

**THE MEDIA AND OUTDOOR ADVERTISING  
CASE STUDY: KAMPALA, UGANDA**

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**A DISSERTATION SUBMITTED TO THE FACULTY  
OF SOCIAL SCIENCES IN PARTIAL FULFILLMENT  
FOR THE AWARD OF BACHELORS DEGREE OF  
MASS COMMUNICATION OF  
KAMPALA INTERNATIONAL UNIVERSITY**

**AUGUST 2006**

## DECLARATION

I, Kinaiya Elizabeth Naisenya declare that this is my original study and that this research has never been presented anywhere else for similar purpose.

Sincerely,

Kinaiya Elizabeth Naisenya

Signature.....

Date.....

## APPROVAL

This dissertation has been submitted for examination with my knowledge as the Supervisor.

Supervisor: Dr Jerome Ongora

Signature.....

Date.....27.09.06.....

## ACKNOWLEDGEMENT

First and foremost I thank the almighty God who has seen me through life's struggle especially my higher education. I give Glory back to him for enabling me to finally complete my research.

I am so grateful to God for my parents who have sponsored my education thus enabling me to finish my bachelor's degree.

I credit people in advertising agencies. I also credit the people in Kampala city for their time and opinion.

It is a pleasure to appreciate all my lecturers of mass communication, thank you for guiding me through this wonderful course. Special thanks to Dr Jerome Ongora my supervisor for his advice from the choice of the research topic to compiling the report. God bless you abundantly.

I thank God for the gift of friends, who were supportive during this study, not forgetting my fellow mass communicators.

Lastly but not the least I am delighted to have such a loving and supporting family, the Kinaiya's Family. I am especially grateful to my mentor and beloved sister Beatrice Wairima for standing with me to date. My beloved mother Mrs. Grace Wanjiru Kinaiya and my Father Mr. Josphat Samingo Kinaiya they have been the pivot of my life.

## DEDICATION

This work is dedicated to all upcoming researchers especially mass communicators.  
It is also dedicated to mo beloved family and friends.

## **LIST OF TABLES**

MONTHLY RENTALS FOR TRANSIT ADVERTISING  
WITH ROOF TOPS  
WITHOUT ROOF TOPS

TAXI ADVERT PRODUCTION SPECIFICATIONS

OUTDOOR ADVERTISING COST IN DOLLARS

VISUAL MERCHANDISING COSTS IN DOLLARS

MATERIALS USED TO MAKE VISUAL MERCHANDISING

# LIST OF ILLUSTRATIONS

## OUTDOOR ADVERTISEMENTS

Billboards (6m\*12m), (3m\*9m)  
Sub urban signs  
Outdoor Motion Video Billboard  
Poster frames  
Bus shelters  
Transit advertising areas  
Transit advertising samples.

## VISUAL MERCHANDISING

Poster frames  
Posture brochure stand  
Wind vane  
Suspended sign  
Chromadeck Signage  
External illuminated sign  
Large banner  
Banner  
Spinner  
Blimp  
Pump Crowners  
Spinner  
Carry bags

## Future plans on improvement of outdoor advertising.

Airport Walkway  
Minimaxlite  
Globe at Entebbe  
Notice Boards  
Public Chairs  
Removable Stage signs  
Residential poles  
Stage Illustrations  
Street Pole  
Waste bin

## ABBREVIATIONS

1. Ad(s)     Advertisement(s)
2. CBD     Central Business District.
3. COBI     Computerized Outdoor Billboard.
4. GRP     Gross Rating Points
5. OAAP     Outdoor Advertising Association of the Philippines

## TABLE OF CONTENTS

DECLARATION.....	I
APPROVAL .....	I
ACKNOWLEDGEMENT .....	II
DEDICATION.....	III
LIST OF TABLES.....	IV
LIST OF ILLUSTRATIONS.....	V
ABBREVIATIONS .....	VI
TABLE OF CONTENTS.....	VII
CHAPTER 1 .....	1
BACKGROUND .....	1
STATEMENT OF THE PROBLEM .....	7
AIM OF THE STUDY.....	8
OBJECTIVES OF THE STUDY.....	8
PURPOSE OF THE STUDY.....	8
JUSTIFICATION OF THE STUDY .....	9
RESEARCH QUESTIONS .....	9
SCOPE OF THE STUDY.....	10
ETHICAL CONSIDERATIONS.....	10
CHAPTER 2 .....	11
LITERATURE REVIEW .....	11
CHAPTER 3 .....	18



METHODOLOGY .....	18
Research Design .....	18
Area of population description.....	19
Sampling strategies .....	19
Data collection methods.....	19
Limitations of the study .....	22
Delimitations.....	22
CHAPTER 4 .....	24
FINDINGS AND DATA ANALYSIS .....	24
CHAPTER 5 .....	59
CONCLUSION AND RECCOMENDATIONS.....	59
BIBLIOGRAPHY.....	60
APPENDICES .....	61
APPENDIX 1. FINANCIAL PLAN (BUDGET) .....	61
APPENDIX 2. WORK SCHEDULE.....	62
APPENDIX 3. QUESTIONNAIRE.....	63
APPENDIX 4. INTERVIEW SCHEDULE.....	65
APPENDIX 5. MAP OF UGANDA.....	68

# CHAPTER ONE

## **1.0 INTRODUCTION**

### **1.11 BACKGROUND**

### **1.12 HISTORY OF ADVERTISING**

Advertising is very old. It can be traced back as far as the public criers of ancient Greece who for a fee shouted out messages about client's wares to one and all. But it first becomes important in the 15<sup>th</sup> century when the merchant of the rapidly growing cities and towns needed a way to tell people where their goods could be bought.

The first printed advertisement in English language appeared in 1478, more than a century before Shakespeare's first play was produced. This early ad was the work of William Caxton, England's first printer, who used it to advertise religious books from his own workshop. Axton posted small printed notices along London's main streets. Besides advertising his shop with a red-striped shield so that customers could find it easily.

This same sort of simple, informational advertising is still used. Examples are the roadside signs that tell travelers that they can buy fresh corn just down the road or that there is a restaurant in the next town.

The individual Revolution in the 18<sup>th</sup> and 19<sup>th</sup> centuries brought a new kind of advertising. Large factories took the place of small workshops and goods were

produced in large quantities. Manufacturers used the newly built railroads to distribute their products over wide areas. They had to find many thousands of customers in order to stay in business. They could simply tell people where shoes e.g. could be bought they had to learn how to make people want to buy a specific product.

Thus modern advertising was born. Advertising created new markets and helped to raise standards of living as people came to feel that they had a right to new and better products.

Advertising agencies began to develop in the United States just after the civil war. At first agencies merely sold space in the various media, mainly newspapers and magazine. But they soon added the service of writing and producing advertisements. From these beginnings, advertising has developed into a highly specialized profession

### **1.13 DEFINITION OF OUTDOOR ADVERTISING**

Outdoor advertising is one of the oldest media. It is usually colorful and strong on illustration and it has short selling messages. It consists mainly of billboards posters. Billboards are placed in location where surveys have shown that they will be seen by large number of people They range from the common showing or panel, of lithography paper sheets pasted together through the more permanent and

expensive painted bulletins. They are painted on the billboards or side of a building to the eye catching and are very costly. Spectaculars too, which use flashing lights to attract attention. By flashing the lights in proper sequence, the spectacular can create the effect of motion such as coffee cup being filled or an animated cartoon. Due to their high cost, it is not practical to use painted bulletins or spectaculars for products with slogans that change frequently.

Posters are often placed in train stations and in buses and railroad trains. This is called Transit advertising. Outdoor advertising has two big advantages: the medium forces advertisers to be focused and drivers are a "captive audience". Billboards are an excellent and affordable medium for seasonal businesses. Sold based on ratings (Daily Effective Circulation or Annual Average Daily Traffic) of the number of viewers per day) some billboards are much better than others. Intersections, as you might guess are prime space.

## **1.2 OUTDOOR ADVERTISING HAS VARIOUS ADVANTAGES:**

They relate to the medium's reach, frequency, flexibility and cost as well as to impact.

Often an advertiser requires saturation of a market to accomplish objectives such as introduction of a new product or feature or a change in package design.

Outdoor advertising is a mass medium that can make coverage possible overnight. The term prescribing the basic unit of sale for posters is 100 gross ratings points daily or a 100 showing.

Buying 100 gross rating points does not mean, however that message will appear on 100 posters within or market.

It means it will appear on as many panels as are needed to provide a daily exposure theoretically equal to 100 percent population.

### **1.21 Frequency**

Outdoor offers impressions according to the institute for outdoor advertising out of 10 people reached with the GRP showing receive an average of 29 impressions each over a 30-day period.

This frequency increases for groups that are better-educated and very higher incomes again very active.

### **1.22 Flexibility**

In addition, outdoor offers advertisers great flexibility. They can place their advertising geographically where they want it. In any of 9000 markets across the country nationally regionally or locally an outdoor advertiser can buy just one city or even a small section of that city.

One outdoor advertising company that has even developed computerization method for characterization. Outdoor audience by age, sex, income and lifestyle to the block level.

### **1.23 Cost**

The industry uses the term showing to indicate the relative number of outdoor posters used during a contract period.

If showing provides 750000 total impression opportunities daily in life in the market with a population of 1 million it is said to deliver 75 GRP's daily

Over a period of 30 days, this showing would earn 2,250 gross rating points (30\*75).the GRP system makes cost comparison possible from market to market.

#### **Impact**

All this adds up to two economical intensity of impression to the advertiser.

With a relative low cost, the advertiser can build up GRPs very fast by hitting a large percentage of the market many times over a short period.

This of course, is ideal for advertisers who have a short simple dogmatic message.

### **1.24 Drawbacks**

Posters are passed quickly. Outdoor advertising reaches a narrow demographic group which is difficult to measure.

Printing and posting of outdoor adverts are very time consuming, so outdoor must be planned far in advance.

## **1.3 TYPES OF OUTDOOR ADVERTISING**

### **1.31 BILLBOARDS/POSTER PANELS**

They are the least costly per unit. A poster can consist of blank panels with a standardized size and border. It is usually anchored in the ground but may be affixed to a wall or roof. It's message is first printed at a lithography or silk screen plant on large sheets of paper on large sheets of paper, then minted by hand on panel

### **1.32 PAINTED BULLETINS OR DISPLAYS**

These are meant for long-term use and work best where traffic is heavy and visibility good. They are usually painted in sections in the plants shop then brought to the site where they are assembled and hung on the billboard

### **1.33 SPECTACULARS /OUTDOOR MOTION VIDEO BILLBOARD**

They are giant electronic signs that incorporate movement, color and flashy graphics to grab attention in high traffic areas. Spectaculars are very expensive to produce and are found primarily in the world's largest cities.

### **1.34 NEON LIGHTS**

These are boards that bear that bear writings. They bear light in them so they are light during the night. During the day they are still visible but the light is not on

during the day.

### 1.35 TRANSIT ADVERTISING

This involves the branding of advertisements to cars. These adverts are read as the vehicles move. Transit advertising could be done on company cars or taxis.

### 1.4 Background of the problem

In the late 1984 Sharlene Wells was crowned Miss America for 1985 on a network television show with an audience of over 50 million viewers. In fact it was one of the highest rated TV specials for the year.

Shortly thereafter Sharlene appeared on five more network television shows, as well as dozens of local television and radio programs. The Sharlene Wells name and image were also shown in hundreds of newspapers and a considerable number of national magazines.

In December 1984 a study sponsored by the Institute of Outdoor Advertising was conducted in two test markets by an independent research organization, Lee Cobb and Associates.

One simple question was asked, "What is the name of Miss America for 1985?" In spite of all the national publicity, all the network TV shows, and all the newspapers, magazines, photos only 1.5 percent of the respondents could give the correct answer.

On January 15<sup>th</sup> the institute sponsored a one-month coast-to-coast billboard campaign.

Some 2500 posters (billboards) carried a photograph of Miss Wells and a simple statement "Sharlene Wells, Miss America 1985".

When the institute conducted a second wave of interviews in March and April, 11.9 percent of those questioned knew who Miss America was an eightfold increase in awareness.

If those results could be projected nationally it would mean that outdoor advertising had communicated a new name to more than 15 million adult Americans about one in every ten outdoor advertisement that are done outside the field.

They used wood and paints to design the signpost to identify a place or show direction to a given place.

Since the industrial revolution started, outdoor advertisements design advanced to where computers are used in designing billboards and photographs.

Material used in the marketing of billboards advanced from the use of aluminum to the canvas material.

There are also billboards, which are electronic, and is the most advanced where advertisements can change from one advert to another.

There are also companies, which emerge to design bill, these monier, and eagle magnet ventures.

Electric signs advanced from being hand written to where aluminum is used and fluorescent to provide the lighting, also there is the use of the animated neon flash.

Posters in the past were done on paper and were handwritten and illustrations were painted.

Nowadays posters are designed using the computers using the graphic software like adobe PageMaker used for page layout, adobe Photoshop is used for combination of pictures and adobe illustrator is used for designing of logos.

There is the use of the scanners to scan pictures.

These are the latest technology used in the designing of posters for outdoor advertising.

In banners, technology in its design has advanced to where it is done using the screen-printing method and also there is the use of paper stencil.

