involve a specific product benefit. Second, it must be unique, one that competing firms are not using. Third, it must sell. It therefore it must be important enough to consumer to influence the decision process. Reeves relied heavily on product research to support specific claims. This support often took the form of rather elaborate experiments. Once an effective USP is found, it should have retained practically indefinitely, such a philosophy requires vigorous defending [31].

3.7 Brand Image: Every advertisement should be thought of as a contribution to the complex symbol which is the brand image. The greater the similarity between brands, the less part reason plays in brand selection. This

strategy allows to give the (product), brand a special characteristic and identity (image). This strategy is the sum of the attitudes and all the psychological meanings that the consumer develops for a brand.

3.8 Positioning: This strategy is used to form or change an image of a product or service in consumer mind [32].

3.9 Star Strategy: This strategy is used to gain a brand star identity with help of a star person. Because of the reminder and imitate impact of star persons, it is used in advertisements [32].

3.10. Execution: One of the most sacred laws in evaluating an advertisement is to determine if it really communicates a persuasive message or if it is merely clever or memorable. The advertising demands attention and has something to say. Second, the approach is clean and direct. It must be as simple, and swift and as penetrating as possible. Third, the advertisement should stand out from others. Finally, the often repeated rule that humor does not sell is ignored. It uses humor to gain attention and to provide a positive reward an advertisement reader. It tends to generate advertisements too similar to those of competitors [31].

3.11 The Inherent Drama: In this strategy, the advertisement should have common touch without being or sounding patronizing. The key words are believable and warm: this approach aims for believability with warmth. Inherent drama of a product and its characteristic that made the manufacturer make it, that makes the people buy it. The objective is to capture the inherent drama and make it arresting itself rather than relying upon tricks [33]. The preferable approach is to dig out the inherent drama on present it in a warm, realistic manner. The inherent drama is often hard to find, but it is always there, and once found it is the most interesting and believable of all advertising appeals [34].

3.12 Entertainment and Emotion: It tries to make heavy use of emotion and warmth, and to create commercials that are very entertaining, through the use of star endorsers and star commercial directors, it uses the latest cinematic techniques, including rapid cutting and eye-catching visual images and tries out special effects worthy. It is his characteristic of this style "elevate people above the product" to use people in lively and engaging situations [35]. Emotional bonding in advertising is a link between the brand and customer feelings. The brain tends to remember things that evoke basic emotions like sadness and disgust, so appealing to these emotions can link brand to these feelings. Emotion - evoking approaches are most suitable when the product category is one where buying is based on a "feeling" benefit either the low-involvement small pleasures of candy or soda pop or the highly involving feelings associated with products like perfume, sports cars or Jewelry. Advertising appeal as an attempt at creativity that inspires consumers' motives for purchase and affects consumers' attitude towards a specific product or service [36]. It's suppliers' application of a psychological motivating power to arouse consumers' desire and action for buying while sending broadcasting signals to change receivers' concepts of the product [37].

3.13 Irreverence: It is advertising that lets consumer bring something to the communication process, as opposed to some of the more validly criticized work in profession in which they try to grind the benefits of a product like soap or cake mix into a poor housewife's head by repeating it [38].

3.14 Small-Town Warmth: It has emphasized the need to take creative risks in creating memorable and sales-increasing advertising [31], Warmth is to be a positive, mild, volatile emotion involving physiological arousal and precipitated by experiencing directly or vicariously a love, family, or friendship relationship. The proposed definition positions warmth on the two dimensions most often used in describing emotions, valence and arousal [39]. Warmth is associated with or similar to happiness and pride. Warmth is therefore viewed as an emotion which is acute, specific, and reactive. Warmth is acute in that it is short-lived, capable of being created or changed quickly [40].

3.16 Pictorial design concept: This means creative vision of art dimensions derived from the imagination. It is an idea that brings diverse elements into a basic relationship [41]. Design concept is considered as a visual image hinged on a thoughtfully selected theme for the purpose of communicating an idea to promote a product. Product promotion itself is a form of advertisement to sell firm's services through informing, persuading and reminding the market [42]. In every graphic design the dual function of a concept emerges. Graphic design process and product are influenced by the type of concept which enables the subject matter to be understood and to be completed in the entire sequence of thinking, reasoning and decoding of pictorial expressions. Photographs and illustrations are the pictorial elements in ads. Although type is powerful because it carries both visual and verbal messages, images are often the most arresting. They prompt the viewer to pause and read an ad instead of turning the page. Also, visual images generally are remembered longer than text.

4. METHODOLOGY

This study followed qualitative methodology to analyze the billboard advertisement strategies, Discourses of advertisements

were analyzed on the strategic perspectives. Discourse Analysis is a linguistic approach to talk and text that tries to see how the speakers' or authors' choice of words construct a social object. Discourse analysis enables the researcher to read between the lines for implications and assumptions and to identify accounts of the world that might be suggested by the

ads and examine the ways in which the ad works to address and relate to viewers. Importantly, discourse analysis is concerned with the examination of meaning and the complex processes through which social meanings are produced [43], [44].

