



Five reasons for outdoor advertising

Advantages for your business success that make all the difference

February 2026



«Advertising needs an audience.
Outdoor advertising has it.»



Outdoor advertising is effective where life happens

Outdoor advertising accompanies people of all generations in their everyday lives, on their journeys and in their routines. It is precisely where perception arises, interest is aroused, preferences are formed and decisions are prepared.



Five reasons

1. Reach
2. Recognition
3. Interest
4. Acceptance
5. Credibility



«Seen more, sold more.»



Reach

Visibility counts

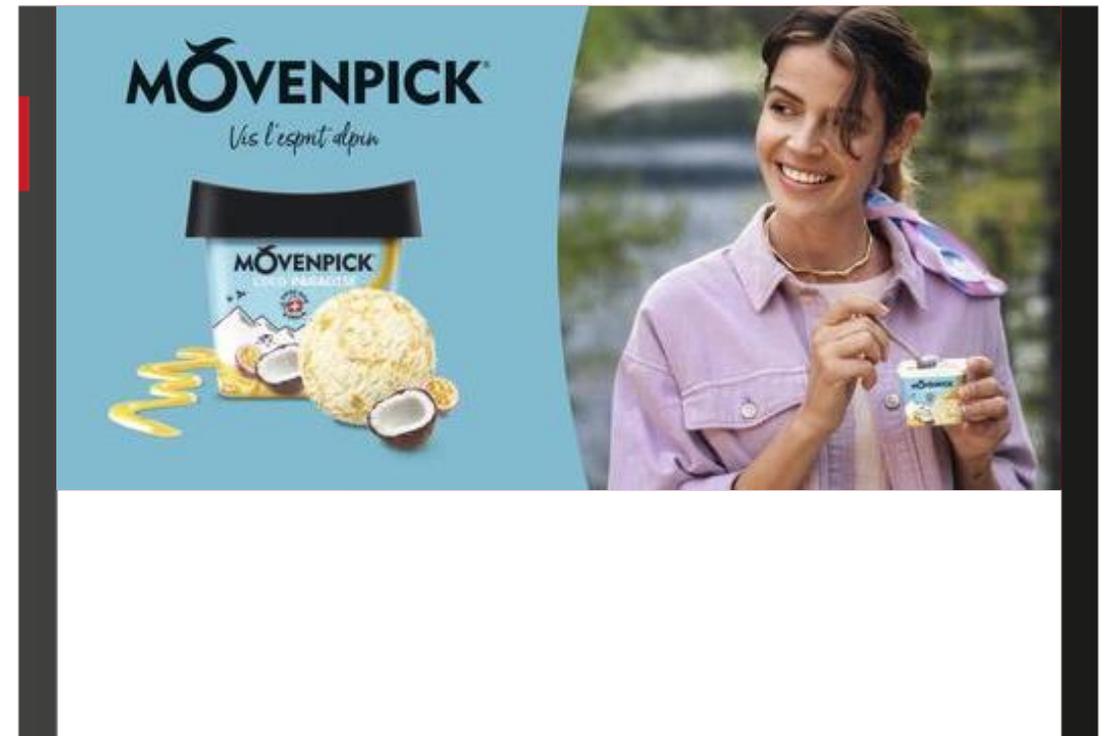
Only what is known and visible can be considered. Outdoor advertising quickly delivers high visibility and broad presence – and thus the basis for being selected.

For big brands, this means:

Those who are seen by more people are chosen more often.

For local and regional providers, it means:

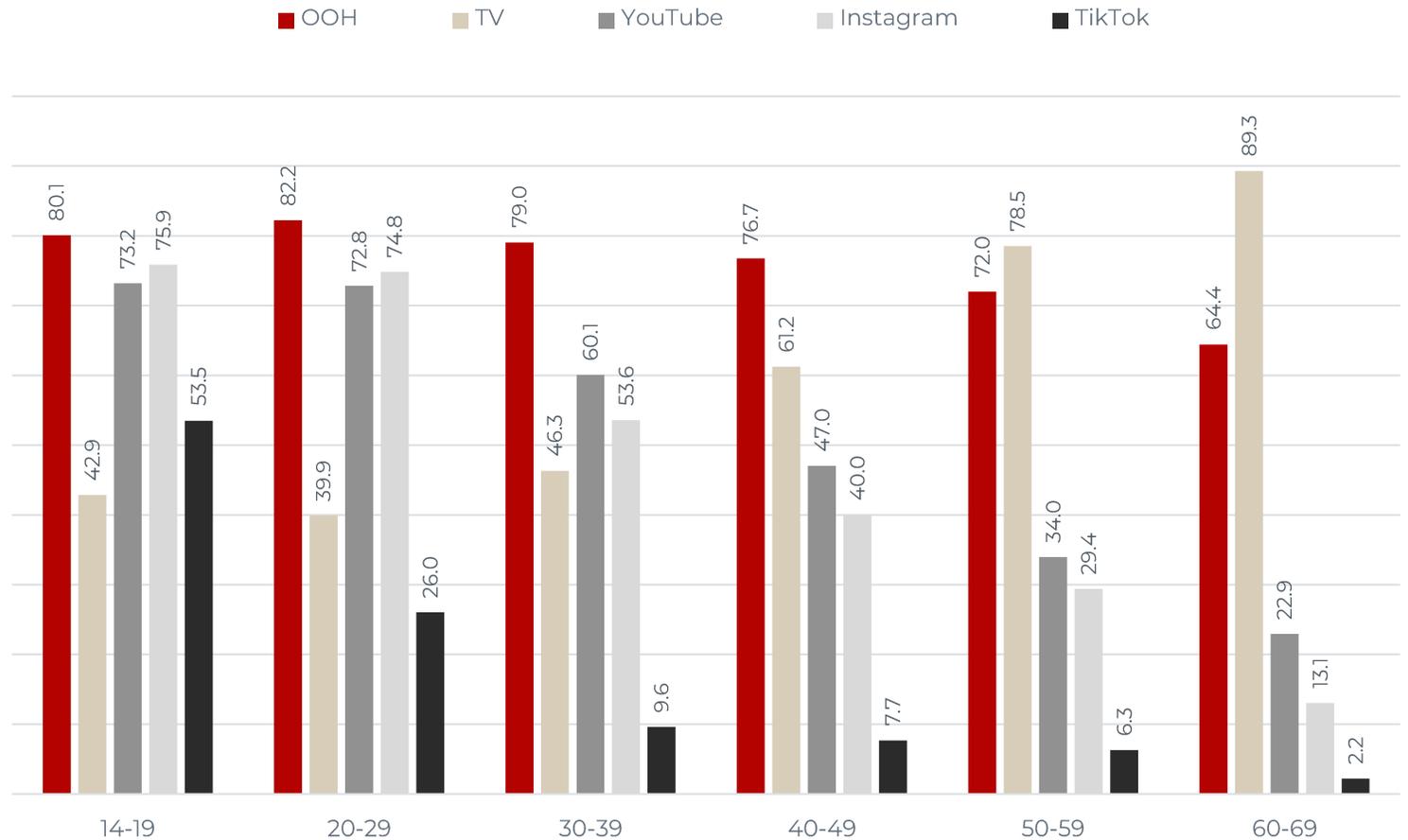
Local people see that we exist.