### ***1.5 STATEMENT OF THE PROBLEM***

In developing countries, the media has basically been used to inform, educate as well as entertain the public. Its major role in informing the public though has not been quite effective. Some of the reasons for this include the expenses that come along with the media making it difficult for some percentage of the population to be informed as intended. Purchasing of Radios, Televisions as well as newspapers proves to be expensive to those who earn no salary. Another reason is that those who consume the media are ignorant on the advertisements included.

Advertisements are used to either inform, manipulate or pursued the public.

Advertising agencies therefore have come up with outdoor advertisements to try bridge the gap between the public and the media and to promote message penetration. The research will therefore investigate how effective outdoor advertising has been in informing the society.



## ***1.6 AIM OF THE STUDY***

This study aimed at finding out the effectiveness of outdoor advertising in informing the society and the dimensions it takes to do so.

The study took its way in examining media advertising and how outdoor advertising has played its role in solving lack of message penetration caused by the media.

## ***1.7 OBJECTIVES OF THE STUDY***

The objectives of this study were to:

- a) Find out the development of outdoor advertising.
- b) Find out the various types of outdoor advertising media
- c) Find out the cost of production of outdoor advertising media
- d) Find out how technology has affected outdoor advertising media

## ***1.8 PURPOSE OF THE STUDY***

The purpose of this study was to determine how outdoor advertising has helped in informing the society.

Find out any possible improvements that advertising agencies have employed to ensure that the public's right to information is fulfilled.

The study further pointed out the importance of outdoor advertising in third world countries, like Uganda.

### ***1.9 JUSTIFICATION OF THE STUDY***

1. The study will be useful in providing information on the role of outdoor advertising media and its effects on other forms of media advertising
2. It may be useful to the advertising agencies as well as the media to know some improvements they can make to satisfy their publics.
3. Will be useful to enlighten the public on the importance of outdoor advertising media as a source of information.
4. To the Ugandan population, the study will help to know what outdoor advertising is and its extent.
5. To the students of mass communication the study will be used as a source of material for Uganda advertising and lastly the successful completion of the study will lead me, the researcher as part of my academic schedule to the award my award of bachelor of mass communication.

### ***1.10 RESEARCH QUESTIONS***

1. What is the importance of outdoor advertising?
2. What is the extent of outdoor advertising in Kampala?
3. What strategies can be adopted by advertising agencies to improve on

advertising as a means of informing the public?

4. Has outdoor advertising been effective in Kampala?

### ***1.12 SCOPE OF THE STUDY***

The study was carried out in Kampala city. It concentrated on the general city since outdoor advertising is evenly distributed, and analysis of the content of advertisements disseminated to readers will be done.

Issues related to outdoor advertising were the content of analysis in this case. How outdoor advertising reinforces media advertising and how the media as well as advertising agents have improved on their ways of informing the public, molded the scope of the study.

### ***1.13 ETHICAL CONSIDERATIONS***

Before the study permission was sought from management of those advertising companies and media industries in which the study was targeted and after all the information needed being obtained, it was kept confidential as a way of ethical consideration.

At individual level, permission was sought and at all levels assurance was given for privacy and confidentiality, the purpose of the study was also explained to the concerned persons at all levels.

## CHAPTER TWO

### *2.0 LITERATURE REVIEW*

In this section I showed all literature that was used for the study. This helped me during data compilation, analysis of them as well as the research report.

The following below was the literature review of the study.

In this literature review several materials were used such as study books on advertising, newspapers, magazines and materials and researches from internet sources, different media organizations and advertising agencies.

In addition libraries and data banks which were the key to this study were among the literature that was used.

Advertising being among the best way to inform the public, the literature review under this was books on advertising and books on the media.

Information was extracted from personalities who understand outdoor advertising and can be able to criticize it and the layman on the ground as he/she is most affected.

When you think of outdoor advertising you typically think of billboards, but in today's media environment, billboards are just a small part of the whole spectrum of choices.

The Arbitron Outdoor Study conducted in 2001 pointed out that consumers are spending more time commuting to work - 56 minutes per day. These consumers while driving, walking, or fighting rush hour traffic are not being reached by traditional media (television, newspapers, magazines, etc.), but are being influenced by outdoor advertising in all its myriad forms. In fact, one of the study highlights is that outdoor media "plays a vital role in the media mix by reaching consumers missed by other media and enhancing the exposure of other media."

An industry white paper titled "Outdoor Advertising: The "Brand" Communication Medium of the 21st Century" written by James M. Maskulka, PhD. in 1999 sheds some light on the importance of outdoor advertising in building "brands" and "sales."

Perhaps the two key benefits described by Dr. Maskulka are that outdoor advertising:

- Provides a "creative canvas" for delivering the brand message
- Fits a transformational advertising strategy

According to the paper, transformational advertising is defined as implanting either a message or image about a differential product advantage in the mind of the user. This type of strategy requires frequent exposure over an extended period of time. In every case, outdoor advertising fits the bill.

As far as the "creative canvas," think about some of the more famous outdoor advertising campaigns - Nike's "Just Do It," Apple Computer's iMac, or Richard Branson's Virgin Airlines. These companies used the creative nature of outdoor advertising to deliver their message and position their products for growth.

Apple Computer and Virgin Airlines along with Altoids and other brands are considered by Dr. Maskulka to be "philosophy brands" - brands that reflect a philosophy or attitude toward life. These types of brands are more resistant to competitive challenges and offer more flexibility in terms of adapting to changing consumer tastes.

The outdoor advertising segment has evolved to keep the segment relevant as consumers' tastes and behaviors have changed. The outdoor medium has the opportunity to be the media driver for ad campaigns, especially for those companies looking to:

- Launch new brands such as e-commerce brands
- Test new product ideas such as Apple Computer's iMac+

Test creative concepts and new brand propositions such as the Dairy Board's "Got Milk" campaign it was a bomb that started the whole thing--an image of one anyway. A nationwide controversy erupted in July after Clear Channel Communications, one of the country's largest outdoor advertisers, refused to run an antiwar ad paid for by Project Billboard, a Berkeley, California-based nonprofit. The ad, which was supposed to appear on a billboard over Times Square during the Republican National Convention, featured an image of a bomb and the slogan "Democracy is best taught by example, not by war." Clear Channel said New York, in the aftermath of 9/11, is no place for a bomb image. Project Billboard sued for breach of contract. Critics accused Clear Channel of political censorship, equating the incident with the company's decision to fire shock jock Howard Stern after he repeatedly criticized the Bush Administration.

The two sides eventually settled, and Clear Channel is now running the advertisement, although with a dove replacing the bomb. But the billboard flap raises lingering questions about Clear Channel's control over outdoor advertising, a

little-studied but important dimension of its media empire.

Billboards were the object of public derision for most of the twentieth century, particularly since the 1960s, when a national movement emerged to fight their proliferation along scenic highways. Nonetheless, in the past twenty years the outdoor advertising industry has become a multibillion-dollar behemoth, evolving from basic highway signage to more than 1 million multimedia displays targeting consumers in trains, buses, taxis, schools, airports, shopping malls, concert venues and stadiums. The growth spurt, which accelerated between 1996 and 2000, has followed a pattern of consolidation similar to other media. Just three companies now dominate the landscape: Viacom, the already bloated media empire; Clear Channel, the largest owner of radio stations in the United States; and Lamar Advertising, an advertising-only company that acquired 538 outdoor advertising companies beginning in 1997.

Outdoor advertising, unlike other forms of media, is not regulated by the Federal Communications Commission. Instead the task falls to the antitrust division of the Justice Department, which enforces general guidelines over market control and ownership. But critics say the department has not done enough to stop consolidation. "They do not appear, for whatever reason, to be acting in connection with outdoor advertising," says William Brinton, an attorney on the board of Citizens for Scenic Florida, a billboard watchdog group based in Jacksonville. "Watching the consolidation over the past six years, I once mused about taking out an ad in the [*New York Times*] under 'Lost and Found' and inquiring if anyone has seen anyone from the Antitrust Department," Brinton writes in an e-mail. To date, no Congressional legislation has been introduced to address consolidation in the industry.

The Big Three now control anywhere from 50 to 75 percent of the entire industry, according to some estimates. In San Francisco, Clear Channel and Viacom together control about 90 percent of the outdoor advertising space. The Big Three also raked in 85 percent of the \$5.5 billion spent on outdoor advertising in 2003, with Viacom grabbing \$1.7 billion, Clear Channel \$2.17 billion, and Lamar \$810 million. Clear Channel's share alone accounted for nearly 40 percent of all sales, making it the industry leader for that year. The company boasts that its displays, which total more

than 150,000 in the United States, can reach over half of the total population, 75 percent of the Latino population, and seven out of every ten airline travelers. Clear Channel displays appear in every major US city, with more than 11,000 in New York City alone, where the company owns more than half of all the billboards in Times Square

Outdoor advertising currently represents only 2.6 percent of total US advertising expenditures, compared with nearly 75 percent for newspapers, television and radio combined. But in some ways, as Clear Channel Outdoor likes to boast, outdoor ads have a more powerful impact: "Outdoor is great because you can't turn it off, throw it away or click on the next page. That means your message is reaching consumers everywhere--all the time, every day." Yikes.

To a lot of advertising practitioners, outdoor advertising is classified as "below-the-line." The "line" being that which separates tri-media, or radio, print and TV as above it and all other advertising activity as below it. Not falling in the any of the three categories of media, outdoor advertising is therefore bundled with the "all others" category.

In a world where "labels" seem to be so important, there is a need to challenge the label given to outdoor advertising. Being "below the line" gives the impression that outdoor advertising is not as equally important as TV, radio or print.

For us to appreciate just how important outdoor advertising is, we have to go back to the history of advertising. Outdoor Advertising is as old as the history of man. The existence of this industry dates back to when man communicated ideas by carving stone plates and displaying them in public places. Long before there was even print, much less radio and TV, the main form of advertising where on billboards.

In the Philippines, consider the fact that one of the original-founding members of the ADBOARD was the Association of Outdoor Advertising Association of the Philippines (OAAP). The ADBOARD was originally envisioned to be an association of people involved in mass media for the purpose of promoting the interests of the advertiser, the advertising agency, print, radio, TV and outdoor. Even the wife of the late dictator, Marcos, could not regulate or ban billboards. No less than the Supreme Court ruled that billboards or outdoor advertising was a legitimate form of mass media!

So what caused outdoor advertising to be relegated as such? Mainly because of the change in lifestyle of consumers in the late sixties to the early eighties when the

colored TV became the number one entertainment center in the home. Until the early eighties, the billboard was limited to hand-painted images. It just could not compete with the vibrant images seen on TV. Billboard displays quickly became boring and predictable. No one paid attention to the displays.

But by the mid-eighties, colored television sets had become affordable and commonplace, breaking the barrier between rich and poor. Even the cheapest ones came with remote controls. "Zapping" or switching channels during commercial breaks became a practice. Every time a commercial is aired, the viewer switches channels - rendering the commercial inutile. As if that wasn't enough, cable TV was introduced, now there were hundreds of channels - an expensive proposition to TV advertisers who want to capture the attention of viewers by being in all channels. Saturation of all channels became a thing of the past - it was just too expensive.

The biggest change in the mid-eighties however, was the introduction of computers. The computer would dramatically change the lifestyle of the consumer to a point where it became a challenge for the advertiser to capture his attention. For one, the mobile phone gave the freedom to the consumer to spend more and more time outside of the home and workplace. Consumers were spending more time with computers at home and at work than they were with TV. To a great many, the internet was fast becoming a substitute to traditional newspapers and a source for shopping and entertainment. The appeal of the internet would be universal. It would cater to male and female, young and old, rich and not so rich, be it for education, communication or "infotainment."

The same computer technology gave birth to digital imaging. The process, which allowed for realistic, attention-grabbing, full-color images to be printed in super-large format economically and quickly, would restore dramatically the outdoor billboard to its rightful place as a legitimate form of mass media. The billboard display was transformed into a larger-than-life TV screen outdoors. Advertisers in the cosmetics, fashion and automobile industries were the first to embrace outdoor advertising. Images, which were hard to capture through hand painting, were now easily replicated.

Expensive airtime rates inevitably pushed outdoor advertising's popularity to record levels. In the United States and Western Europe, more and more of the traditional advertising budgets are being allocated to outdoor. From a traditional 5% formula of advertising spend, the figures now hover around 20% of total spend and still is showing signs of rising.

In the Philippine setting, this trend is beginning to happen as well. With the advent of cable television and increased advertising rates, more and more advertisers are finding it difficult to sustain campaigns effectively on all channels.



Outdoor on the other hand, captures the viewer's attention 24 hours a day. True, it has limited coverage. But a well-planned outdoor campaign can effectively cover most major markets in the country - still at a fraction of the cost of doing the same campaign on TV - with almost the same reach. It comes as no surprise therefore that a significant number of advertisers today are channeling a good portion of their advertising budgets traditionally allocated for tri-media, to outdoor advertising.

Even ad agencies are responding to this demand. It is common now to find big ad agencies with departments dedicated solely to catering to their clients' outdoor advertising needs.

Some advertisers don't realize that it roughly takes only 15 billboards strategically located inside Metro-Manila to reach the 15 million people who live and work in the mega-city everyday. The cost for one year - about the cost of 20, thirty-seconders on TV. With 30 additional billboards, almost all populations in key cities of the Philippines can be reached.

The ultimate proof of the importance of outdoor advertising is media itself. For even TV networks, radio stations and news publishers advertise on billboards and public utility vehicles.

Outdoor advertising is equally important as any of the tri-media. In fact, outdoor advertising practitioners would argue that the word "tri" in tri-media should be changed to "quad-media" to reflect outdoor advertising's rightful place in mass media.