In this study, billboards are analyzed based on discourse analysis with emphasis on strategies adopted to stimulate customers. These billboards are examined according to their written text and color, the way their elements are arranged, and the strategies adopted. 35 billboards were photographed in sideways of the A9 road from Jaffna to Vavuniya. Among all, 15 billboards were chosen to be analyzed which were commercial and multimodal.

5. DATA ANALYSIS

5.1 Baby products of baby Cheramy

It is a product of Sri Lanka. This billboard advertisement promotes baby products as the Mothers' love, which never harm the child. In this advertisement celebrities are standardized to the whole Sri Lankan market. This billboard was placed in Northern Sri Lanka, where mothers are targeted by the company, even though the target women are Tamil speaking mothers, the celebrities are different to pursue the customers. This billboard utilizes the principles of inoculation in medicine. The objective is to inoculate the audience with small doses of the offending campaign. It stimulates the target customers (mothers) via beautiful child. And also it gives an Emotion evoking for product category is one where buying is based on a "feeling" benefit. because mothers feel on her child's skin care. This billboard emotionally attracts the Customers.



5.2 E-soft MBA

This advertisement targets students, those who need to shape their life after advanced level examination. It recognizes a degree without entering the University. it doesn't use the famous celebrities but it completed in the entire sequence of thinking, reasoning and decoding of pictorial expressions, with four graduates who finished their degrees at E-soft. Personalities, smart look, attractive cloaks of the celebrities to stimulate the target customers to apply for this highest studies.



5.3 Newdale Yogurt

This advertisement encourages the buyers to buy more yogurts. It targets children by offering many gift items for children. Celebrity in this advertisement has a smile face with gifted cycle and happy journey. It might encourage the children to collect the coupons from Newdale Yogurt. Sentence on the billboard says about the attractive amazing gifts to the children. This billboard keeps the blank spaces and fills with the gift items. Two color combinations quickly catch the mind of the customers. it also contents the emotional and entertainment experience through gifts.



5.4 Lux

The advertisement uses attractive color which emphatics like new, revitalize, breakthrough, innovation and more beautiful. Instant of using more words in the advertisement, it motivates the observers to feel the fragrance whole day. It stresses the importance of fragrance whole day and how a soap can be used as soap and cologne. Picture of star celebrity attracts the viewers as a different color without background. These features move the observers (women) buy what is being offered, because they feel that Lux is necessary for today's modem world. The picture shows the two different variants of Lux and since each one has a description, a reader may choose which one is best for her. Therefore, the advertisement uses star strategy to seizure the customers.



5.5 Anchor full cream milk powder

The advertisement uses two celebrities. A mother and daughter endorse Anchor Powdered Filled Milk. The copywriter uses emphatics like more important and most nutritious. The ad says that growth gap is more important than generation gap. Since kids experience a slow-down in growth after the toddler years, they must be given Anchor which is the most nutritious powdered-filled milk. The use of celebrity says as "trusted by mothers" used to influence the target reader to buy the product. In this case, mother emphasizes that not only her child need Anchor but also other children and thus, she is trying to get the attention of



the parents. Aside from being interpersonal, this ad is also textual because it shows the "100% Anchor" in a big font size. The picture of mother and his daughter is put in the left side. It is bigger than the rest of the ad. Mother gives his daughter Anchor and she loves to drink it as manifested in her smile. Daughter is holding a glass of Anchor milk with happiness bright face.

5.6 Rio Ice Cream

What is being endorsed in this ad is not really Rio as famous for Ice Cream, this is manifested by a big word in half of the banner. Trade mark of Rio Ice Cream placed at the right side bottom of the ad. The pictures of Ice Creams are much bigger than the name and the font size of the text is also bigger. The advertiser tries to give the tastes of different Ice Cream Varieties. It means that a reader is enticed to taste the delicious mix of swirling vanilla ice cream with bits of chocolate and Rolls. The ad also uses pictorial designs by showing in the picture how delicious and creamy it is. While crossing this advertisement customer might decide the varieties to be ordered.



5.7 Dialog. Mobile service

This advertisement is designed to inform the customers about the widest coverage of mobile services. Celebrity expresses the happy feelings from the nonstop mobile services. Pictorial design, colors and the face of the celebrity all attracts the customers to know about the widest coverage. With a minimum word advertiser communicates the message "Widest Coverage "in big font size which is more visible to the target customers. It creates an image as extensive coverage in the consumers' mind by way of positioning strategy.