Behavioral factors were investigated in a real outdoor setting, in order to explain one's intention and actual behavior of participating in outdoor recreational programs. The model of the Theory of Planned Behavior, with the addition of the self-identity variable, aiming to predict intention to participate and then actual participation in a specific outdoor recreation program including activities like: lake canoe/kayaking, orienteering, and archery. Three hundred and twenty-nine adult individuals participated in the study. Manifold correlations existed between all the variables of the study. The results also indicated that perceived behavioral control, role identity, and attitudes toward participation significantly predicted individuals' intention to participate in the specific outdoor recreation program ( $R = .597$ ;  $p < .001$ ). Furthermore, intention toward participation was a significant predictor of the actual behavior ( $R = .390$ ;  $p < .001$ ). These findings are discussed with reference to academic literature, the improvement of outdoor activity programs by emphasizing the need of suiting customers' needs and the practical implications for recreation programs' provision.

The popularity of outdoor recreation has been rapidly increased the last years, as more and more people are realizing the multiple benefits of outdoor recreation participation (Priest & Gass, 1997). It is widely accepted that outdoor recreational

programs contribute to participants' physical and psychological health by offering opportunities for excitement, new challenges, risks, growth and human development, as well as opportunities for social interaction.

Finally the ultimate proof of the importance of outdoor advertising is media itself. For even TV networks, radio stations and news publishers advertise on billboards and public utility vehicles.

## CHAPTER THREE

### 3.0 METHODOLOGY

#### 3.1 Research Design

The main task of this project was to provide a range of systematic collected evidence with which to consider the impact of outdoor advertising on the media. The study was a descriptive study, and qualitative and quantitative research methods were used. The qualitative methods were used because they were likely to reveal experience necessary in more profound understanding and analysis of all related aspects. Since qualitative methods are information driven, they provided a more holistic picture and analysis of the impact of outdoor advertising on the media.

The study targeted those in advertising agencies, as they were the best people who could provide the best information needed. Also the study targeted those in media houses as they were in a position to talk about advertising done by the media. Knowledgeable and well educated people, and also the common man who advertisements are aimed at.

### ***3.2 Area of population description.***

The study targeted population in the urban areas because this is where advertising, as a whole is highly concentrated, it helped reveal the best information needed.

The target population included people working in the media industry, advertising personnel, the educated and well knowledgeable ones and common man.

The study chose these people because they are the people who are best informed about advertising and more specifically outdoor advertising.

### ***3.3 Sampling strategies***

For this study, resources for gathering information and time will made it hard to study the whole urban population since it is very large so, I made a selection of a few people or simply used judgment sampling, where by I selected particular information for the selected item.

## ***3.4 DATA COLLECTION METHODS***

### ***3.41 OBSERVATION***

Having a look at billboards, posters, neon lights, and spectaculars took better part of

this study and also other related advertising agencies where i retrieved information needed for a successful research report.

This meant physical visit to advertising agencies to see for myself how some of these outdoor adverts were being implemented rather than being told, without having to prove. It allowed me to gain first hand experience without informants. It also enabled me to record information as it occurs. I was able to explore information that seemed uncomfortable to informants. And I was in a position to notice unusual events.

#### **3.411 Advantages**

- a) There was transparency since I personally confirmed the facts obtained through interviews and literature review.
- b) Biasness was eliminated and I was able to obtain accurate records as I based my observation from different fields.
- c) Necessary information that respondents were unwilling to provide was obtained.

#### **3.412 Disadvantages**

- a). It is time consuming because I was required to be physically present in the field.
- b). Limited information was obtained as I could not obtain information beyond my viewpoint

### **3.42 QUESTIONNAIRES**

For this case, I provided a set of well-typed questions for answering from selected groups of people who responded through writing.

It explained to the respondent what the research was all about and helped him/her give the required answers.

It was easier to distribute the questionnaires via hand delivery and collect them at an agreed date to the population I had chosen as suitable to answer these questions. This enabled me to collect a lot of information over a very short period of time. It

was quite suitable time was limited, where information needed could easily describe by writing. It was effective because media as well advertising personnel are literate.

#### **Advantages**

- a) It was a cheaper way of getting information compared to the interviews and observation since my physical presence was not required.
- b) It was flexible since I had time to research and read the relevant materials before formatting questions
- c) Biasness was eliminated since I had enough time to standardize questions.
- d) top officials of the company who were not easily available to be interviewed could use their free time to go through questions hence gave the required information.

#### **Disadvantages**

- a) Lack of responses from some respondents that I presented with the list of questions.
- b) The method provides limited information since there was no way of persuading respondents to give their answers to detail.
- c) Ignorance from respondents, made it difficult to receive accurate answers.

### **3.43 INTERVIEWS**

I went ahead to interview different individuals who were mainly concerned with advertising for example people who work in advertising agencies and not forgetting the target group and beneficiary of advertisements, the common man. This was useful in collection of information that could not be directly observed or was difficult to put down in writing. Thus allowed the researcher to obtain historical information and gain control over the line of questioning.

#### **Advantages**

- a) Immediate answers to questions asked were obtained, hence time was saved and subsequent consultation avoided.
- b) Biasness was eliminated as I carried out the interviews.
- c) Best results were obtained since the interviewees gave information to their best knowledge.

#### **Disadvantages**

- a) Some interviewees were not conversant with the area I was interested in thus some questions I asked were not answered.
- b) Willingness of interviewees to give appropriate information was at times limited

as they considered it confidential

c) Postponements of appointments by company staff and executives who I was to interview.

d) The method was costly since I had to travel to various places.

### **3.5 DATA ANALYSIS**

This involved the organization, interpretation, and compilation of data that originated from the research.

Data was analyzed appropriately with facts and illustrations arranged and organized in the companion of interview and questionnaires results and comments from the observation the researcher made.

### **3.6 LIMITATIONS OF THE STUDY**

The researcher encountered various problems while conducting the research namely,

a) There was delay in obtaining research information as respondents took a lot of time in returning the questionnaire sheet

b) A lot of time was wasted when gathering information as I was required to obtain information from one source at a time.

c) I also had financial problems because of all expenses that were incurred during the research work.

d) Some respondents could give all information I required while some claimed they were confidential.

### **3.7 DELIMITATIONS**

♦ I had to deal with the intellectual and knowledgeable people with access to the media to solve the problem of large population scattered over large area for this

study.

- ♦ Observation and physical survey of Kampala city played a great deal in this study.
- ♦ Financial constraints were be catered for by raising some funds from different people like parents, sponsors, friends, relatives and well-wishers for a successful research.
- ♦ Thus purposeful, careful selection was made for the data to ensure the findings were a representative body of knowledge.



## CHAPTER 4

### 4.1 FINDINGS AND DATA ANALYSIS

The researcher found it necessary to identify the types of outdoor advertisements in Kampala city as well as differentiating them. The materials used in the making of outdoor advertisements were also included, as well as the prices of these outdoor advertisements.

Visual merchandising was also analyzed as a form of advertising because correct merchandising results to sale. This is the same end product as advertising because it is meant to inform, persuade, entertain but at the end of the day, lead to increase in sales of the product being advertised.

The research was carried out in advertising companies which included Digitek Advertising Ltd., Contact Graphics Outdoor advertising, Alliance media, Corporate Dimensions Ltd.

#### 4.11 Posters

Posters are a basic form of outdoor advertising and the least costly per unit. A poster is a structure of blank panel with a standardized border. It is usually anchored in the group, but it may be affected to a wall or roof.

Its advertising message is printed at the lithography or silk screed plant on a large sheet of paper.

These are then mounted on the panel.

Posters sizes are referred in terms of sheets.

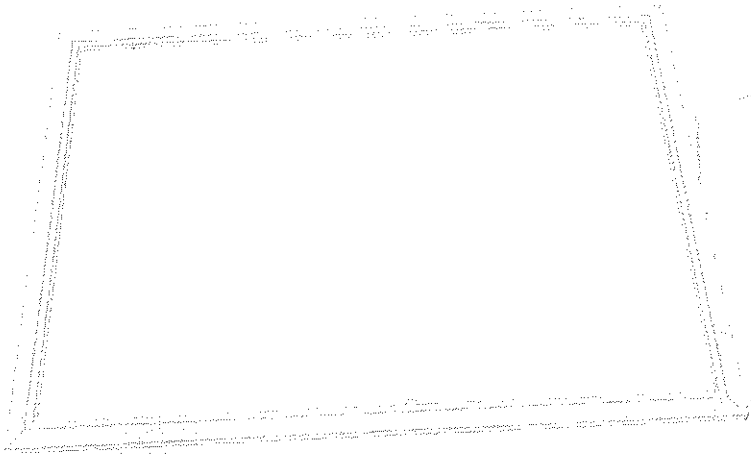
At one time, a covering structure 12' by 25' required 24 or largest sheets of a painting press could hold.

The designation "24-sheets" is still used even though press sizes have changed and most posters are larger, the poster is still mounted on a board with a total surface of 12' by 25'.

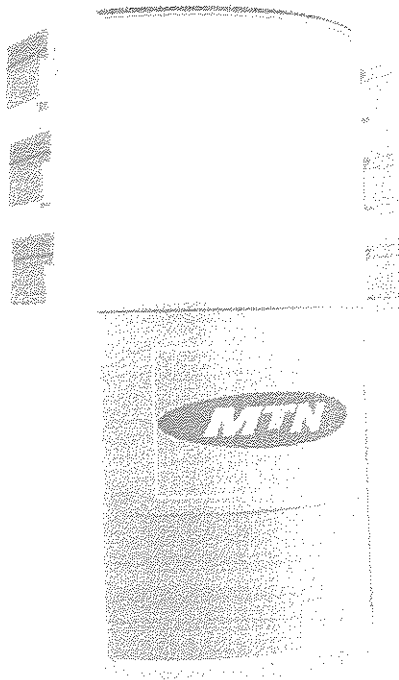
It's one way the local advertisers get high quality outdoor advertising at lower than usual cost is to use ready made 30 sheet posters. The stock posters are available in any quantity and they often feature work of first-class artists and lithographers.

Local advertisers simply order as many as they need and have their name placed in the appropriate spots.

Posters can either be placed on poster frames or poster brochure stands illustrated below.



#### 4.111 POSTER FRAMES



#### 4.112 POSTER BROCHURE STAND

#### 4.12 Painted bulletins

These are meant for long use and usually placed in only the best locations where traffic is heavy and visibility is good.

Painted bulletins are usually painted in sections like plant's shop and then transported.

The painted displays usually are repainted several times to look fresh.

#### **4.13 Outdoor motion video billboard.**

They are giant electronic signs that usually incorporate the movement areas. They contain brilliant color display; animations, picture, video and special effects can be viewed on this billboard that can also replicate the poster.

The billboard offers bright visibility both during the day and night.

These video billboards offer repetitive advertising in spots of 10-20 second ads. Consumers around the area it is situated, get to view these adverts more often.

They are expensive to produce and are found primarily in large cities such as Times Square of New York city.

In the past they were done on wood, then canvas before being done electronically.

The creative graphic designers and video editors do production of the advertisement in-house. The customer provides ideas of what they want alongside video, pictures and required logos and graphic information like theme colors and font types for corporate branding. The production team then arranges filming on location and at different sites.

The production of the commercial is completed within three days. If required, a commercial can be uploaded within twelve hours. The client is then required to have a look at the advertisement before it is uploaded allowing them to make necessary changes.

In Uganda, there are two computerized outdoor billboard one is located in the intersection of Kampala road and Speke road, another is located atop the first floor canopy of holiday express hotel at the intersection of Dastur street and Luwum streets. It enables advertisers to place full color motion picture adverts in the middle of Kampala city. This technology combines the outdoor media and those of electronic media particularly TV. This billboard is very captivating it ensures that even those that are less interested in billboard advertisement are attracted.

This board can be viewed by all people going towards the old taxi park both pedestrians and motorists. It is viewed the whole day by shoppers on Luwum Street, William Duster streets, Nakasero market and people who travel by taxi from Old Park among others.

Preliminary research has shown that 90000 people daily access this billboard.

The location of this billboard was influenced by heavy traffic flow in this area and the population composition. Luwum street and Duster street are among the busiest streets, also the business community from car dealers to shop owners and restraint owners all converge to this area at various times of the day.

This location is therefore guaranteed to give a brand tremendous reach and visibility among people who have resources to purchase.

##### **4.131 Advantages**

Highly appealing and captivating motion picture advertising

Clear advertising messages both day and night

Multiple products/brand advertising by one company of the same billboard.

Ease of changing advertising materials as and whenever needed

Reduction of motion picture advertising cost per minute.

Environment friendly by illuminating and brightening up the city at night with natural color.

Its located at eye level, which means that even at close range the board can be read. It is free unlike other media people are charged any amount of money to view the advertisement.

The possibility of advertising more than one product  
Reduction in advertising cost per thousand.

Tremendous reach unequalled by any other media in the industry.

The brand message gets to be viewed by those who cannot afford newspapers, the illiterate and those who don't have TVs at their homes.

Those for whom it is intended receive message

Brand message comes out exactly as desired.

### **Monthly cooperate advertising**

Dimension of media-2.26 meters\*1.51 meters

Running hours-7.00 am to midnight

Minimum running time-one hour (180 or 120 spots)\*

1,200/=per minute

1,200/= \*60 mins a day=72000/=

72,000/= \*6 days a week =432,000/=

432,000/= \*4 weeks a month =1,728,000/=

For a monthly charge of 2.7m an advertisement is screened 180 times,i.e after every 5 mins,an ad will run on the board from 8a.m-12.00pm(midnight)every day, for 30 days.

### **Production costs (Designing)**

Graphics only 100,000

Video 450,000

### **CHARGES:**

1. For a contract of 1 to 3 months

2700 spots at \$120/spot =3,240 per month

Less promotional Discount =10 %( i.e\$324)

Net charges =\$916 per month

2. For contract of 4 to 6 months

Additional 10 % discount applicable =\$292.00

Net charges (for 4-6 months)

3. For contract of 7 to 12 months

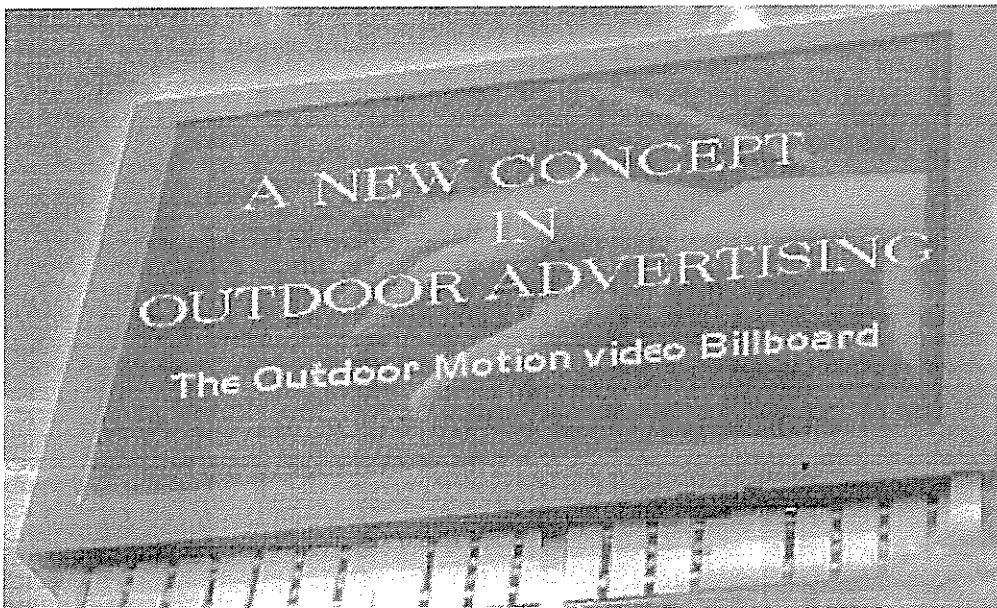
Addition 10 % discount applicable = \$262.00

Net charges (7-12 months) = \$2,362 per month

#### RATES

Standard spot is of 20 seconds.

Any spot over 20 seconds will be charged on multiple of 10 second thereafter.



#### 4.14 Transit advertising

In 1910 Wrigley's Gum decided to undertake a new test campaign in Buffalo, New York because gum was used to sell there.

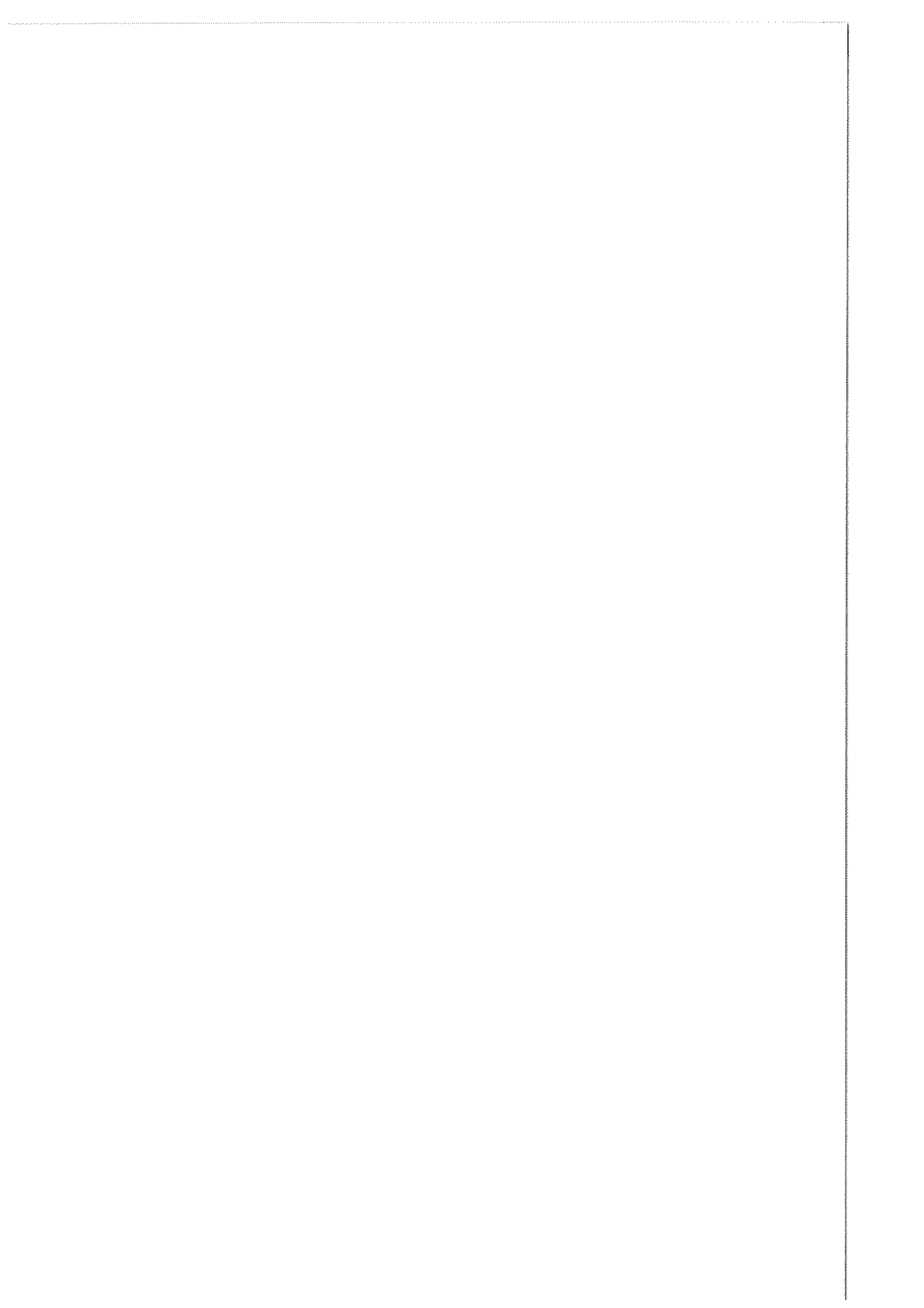
He contacted the Collier service company in New York City which was established to provide copy and illustration service as well as to transit (bus) advertising.

Wrigley's spokesman was then printed on cards and carried throughout buses on a Buffalo.

During this time Campbell Soup Company began to think of using advertising to sell its products.

Spending its first 5000 dollars on card advertising Campbell contracted to place its advertisements on one third of buses in New York.

After six months the campaign was so obviously successful that the contract was enlarged to include all vehicles in the city.



## **4.141 Types of transit advertising.**

### **4.1411 Inside cards**

Standardized size window is 11'by 28' other widths are (11'by 21' by 56'and 11'by 84').

The cost conscious advertisers print both sides on the cards so that it can simply be reverse to change the message thus saving on paper and shipping charges.

### **4.1412 Outside posters**

Are printed on high grade card board and often varnish to be weather resistant, the most effective widely use exterior units are;

1. Side of bus king size (30'by 144') queen size (30'by 88') and traveling display (21'by 44')

2. Rears of bus taillight spectaculars (21'by 72')

3. Front of bus headlight (17'by 21'and 21'by 44')

Station platform and terminal posters. In buses and commuter train stations, space is sold for a sheet, two and three sheet posters

Major train and airline terminals offer a variety of special advertising forms that can be compared to outdoor spectaculars.

In major cities, mass transit systems advertising at bus shelters and on the backs of bus stop seat is popular.

## **4.142 Advantages**

Brand awareness: Due to constant movement in a given geographical area, a targeted audience will by no means miss out the moving billboard.

Brand emphasis: Due to constant viewing, a brand will be emphasized

Transit advertising gives long exposure to the advertiser's message coz the average ride is about 25 minutes.

It has a repetitive value where many people take the same routes day after day.

Riders attempting to escape boredom eagerly read the messages.

Cost of transit advertising is low coz capital costs are paid for by the fares with no huge capital investments needed for equipment.

Transit advertising reaches mass audience and offers geographical flexibility and can reach ethnic or neighborhood groups.

National advertisers who have their medium recently are tobacco companies, oil companies, financial institutions, proprietary medicines and food and beverage producers.

#### 4.143 Disadvantages

Transit lacks status of an important advertising medium.

Rush hour crowds limit the opportunity of ease of reading.

It reaches a non –selective audience that may not meet the needs of some advertisers.

The transit vehicle environment may be crowded and dirty not lending prestige to the product

The trend of outlying shopping centers means few shoppers make trips downtown.

#### 4.145 COSTS OF TRANSIT ADVERTISING

Monthly rentals per taxi in U.S \$

##### 4.1451 INCLUSIVE ROOF TOPS

No of taxis	4-5 months	6-8 months	9-11 months	12+months
0-49	94	79	64	49
0-75	79	64	49	34
6-100	64	49	34	19

##### 4.1452 NO ROOF TOPS

No of taxis	4-5 months	6-8 months	9-11 months	12+months
0-49	50	40	30	20
0-75	40	30	20	10
6-100	30	20	10	00



#### 4.146 TAXI ADVERTS PRODUCTION SPECIFICATIONS

FORMAT	DIMENSIONS	DISPLAY AREA	TOTAL SQM
FACE A	0.4M*3.9	Exterior side panel 1	1.56
FACE B	0.4M*3.9	Exterior side panel 2	1.56
FACE C	0.44*0.89(Rear window display area has been reserved for social community sensitization programme on traffic regulations)	(Behind Window)(CONTRAVISION)	0.391
FACE D	0.2*1.4m	Rear bottom	0.28
FACE E	0.36*1.6m	Rooftop	0.576
FACE F	0.36*1.6m	Roof top	0.576

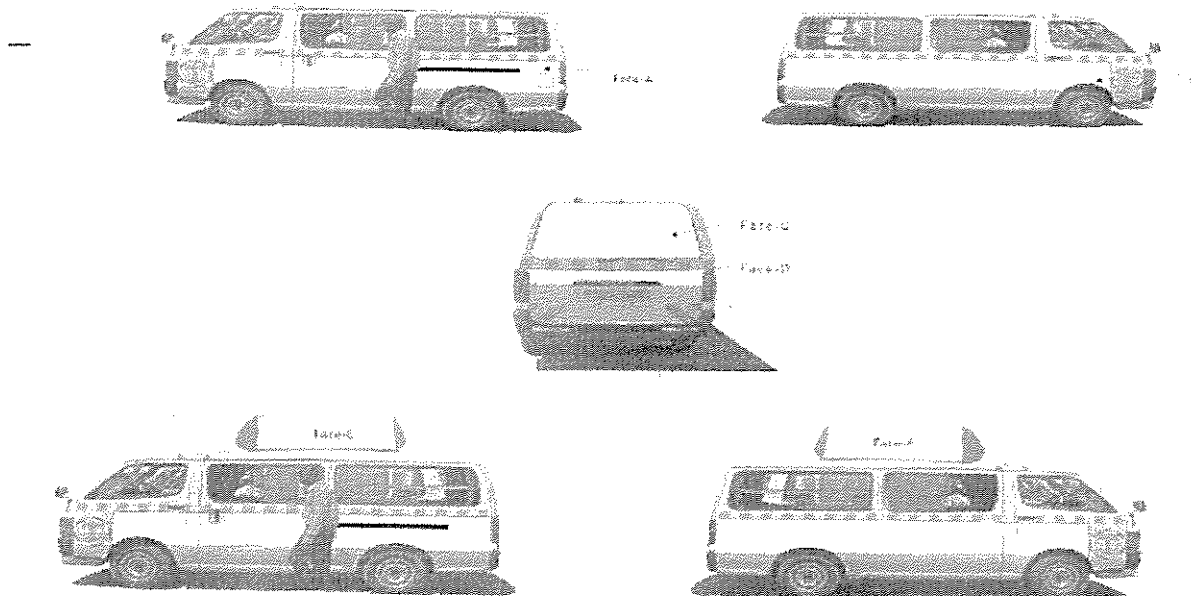
Artwork vinyl is at US\$13 per square metre.