5.8 Ceylinco Life

This advertisement advocates a style that tries to make heavy use of emotion and warmth, and to create commercials that are very entertaining, through the use of star endorsers and star commercial directors. It uses the latest cinematic techniques, including rapid, cutting and eye-catching visual images and tries out special effects. It elevates people above the product to use people in lively and engaging situations. Emotional bonding in advertising is a link between the brand and customer feelings. In this advertisement people are attracted by a feeling on the award winning for a family trip to Paris via insurance scheme. This emotional bonding via a group of celebrity's act as family to attract the customers to participate the lorry after joining with the special insurance scheme.



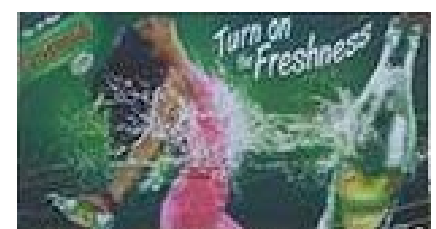
5.9 Anlene

This advertisement devours a celebrity endorsement approach, which involves trying to attract the audience from counter arguing during the viewing the billboard, in big size with attractive women has strong bone power. This ad concentrates the public's attention, or it can divert the audience with smart lady with powerful bone balance. It Disturbs women via a sentences that "take care of your bones since today". this advertisement makes it easier for the message to bypass the hostility. Words on the bill board such as minerals for bones, calcium, and vitamin D enriched, altogether communicate the value composition to the customers as well as coax the women to buy it.



5.10 Cream soda

This advertisement attracts the customers via glamour. During the hot summer people are swayed through the fresh feeling on the creative pictorial design with inspire people to drink the soda. This picture design explains how an adult enjoy with cream soda. The word "turn-on freshness" is simply express with the creative picture design in the billboard. It's an inoculate advertising strategy which stimulus people via a pictorial design for turn on refreshment.



5.11 Hutch

This ad is different from the other samples because the page has still a lot of space. It simply means that it is all that they want to say and to be different from others. This billboard advertisement targets the public who visit to "Nallur" festival. It receptions the customers and toasts them via their traditional culture with the color of Hutch. No single message to describe the product benefits or value proposition of the product. The ads content the full of color of hutch with hospitable sentences. This advertisement tries to establish the brand image in the customers' mind via fascinating people by their civilizations and values.



5.12 Horlicks

This advertisement has an emotional message from a doctor celebrity. It questioning whether the food offered to the children have enough nutritional contents. It makes fear to parents to provide more nutritional supports to their children from food supplements. This question comes from a doctor celebrity, which is powerful medium to convey message to parents.



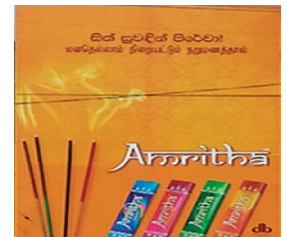
5.13 Arul Parcel service

This advertisement is presenting one of three advertisements in the same campaign that has one message to deliver which is that Arul Global Express has the quickest way to pass on and deliver packages all around the world. The creative concept was designed to make the ad very eye-catching with the high contrast in color used between the background and the word 'Global 'means how they are close to international parcel delivery- The celebrity in this ad shows the local parcels are taking over by the foreign agents.



5.14 Amritha Instant Stick

This advertisement convinces the customers via the words "fragrance fills the minds". It demos customers' choices from four different fragrances. It doesn't use additional sentences just in one line it expresses the odors, and how it spreads over the mind to be filled of fragrances. It is a thought of as a contribution to the complex symbol, and less part reason plays in brand selection, attitudes of the customers and all the psychological meanings that the consumer develops for a brand. The Brand "Amritha" is displayed in clear format, it shows the brand image advertising strategy for positioning among the customers.



5.15 Theepam Fertility Center

This advertisement couriers an emotional appeal from a young mother. It tells solutions to the mother who expects a child birth. Parents who have glitches in impregnation are the target customers of this advertisement. It expresses the brand name as "Theepam" which lightning the life. It gives emotional feeling on the confident via the sentences "I will come to be a mother soon ". This advertisement has the emotional feeling to inspire the customers.



6. CONCLUSION

Billboard Advertisements are a popular tool which we observe when we on the way to home or to the office, but they should be designed in a watchful way to attract customers. Billboard Advertisements can be analyzed according to different theoretical work so as to be able to understand them. Positioning of the actors of the advertisement gives a certain message, sometimes it is related to power or dominancy. The colors used also reflect another message; besides the language used which also reflects a brief and strong message. Companies should have unique strategies to capture the customers via creative billboards. Due to the globalization and technological changes consumers avoid to read long sentences, they prefer attractive and differentiated messages and symbols, which they could really capture into their inner mind.