Window Graphic is at US \$ 48.5 per square metre thus area of  $0.44*0.89=0.39$ ,  
 $48.5*0.391=18.9$ US

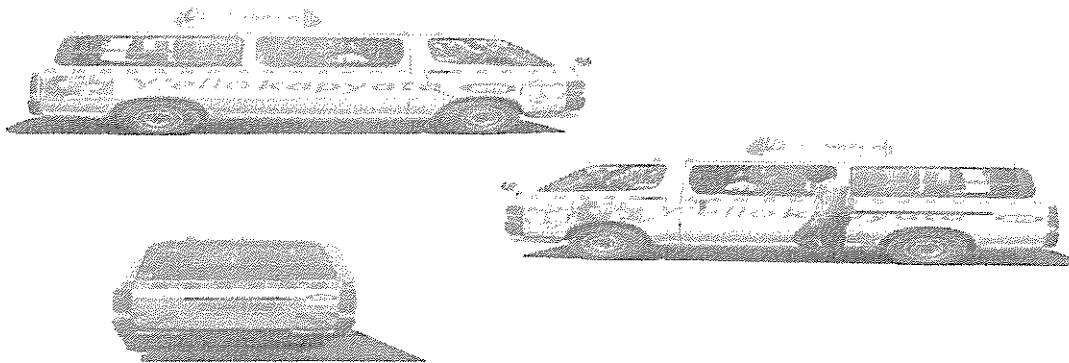
Thus production budget per taxi is US\$78 per taxi

#### 4.147 ADVERTISING AREAS

# ADVERTISING AREAS



## 4.148 SAMPLES



## 4.45 Billboards

It is an erected structure where canvas material is placed inside the framework to be used for advertising.

In the past signposts were used but to date the common material used is canvas. Billboards have advanced to where it is electronic. Here images of the advertisements keep changing from one image to the other.

Billboards in Kampala city come majorly in two sizes that is, 6m by 12 m, 3m by 9m

#### **4.451 Advantages**

1. Billboards create big brand status
2. They have high impact
3. They are fully lit structures so they convey the desired message even during the night.
4. They can be rotate across at time i.e. they flex faces.
5. They are quite ideal for smaller towns
6. They have high repetition thus quite effective
7. Promotion of the product that is being advertised.
8. Decorates places where they are located especially in roundabouts in major cities e.g. NBI, KLA.
9. Cause attractions of it was creatively done and it can be seen from far
10. Clear and precise.

#### **4.452 Disadvantages**

1. Expensive outdoor media to use.
2. Proper maintenances and repair to have taken into account to prevent it from exposure to high winds, excessive heat or cold
3. They occupy a bigger space.



6m\*12m

3m\*9m

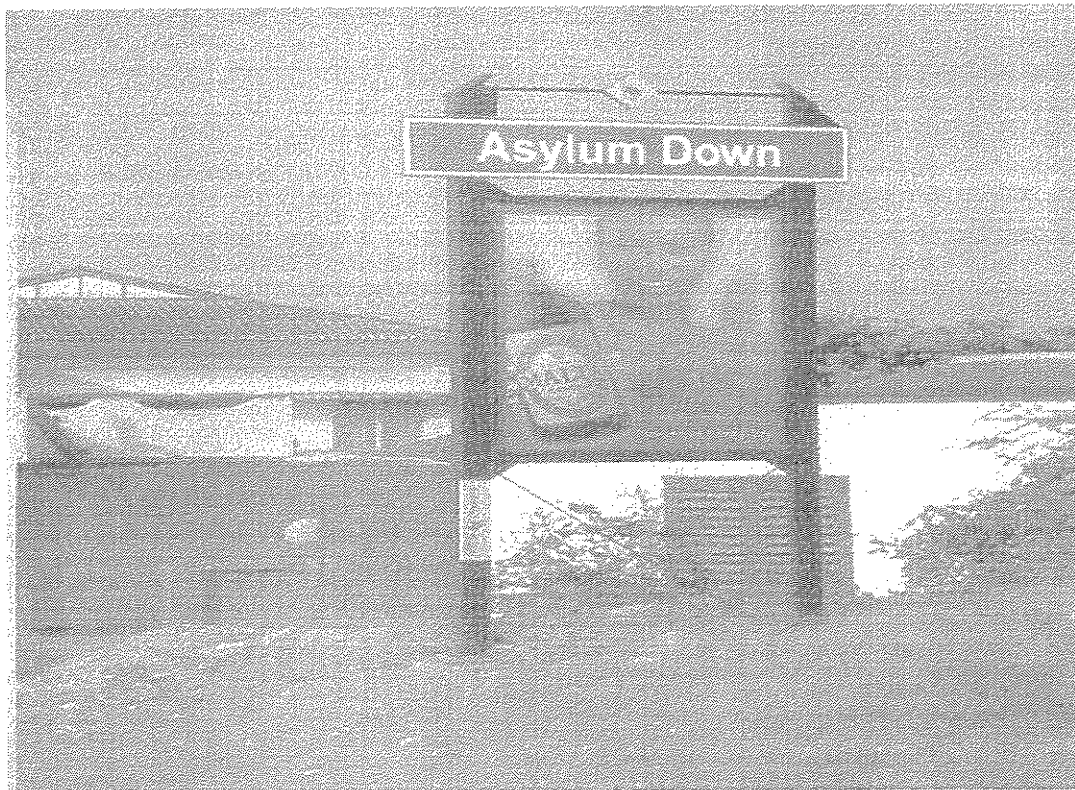
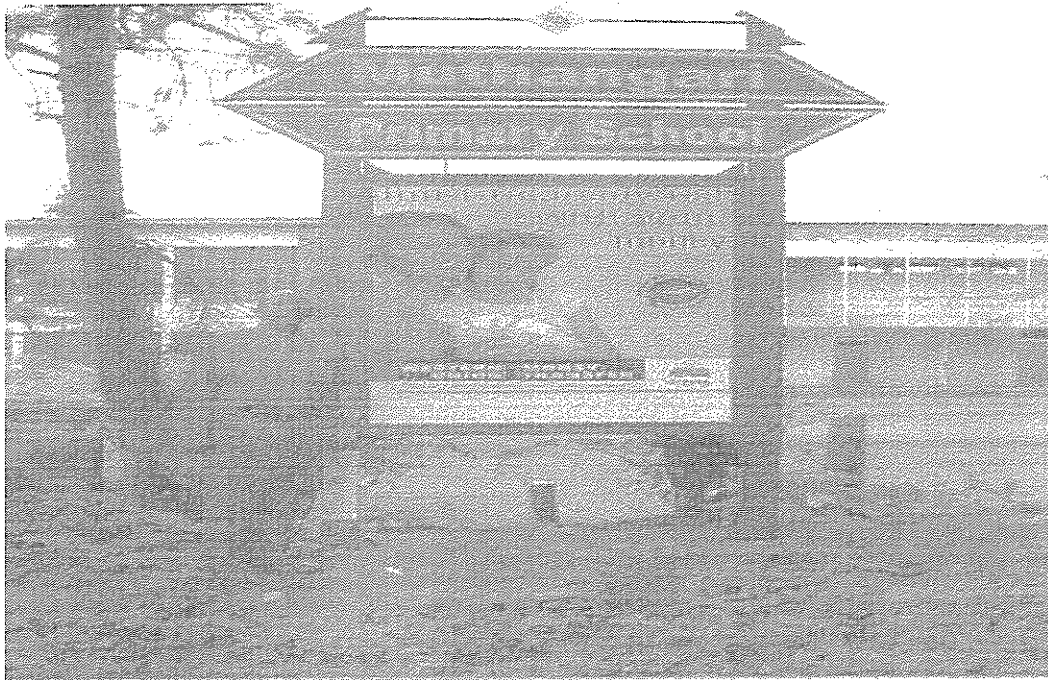


#### 4.46 Sub urban signs

These are small boards in the form of billboards. They differ from billboards in that they are much smaller and they are found in sub urban areas.

Advantages

1. They have an outstanding impact
2. They have high frequency and they are low in cost.
3. It is a modern luxurious design
4. Quite ideal for specific income groups
5. They are absorbed with high recall levels (85%)
6. They are interactive and can have message response sales linked to them.
7. They are directly within peripheral view no diversion of attention off the road.
8. They are aesthetically designed and blend well with the streets they are placed.
9. They have low artwork production cost. Multivisual campaigns can be rotated at no extra cost.
10. They are effective for residential, urban and rural sites.



#### 4.47 Bus shelters

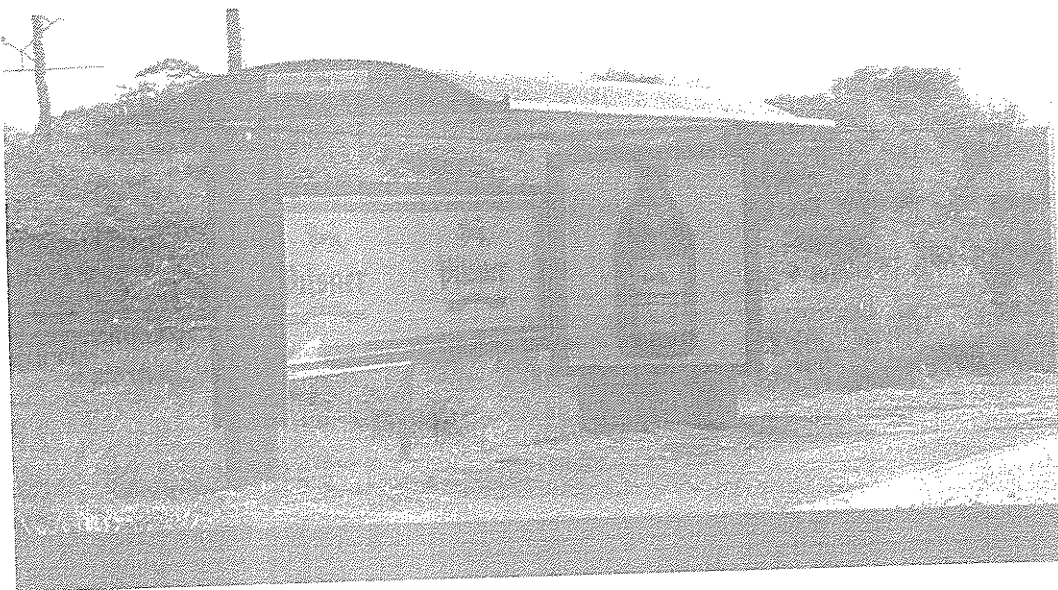
These are advertisements that are placed on bus shelters. This is a community based high- power brand-building tool that gives frequency and the ability to place media in almost any area within the town.

##### 4.471 Advantages

1. It is a quite interactive medium widely used in Africa during long waits for transport placed at congregation points.
2. A huge community target is specific and there are high levels of maintenance.
3. People frequent shelters on daily basis and need their use, this makes each shelter an effective communication tool for your brand.
4. Its deals ideal for mass market campaigns due to versatility of locations and specifically the users of shelters.
5. They have (95%) recall levels in Africa.
6. They are place in areas of outdoor restriction.
7. They can be viewed from both directions on a road therefore giving double value.
8. They enhance brand image in residential rural and urban areas.
9. They are directly within peripheral view.
10. When situated near product sales the shelter becomes the ideal point of sale reference.

#### 4.72 OUTDOOR ADVERTISING COSTS

TYPE OF ADVERT	PRICE IN US \$
SCHOOL SIGNS	\$115
BUS SHELTERS	\$130
BILLBOARDS 8M*16M	\$900
9M*20M	\$1100



#### **4.48 Kiosk Branding**

This involves the placing of adverts on kiosks by branding them. These are effective as they are located near the roads. These brands put on them make the kiosks attractive and they also enable people to locate kiosks even from far distances.

#### **4.5 VISUAL MERCHANDISING**

The researcher went ahead to analyze Visual Merchandising as another form of outdoor advertising. This is the display of elements that are used to create the brand



in the retail environment. It is used to attract the customer's attention. It assists in making customers to buy the products.

Correct merchandising = sales

#### **4.51 Objectives of visual merchandising**

Attract existing customers to either purchase or enquire further

Focus customer's interest on the goods in which current market plans are focused.

Make it easy for customers to find and examine the goods they want.

Make it easy for sales consultant to demonstrate and sell product

Enhances corporate branding, image and reputation

#### **4.52 Impact of visual merchandising**

Clear brand and product identity

Consistent easily identifiable look

Crisp and inviting display

Clean and tidy shopping environment

Clean and uncluttered environment that is comfortable to be in

Definable and highly memorable positive purchase experience.

#### **4.53 Types of visual merchandising (Examples MTN Uganda.)**

##### **4.531 Wind vane**

They are highly visible signage elements that are wind driven to draw attention to authorized distributors the base of the wind vane is water filled by removing the plug with a wrench. Mounting holes are provided in the base so that it can be nailed or bolted down for extra stability or security. The wind vane blade can be removed for storage at night. They are placed in areas where they draw attention to authorized distributors. It should not be placed in areas where there is a high traffic area as crowded sidewalks where people could bump or walk into the element.



#### **4.532 Chromadeck signage**

These signs are used to build brand awareness in the market place as well as advertising the location of dealers

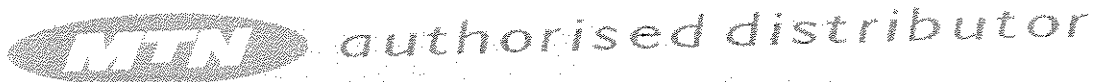
The chromadeck signs are lower cost highly visible elements designed to create visual impact to the market place.

The units are put in place with the use of a screw and plastic lug system along with a keyhole system on the back of the sign.

The signs are placed where they get maximum impact from visibility point of view without any construction, display elements obstructing the view.



authorised  
distributor

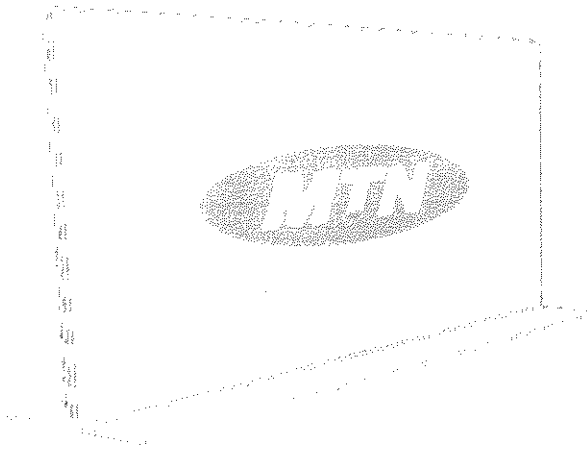


#### **4.533 Pump Crowners**

These are channels specific signage elements designed to the petroleum industry used to create brand presence on service station forecourts

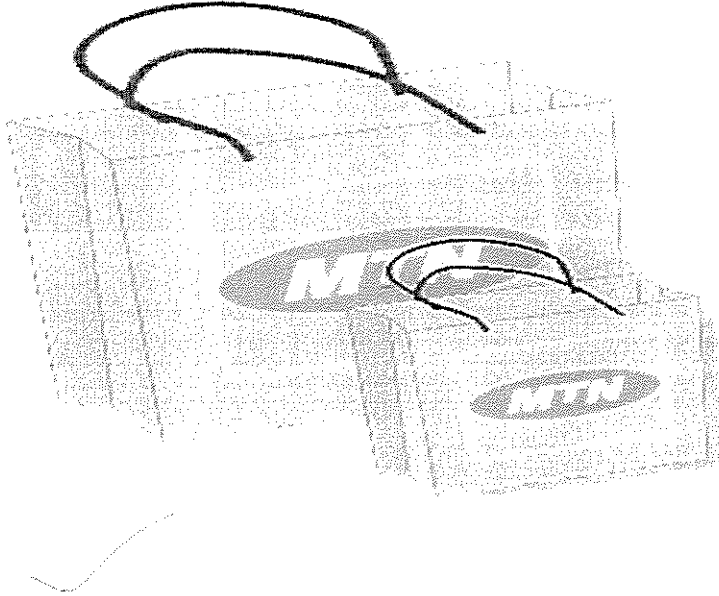
They are attached to the top of petrol pumps using double-sided tape.

Different printed messages can be slid into the crowner to facilitate different promotion.



#### **4.534 Carry bags**

They are used to create brand visibility as well as giving customers something to carry their bought things in. Carry bags are supplied in flat format and fold open creating ample space for goods. Both Large and small bags are supplied with handles.



#### **4.535 Banners**

Banners are used as lower cost high visibility signage elements to increase brand visibility in the market place. Banners are rolled open from once removed from the packing and instructions followed for the hanging there of  
They are to be placed in high visibility areas without obstruction to attract customers. No objects should obscure the banner.



#### **4.536 Suspended signs**

These are designed to lead the customer out of a crowded traffic flow in an informal market environment to wherever a distributor can be found. It is multi functional and also multi directional. A decal arrow is supplied along with the sign that can be attached to the sign to point in whatever direction is needed.

The suspended sign can be attached to a host of substrates and surfaces.

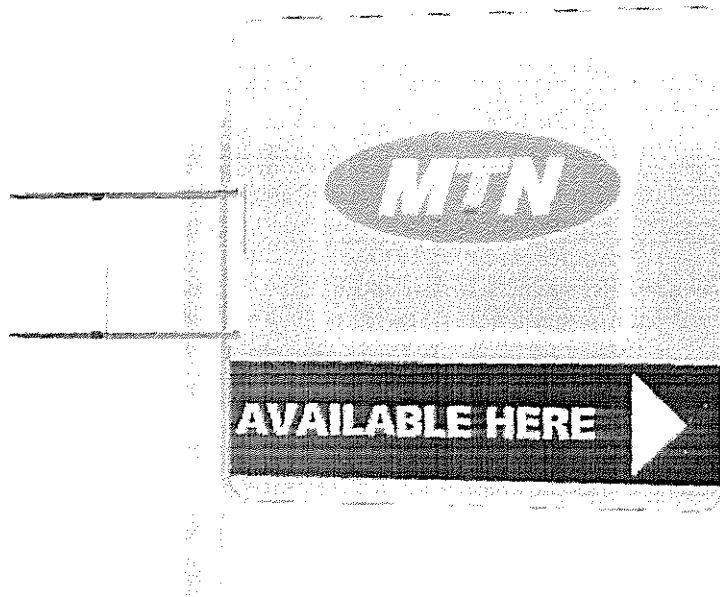
An adhesive t-section may be used to adhere the sign to smooth clean surfaces.

Cable ties are supplied to fit the sign onto a pole or similar supporting structure

The unit can be mounted from four sides or can hang from a ceiling.

It should be hang where it is visible to the customer or potential customer.

It has to be placed in high traffic area, elevated above head heights to attract and direct a customer.



#### **4.537 External illuminated signs**

This is a sign used to attract attention to the authorized distributor, especially at night when the element is illuminated.

They have to be installed by professionals to ensure proper functionality.

The units are mounted to a secure sub-straight using rawl bolts.

Electrical connection has to be done by a qualified electrical contractor.

The signs are normally used as building signage and are placed on distributor's buildings outside distributor's stores.

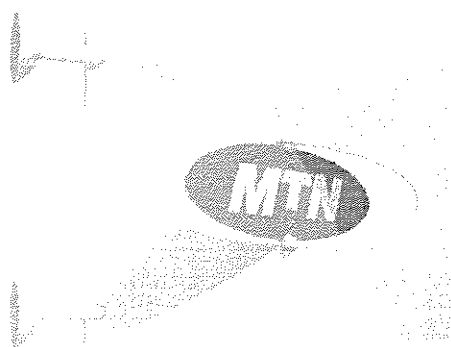
The signs are placed where they get maximum impact from a visibility point of view without any constructions, displays or elements obstructing the view.



#### **4.538 Spinners**

Spinners are signage elements used to create brand presence. They use movement to attract attention.

The spinners are mounted on the outside of buildings. The spinners have to be placed in highly visible areas.



#### **4.539 The Blimp**

The blimp is a highly visible helium balloon used to draw attention from a distance to the friendship centre.

The balloon is filled as per instruction with helium and anchored to a secure point using a rope or line.

It is released into the sky and has to be re filled, re installed and maintained periodically by a signage specialist.

Blimps are used at friendship centers, preferably on the roof where there is secure access.

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#### **4.540 Large banner**

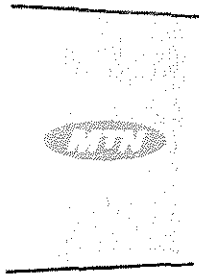
Banners are highly elements used support to re-affirm the brand identity.

Cables are fitted to floor and ceiling and tensioned using cable tensioners.

PVC pipes are slid into place to hold banner in position.

The large banner should be placed in highly visible.





All these types of outdoor advertising that is, posters, painted bulletins, spectaculars, transit advertising and billboards have developed to a place where it is done on computers.

Posters depending on the paper used are cheaper form of outdoor advertising.

Painted bulletins are not used in Kenya

Transit advertisements are done on buses; they reach a broader number of people since buses are used in the transportation sector. Also they are done on company vehicles for example Samona, Lifeguard e.t.c

The operation from the urban to rural areas makes the advertisement reach many people.

Spectaculars are very few in Kenya and are quite expensive. Most of them are found primarily in the heart of large cities for example New York and Tokyo

They incorporate movement, color and flashy graphic, which grab the attention of people.

Billboards are mostly found in the urban centre and are expensive to use as a form of outdoor advertising.

They are attractive when seen from a far

#### 4.541 VISUAL MERCHANDISING COSTS

CODE	DESCRIPTION	COST IN US \$
POP 002	POSTER BROCHURE STAND	\$234.52
POP 004	POSTER HOLDERS A2	\$8.66
POP 005	POSTER HOLDERS A1	\$10.83
POP 007	STANDARD WINDVANES	\$68.50
POP 009	EXTERNAL ILLUMINATED SIGNS	PROTOTYPE
POP011	SUSPENDED SIGNS	\$5.10
POP013	INTERNAL DIRECTIONAL SIGNAGE	\$PROTOTYPE

POP014	PUMP CROWNERS	\$
POP015	CHROMADEK SIGN 1500*450MM	\$45.04
POP016	CHROMADEK SIGN 2000*550MM	475.00
POP017	CHROMADEK SIGN 1000*650MM	\$42.12
POP018	CHROMADEK SIGN 15000*1000MM	\$77.00
POP024	LARGE BANNERS	\$70.61
POP033	BLIMP	\$833.33

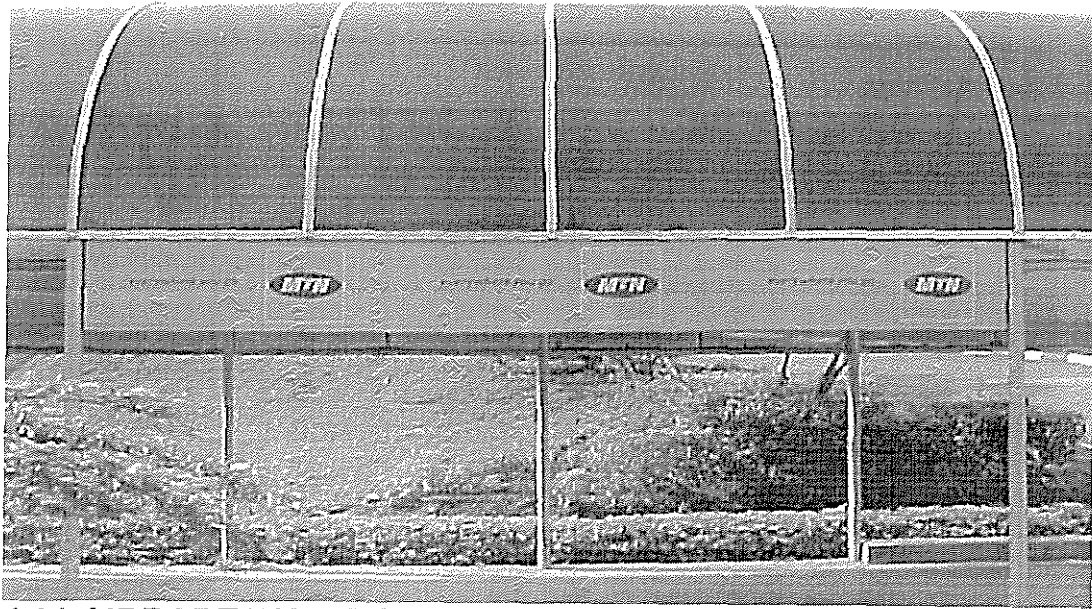
#### 4.542 MATERIAL USED TO MAKE VISUAL MERCHANDISING

ELEMENT	MATERIAL SPECIFICATIONS	DIMENSIONS	ACCESSORIES
POSTERBROCHURE STAND	3MM ABS,ALUMINIUM, 1,2MM UHI,MILD STEEL,SUPAWOOD	2200*822*3 06MM	ACRYLIC SHELVES, HANGING PEGS
POSTER HOLDERS A2	2.5MM,ABS,1.2MM, NON REFLECTIVE UHI PANEL	A2 POSTER SIZE	DOUBLE SIDED TAPE,SCREWS AND WALL PLUGS
POSTER HOLDERS A1	2.5MM,ABS,1.2MM, NON REFLECTIVE UHI PANEL	A1 POSTER SIZE	DOUBLE SIDED TAPE, SCREWS AND WALL PLUGS
STANDARD WINDVANE	PPROTOMOULDED BASE,ABS CONSTRUCTION,S EALDED BEARING	150MM	WATER FILLABLE BASE
EXTERNAL ILLUMINATED SIGN	UHI,FACE,3YEAR VINYL,FLOURESC ENT LIGTING,FIRE- RESISTANT BACKING	1000*1000 MM	
SUSPENDED SIGN	3MM,ABS,GRIPPER, R,4 COLOUR SCREENPRINT	300*300M M	GRIPPER AND CABLE FITES
PUMP CROWNERS	3MM,UHI,DOUBLE ,SIDED TAPE	279*210M M	DOUBLE SIDED TAPE

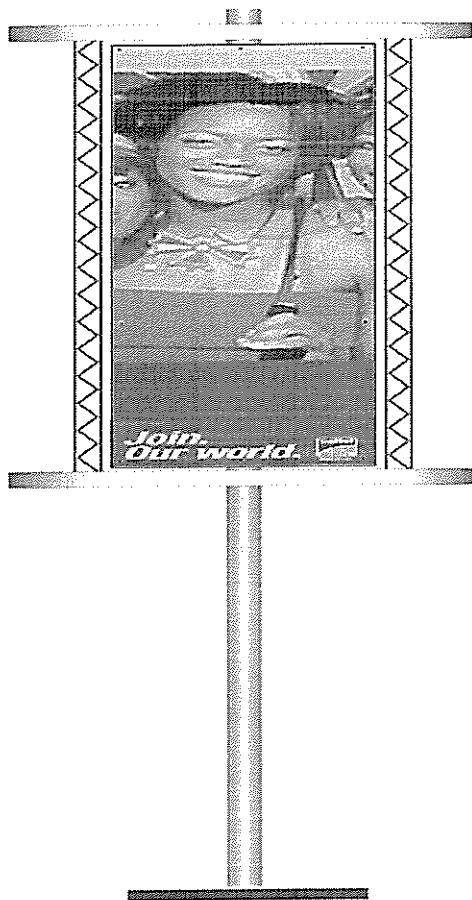
CHROMADECK PAN FOLDED	CHROMADECK,5Y EAR VINYL,4COLOUR SCREENPRINT,WI TH UV RESISTANT LINKS	1500*450M M	SCREWS AND WALL PLUGS
	CHROMADECK,5Y EAR VINYL,4COLOUR SCREENPRINT WITH UV RESISTANT LINKS	2000*550M M	SCREWS AND WALL PLUGS
	CHROMADECK,5 YEAR VINYL,4 COLOUR,SCREENP RINT WITH UV RESISTANT LINKS	1000*650M M	SCREWS AND WALL PLUGS
	CHROMADECK,5Y EAR VINYL,4COLOUR SCREENPRINT WITH UV RESISTANT LINKS	1500*1000 MM	SCREWS AND WALL PLUGS
LARGE BANNERS	PVC BANNER,ABS TUBING AND END CAPS UV RESISTANT 4 COLOUR PRINT	841*1188M M	STRING METAL CLIPS AND ADHESIVE TABS
BLIMP	RIPSTOP NYLON	3000MM	