There are many advertng strategies of billboard advertisements identified in the past studies such as Pictorial design concept, Small-Town Warmth, Irreverence, Entertainment and Emotion, The Inherent Drama, Execution, Star Strategy, Positioning, Brand Image, USP (Unique Selling Proposition), Comparative Advertising, Inoculate Advertising, Refutational Advertising, Using Endorsers in Advertising, and Distraction Approaches (see Table 1). All of them explains how advertisers can stimulate the customers in attractive format. Each strategy has notorious features as strategies followed in the billboards. Present study analyzed the selected billboards whether they have the strategic

features mentioned in the literatures. Discourse analysis was used to analyses the words, images and creative features in the advertisements.

When researchers evaluate billboards advertisement its rate to influence customers is higher relative to other media because it delivers information affordably, attract potential customer that all in turn enhances [3]. Based on the data analysis of the advertisements, it can be concluded that advertisers use various strategies such as emotional appeals, endorsement approach, brand image, Inoculate Advertising, Distraction Approaches, and positioning strategy. In addition, most of the advertisements followed the similar strategies. Differentiated, unique highlighted, or creative and innovative advertisements are scarce. Changing environment needs differentiated and creative strategies to capture consumers mind in few seconds. Good pictorial design, entertainment, star strategies, USP, comparative strategies, refutational, and distraction strategies are more effective than the regular approaches followed by the advertises in this study. This study has the practical implication that, billboard designers and the producer of the billboards should consider new creative ideas in the development of billboards because designing a billboards costs much than the other media.

Strategies to the billboard advertisement should have something that will cause a stir; enough that people will film it and share it on social media. If it doesn't have that quality, it is not a good use of time and money. Getting as many eyeballs on billboard advertisements as much as possible. It's far better to do one site that will get a million views, companies don't want to leave themselves open to ridicule, or look like there are tone deaf. In addition, competitive analysis is important, need to study the area, and select sites that will not pose a problem. Keep it simple, and let few words and stunning visuals grab the attention, will have good strategies which arrest the customers mind. To conclude, advertisements need further studies to go deeper in understanding how they are designed to attract customers.

Table 1: Strategies of Billboard advertisements

Graphic design enables the subject matter to be understood. creative vision of art dimensions. considered as a visual image. hinged on a thoughtfully selected theme. it serves the creative process. completed in the entire sequence of thinking, reasoning and decoding of pictorial expressions.	Pictorial design concept
creative risks in creating memorable creative point of view stage props looks like films-using cuts overlapping dialogue	Small-Town Warmth
honest dialogue with the consumer and respect for consumer intelligence it lets the consumer bring something to the communication process, style is designed to create impact and he emphasizes the need	Irreverence
heavy use of emotion and warmth commercials that are very entertaining star endorsers and star commercial directors latest cinematic techniques, including rapid cutting and eye-catching visual images elevate people above the product people in lively and engaging situations	Entertainment and Emotion
common touch without being or sounding patronizing. capture the inherent drama and make it “arresting itself rather than relying upon tricks impatient with dull factual recitation or a cleverness with words most interesting and believable of all advertising appeals	The Inherent Drama
really communicates a persuasive message or if it is merely clever or memorable execution incomplete description swift and as penetrating as possible humor to gain attention and to provide a positive reward an advertisement reader. generate advertisements too similar to those of competitors	Execution
gain a brand star identity with help of a star person reminder and imitate through star person	Star Strategy
form or change an image of a product or service in consumer mind	Positioning

thought of as a contribution to the complex symbol which is the brand image The greater the similarity between brands, the less part reason plays in brand selection strategy allows to give the (product), brand a special characteristic and identity (image). sum of the attitudes and all the psychological meanings that the consumer develops for a brand.	Brand Image
different (unique) sights of product or service. each product develops its own Unique Selling Proposition involve a specific product benefit unique, one that competing firms are not using. vigorous defending	USP (Unique Selling Proposition)
product are compared in one or more attributes	Comparative Advertising
inoculate the audience with small doses of the offending campaign	Inoculate Advertising
visual portion is incongruent with or contradicts the verbal information presented use of an unexpected picture or visual image attention and get them to engage in more effortful or elaborative processing. refute a contradicting argument if he can provide evidence that conclusively negates it, or by presenting more recent or credible evidence (Refutation through Evidence) deconstructing the opposing argument, and presenting it in such a way as to highlight the discrepancies present within the argument (refutation through logic) logically present his argument as being superior to the one presented by the opposition, by showing that the opposition's argument lacks the crucial link to the topic. Further, the writer can highlight the insignificance of the opposition's argument by exposing the deficiencies found within the opposing argument (through Exposing Discrepancies)	Refutational Advertising
source-oriented approaches. range of source components and the cognitive and affective ways credibility of any of the components	Using Endorsers in Advertising
trying to distract the audience from counter arguing during the viewing or listening process concentrate the public's attention, or it can distract the audience with music or camerawork. message to bypass his resistance. drawing attention based on the size, color, location, and images.	Distraction Approaches

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