#### 4.6 IMPROVEMENTS OR FUTURE PLANS

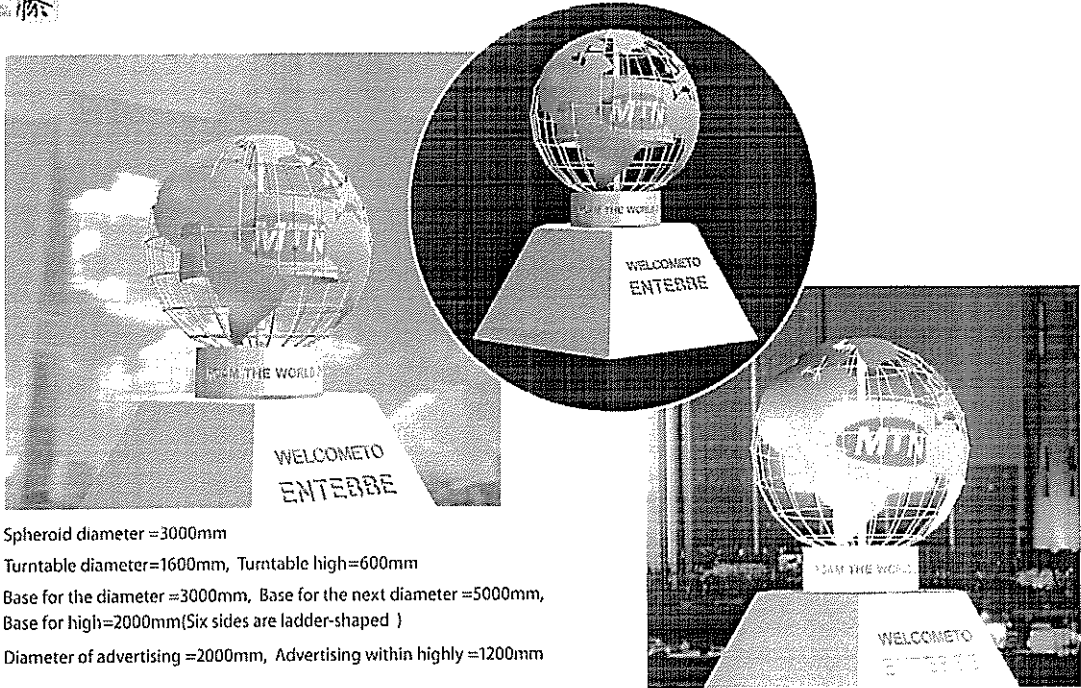
The researcher was able to identify with some improvements or developments that advertising companies are planning to come up with this included.



4.61 AIRPORT WALKWAY



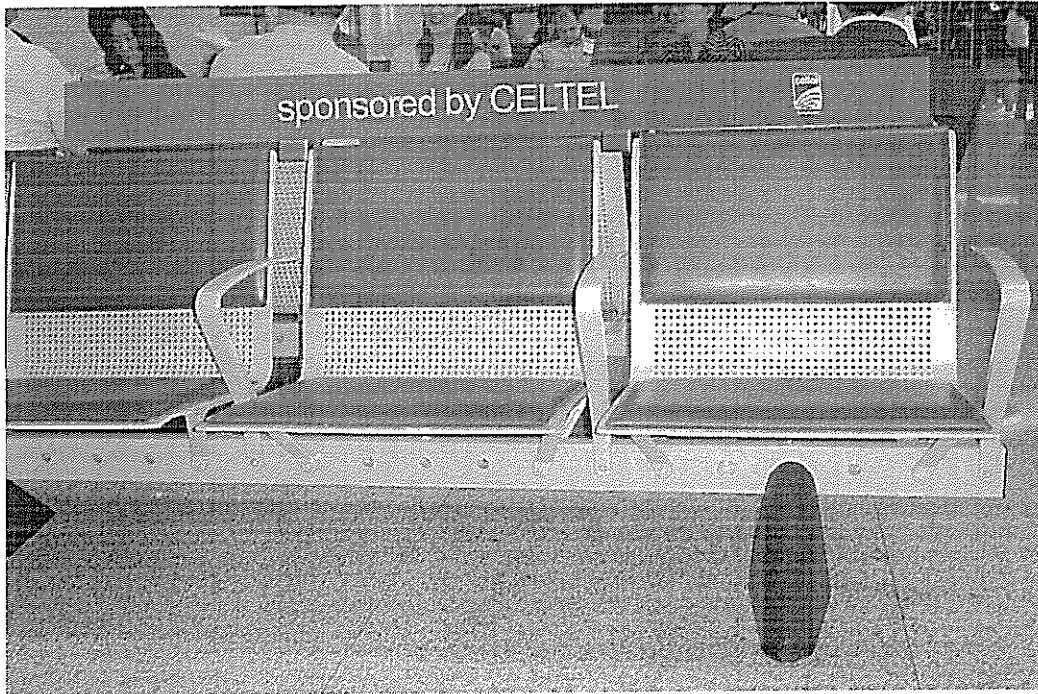
**4.62**  
**MINIMAXLITE**



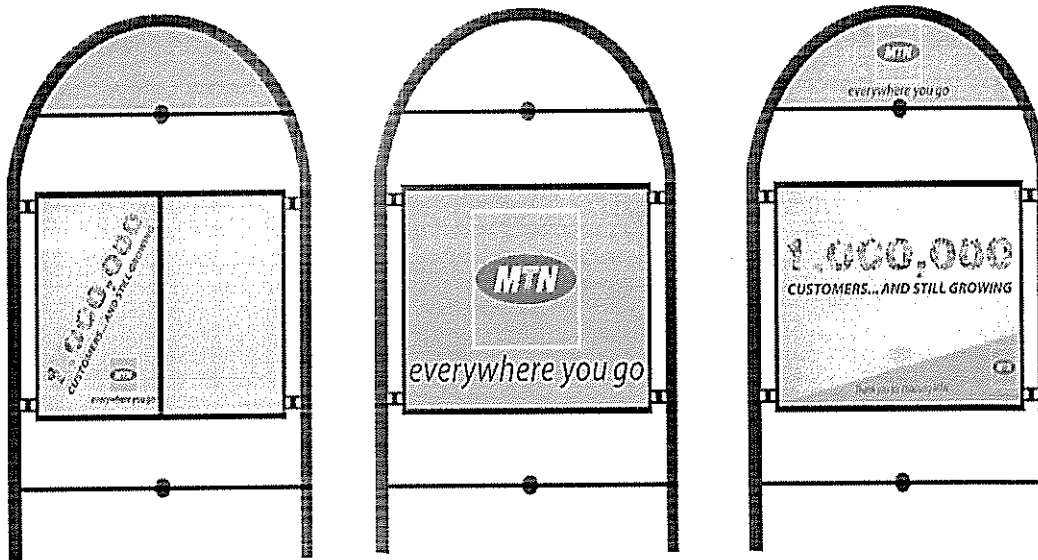
### 4.63 GLOBE AT ENTEBBE



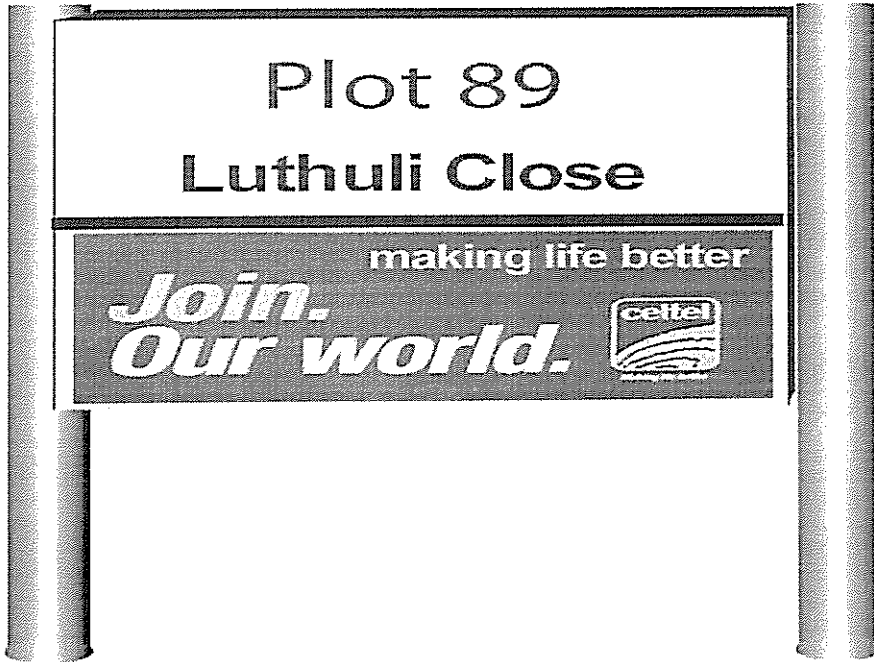
### 4.64 NOTICE BOARDS



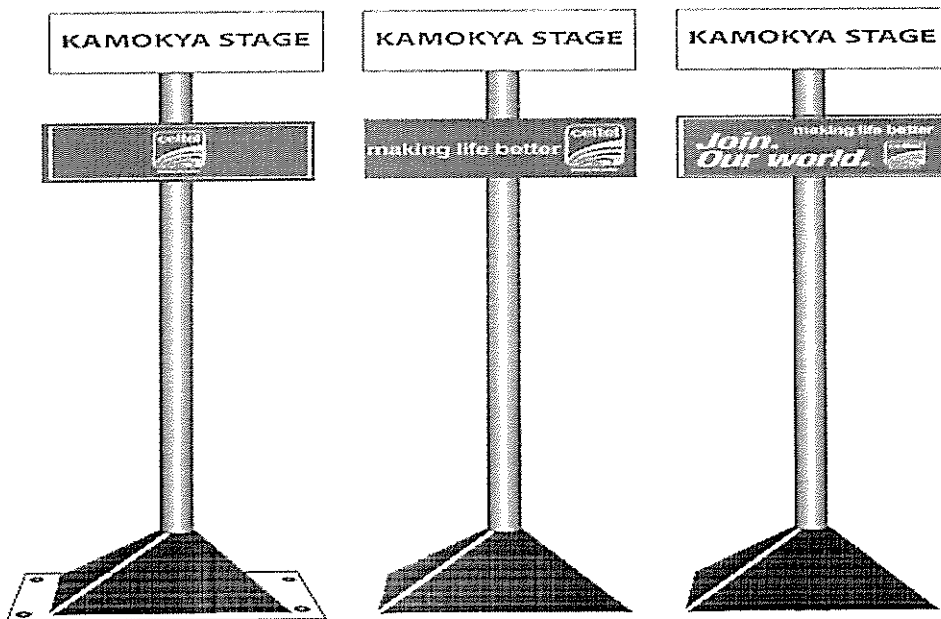
4.65 PUBLIC CHAIRS



4.66 REMOVABLE STAGE SIGNS

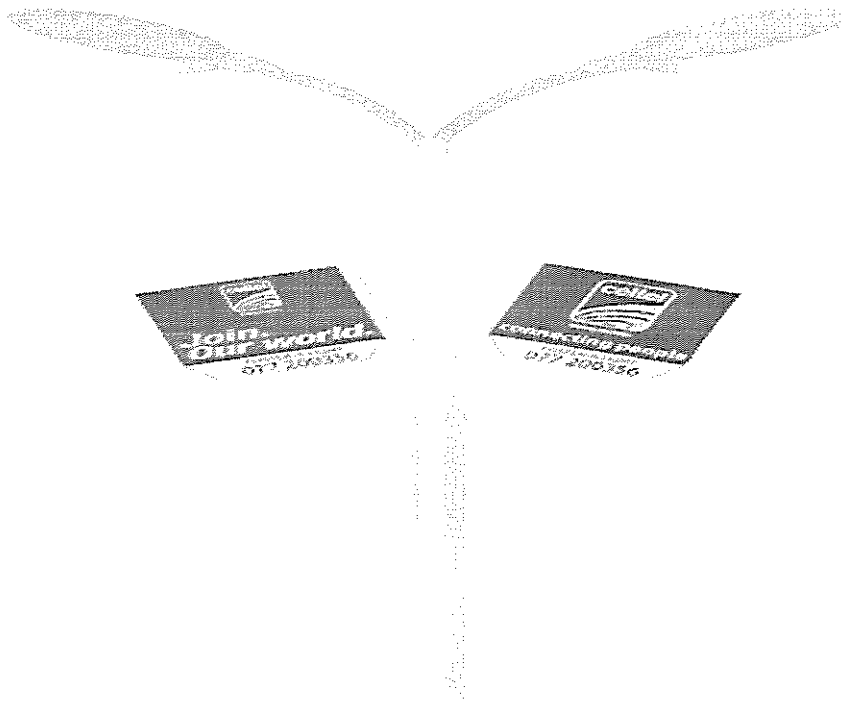


4.67 RESIDENTIAL POLES



4.68 STAGE ILLUSTRATIONS





**4.69 STREET POLE**



**4.691 WASTE BINS**

## 4.70 LIMITATIONS TO OUTDOOR ADVERTISEMENTS

The researcher was able to identify problems encountered when coming up with these outdoor advertisements.

These problems were analyzed in two forms. One was the problems faced when practically coming up with the advertisements. One of them is that some materials used to come up with these advertisements are expensive.

The outdoor advertising agents get problems therefore trying to convince their customers the reason as to why the prices for outdoor advertisements may be high at times. In a similar instance, the materials may be scarce at time and require being imported. This becomes quite demanding for the outdoor advertising companies.

Electrical problems are another limitation to the coming up of outdoor advertising. Especially with the load shedding in Uganda recently, this problem has been disastrous. The advertising companies are forced to cope with very high electrical bills yet they do not fully maximize the electricity.

In Some instances they are forced to purchase very expensive generators to support their work and keep their company running smoothly as well as maintain their customers. Billboards have advanced to motion billboards, therefore electrical problems because such not to run as desired because they require electrical power.

Advertising has very big competition in the country so advertising companies face problems of competition. At times they lose their clients to other advertising agencies offering attractive rates. These forces the advertising agencies to lower their rates to cope with the competition in the market. This consequently pulls the organization in a lower trend of performance.

These outdoor advertisements require trained and qualified personnel. This means qualified staff which is expensive to higher. If ignored, again it results to shoddy work from low skilled or not at all skilled people. The outdoor advertising companies have to keep up with the latest technology in order to suit the advertising market and retain customers. Moving with the latest technology means big expenses for the company.

When putting these outdoor advertisements in place, weather conditions are a major problem. For instance a rainy day counsels schedule to put up a billboard. Posters also are destroyed by heavy rains causing them to tear apart or fade off before serving the purpose for which they are intended.

Road Accidents mostly damage outdoor advertisements more so, billboards, sub urban signs e.t.c. This is a big problem because the advertising company has to

make up for that, because the message that was there is supposed to run and has been paid for by the client. In cases of boards with lights in them, at time they are destroyed by anonymous people who steal the bulbs and wiring. This totals to a similar problem.

In some cases an advertising company is limited where to place their outdoor advertisements. This limits them from getting to their intended target audience. In other cases a different advertising company places their adverts in a way that they obstruct the other adverts. This also hinders message penetration.

Billboards that include wordings do not by pass illiteracy as the illiterate population can not get the message trying to be communicated either through the billboard, posters and other outdoor advertisements

## **4.8 Summary and findings**

Posters are not many in the central business district of Kampala, since they are restricted and buying of the space for the advertisement is expensive.

Most posters are placed in the outskirts of the central business district

They are placed in the outskirts because they cause the town to be dirty after use and cleanliness has to be observed.

The government policy also restricts posters in central business district

Technology used to in designing posters in the urban areas is advanced compared to those done in rural areas.

Most posters in the rural areas are branded on walls because of lack of required equipment.

E.g. computers and scanners. These are mainly contributed by lack of electrification

In urban centre posters are mostly used as a form of outdoor advertisements since it is cheap depending on the type of paper used especially if it is newsprint

Spectaculars are few in Uganda as they are quite expensive to come up with.

One spectacular is at Luwum Street.

They have not developed in Uganda because they are expensive to produce.

There is only one spectacular in Kampala city.

Transit advertising has not developed it is only evident in branding of company vehicles like, sportsman, cussions and uchumi, Lifeguard, Samona, Mukwano products e.t.c and not in the taxis as was the plan so it failed to develop as taxis in Uganda are plain. They only bear the blue lineage to show that they are Ugandan taxis but they do not advertise company products.

Some of transit advertisements have also been used to advertise personal business on business vehicles.

Billboards have increased in a number of ways and they are evenly distributed in Kampala. City.

Reason for the number of billboard increased, is that they are not quite expensive to come up with. Also, the billboards come in different sizes. The common sizes of billboards in Kampala city are 6m\*12m and 8m \*15 m. The Large billboards 9m\*20m is not available in Kampala city.

Companies that produce their own products advertise in the billboards.

The increase in the number of billboards shows that they have developed as competition in the market increases.

## CHAPTER 5

### **5.1 CONCLUSION AND RECCOMENDATIONS**

#### **5.11 Comments on findings**

Some of the outdoor advertising media have developed in Kampala city

For example, posters, billboards, transit advertisements.

Spectaculars have not developed since they are very expensive to produce considering the materials required. There are only two Spectaculars in Kampala

There is a big difference in balance of advertisement done on posters, billboards, transit advertisement and other outdoor advertisements in Kampala City.

Visual merchandising has played a big role in outdoor advertising in Kampala City.

Computers and scanners have played a big role in the advancement of outdoor advertising. Outdoor advertising media has bridged the gap created by other forms of media because they are free and the public cannot help noticing them. They have some sort of forceful nature.

#### **5.12 Recommendations**

1. Prices charged in advertising on billboards should be lowered to make it affordable.
2. Materials used e.g. canvas should be recycled to lower the cost of the production.
3. There should be balance in advertisement done on billboards and posters in urban and rural areas.
4. Alternative cheaper material should be used in designing spectaculars to ensure that it develops.
5. Transit advertising should be implemented on taxis

#### **5.13 Conclusion**

Billboards and posters have developed to where computers are used for the designing

The latest material used in making billboards is the canvas material

Spectaculars are not mostly used since they are expensive considering the material used. Visual merchandising plays a great deal in outdoor advertising an leads to

increase in sales.

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<http://www.answers.com/wap>

## APPENDICES

### APPENDIX 1. FINANCIAL PLAN (BUDGET)

ACTIVITY	COST		
	KSHS	UG.SHS.	US\$
STATIONERY	1,000.00	22,000.00	13
TYPING AND PRINTING	4,000.00	88,000.00	50
TRANSPORT	1,400.00	32,000.00	18
MEALS	2,800.00	62,000.00	35
PHOTOCOPYING SERVICES	2,000.00	44,000.00	25
FIELD ACCUSTOMISATION	1,500.00	33,000.00	19
INTRNET FEE & AIRTIME	1,000.00	22,000.00	13
MISCELLANEOUS	10,000.00	22,0000.00	125
TOTAL	23,300.00	51,3000.00	289

## APPENDIX 2. WORK SCHEDULE

ACTIVITY	PERIOD	OUTPUT
PROPOSAL WRITING	2 WEEKS	PROPOSAL SUBMISSION FOR APPROVAL
FIELD ACCUSTOMISATION	1 WEEK	INITIAL INFORMATION COLLECTION
DEVELOPING RESEARCH INSTRUMENTS	2 WEEKS	DEVELOPING INSTRUMENTS
DATA COLLECTION	4 WEEKS	CODING, ENTERING OF DATA
DATA ANALYSIS	2 WEEKS	ANALYSIS AND INTERPRETATION
PREPARATION OF REPORT	3 WEEKS	SUBMISSION OF DISSERTION



## **APPENDIX 3. QUESTIONNAIRE**

### **INSTRUCTIONS**

1. Please answer the following questions as sincerely as possible
2. Information given will be treated as confidential and shall be used for education purpose only
3. Tick where appropriate

### **BACKGROUND INFORMATION**

1. Name
2. Age
3. Sex
4. Education
5. Position of your job
6. Title of your job

### **QUESTIONS**

1. What is outdoor advertising?
2. What are the different types of outdoor advertising?
3. What are the current materials used in designing the different types of outdoor advertisements?
4. What are some of the challenges that you encounter in invention of outdoor

advertising?

5. Which is the cheapest form of outdoor advertising?

6. What are the impacts of using the current technology in designing outdoor advertisements?

8. What improvement is your organization doing on outdoor advertising in order to ensure that the public is fully informed?

9. What are some of the hindrances that your organization has been facing in coming up with outdoor advertisements?

## **APPENDIX 4. INTERVIEW SCHEDULE**

### **INSTRUCTIONS**

1. Pliz answers the following questions as sincerely as possible.
2. Information given will be treated as confidential and shall be used for educational purpose only.
3. Tick where appropriate.

### **BACKGROUND INFORMATION**

1. Name
2. Age
3. Sex
4. Educational level
5. Position of your job
6. Title of your job

### **QUESTIONS**

1. What types of outdoor advertising are you familiar with?

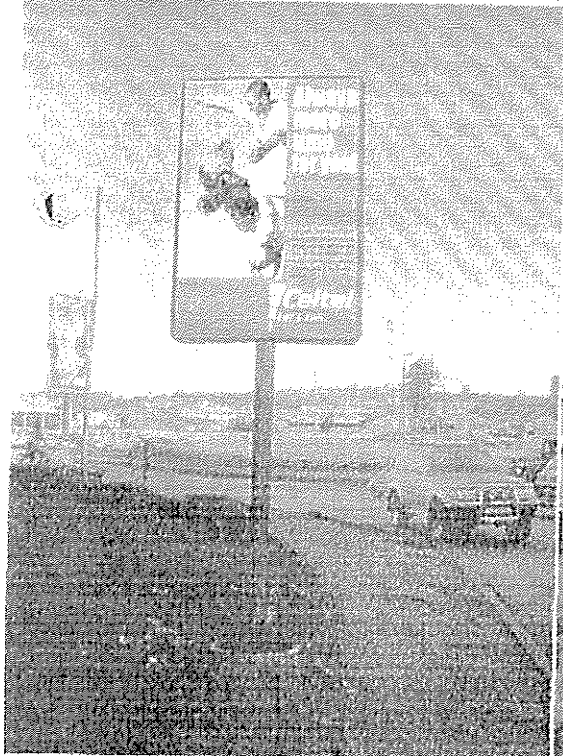
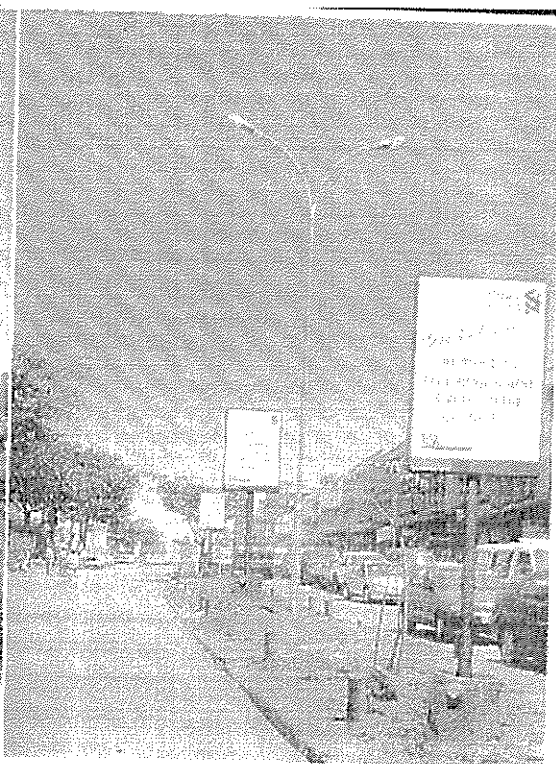
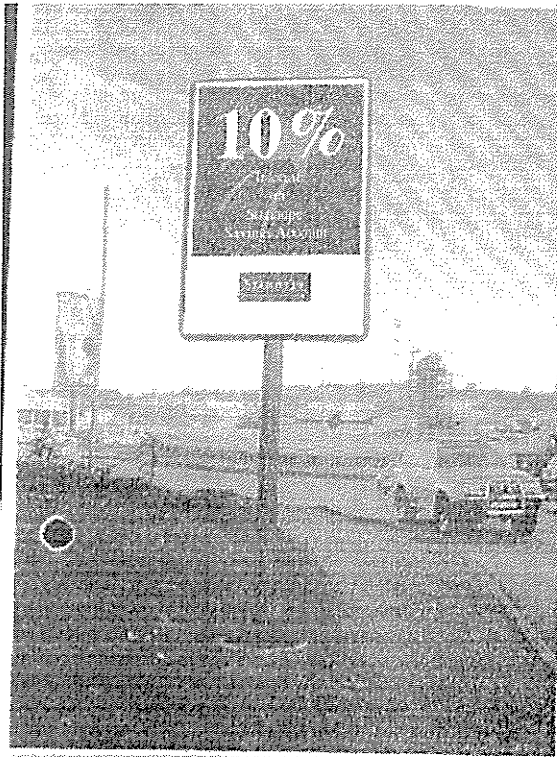
2. Which type of outdoor advertising do you prefer?

3. What is the impact of outdoor advertising media?

4. What improvements would you wish to be done on outdoor advertisements?

5. What disadvantages do you note with outdoor advertising as a form of communication?

6. Has outdoor advertising been effective in informing the public?



*Photographer: [unreadable]*

## APPENDIX 5. MAP OF UGANDA