Outdoor advertising still delivers maximum reach in the digital age

Outdoor advertising creates reach and presence in everyday life – regardless of platforms or algorithms. This makes analog and digital posters key performers in effective advertising strategies.

RUS (reach) of various channels in % by age group



«Recognition creates familiarity
and familiarity creates choice.»



Recognition

Memory decides

Most people are not actively in buying mode when they encounter advertising. That is precisely why advertising often wins not at the moment of contact, but at the moment of memory. This explains why people prefer providers and brands that they see regularly in everyday life.

For big brands, this means:

More brand presence – more purchase preference.

For local and regional providers, it means:

Well-known and trusted companies are preferred.



«mein Toaster
macht bessere
Bilder» ★★★★★

User EliaS619 zu Art. 14492161, Kamera



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1 von 2482639 ehrlichen Meinungen



«The best ideas don't occur to us, they strike us.»



Interest

Relevance at the the right moment

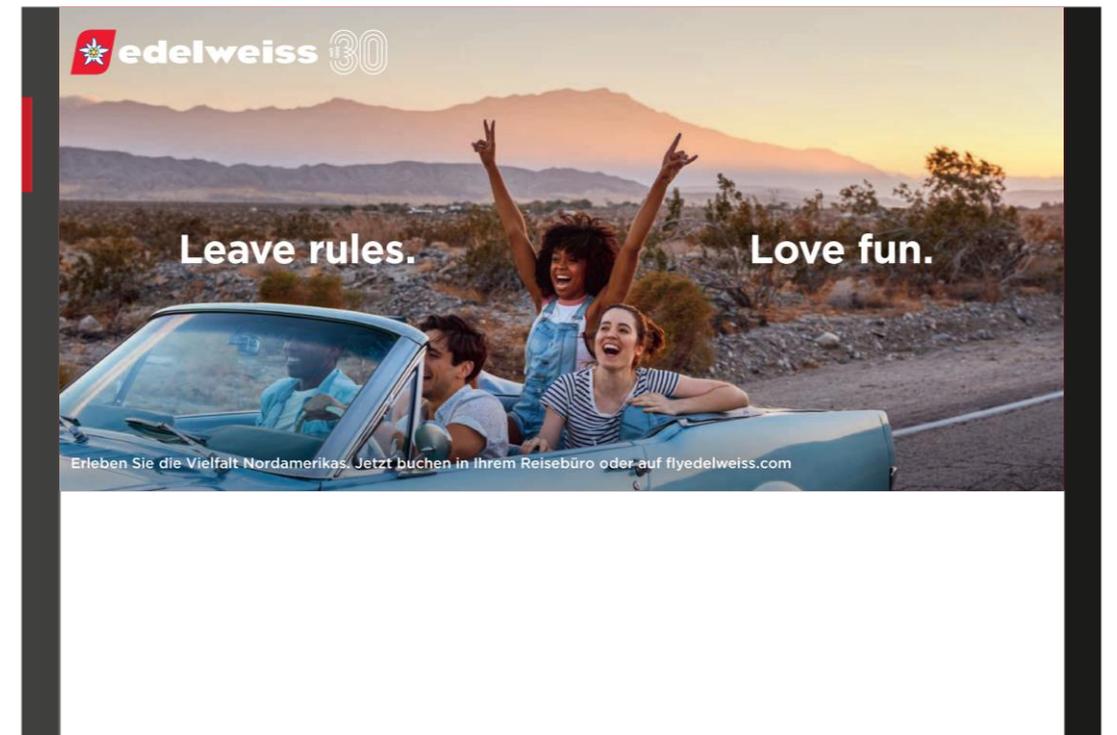
Context transforms visibility into attention. Needs arise on the way to work, to the shops or home. Outdoor advertising is there when we feel hungry, when we need to relax – or when we are seized by wanderlust.

For major brands, this means:

Attention and impulse strength at relevant moments of need.

For local and regional providers, it means:

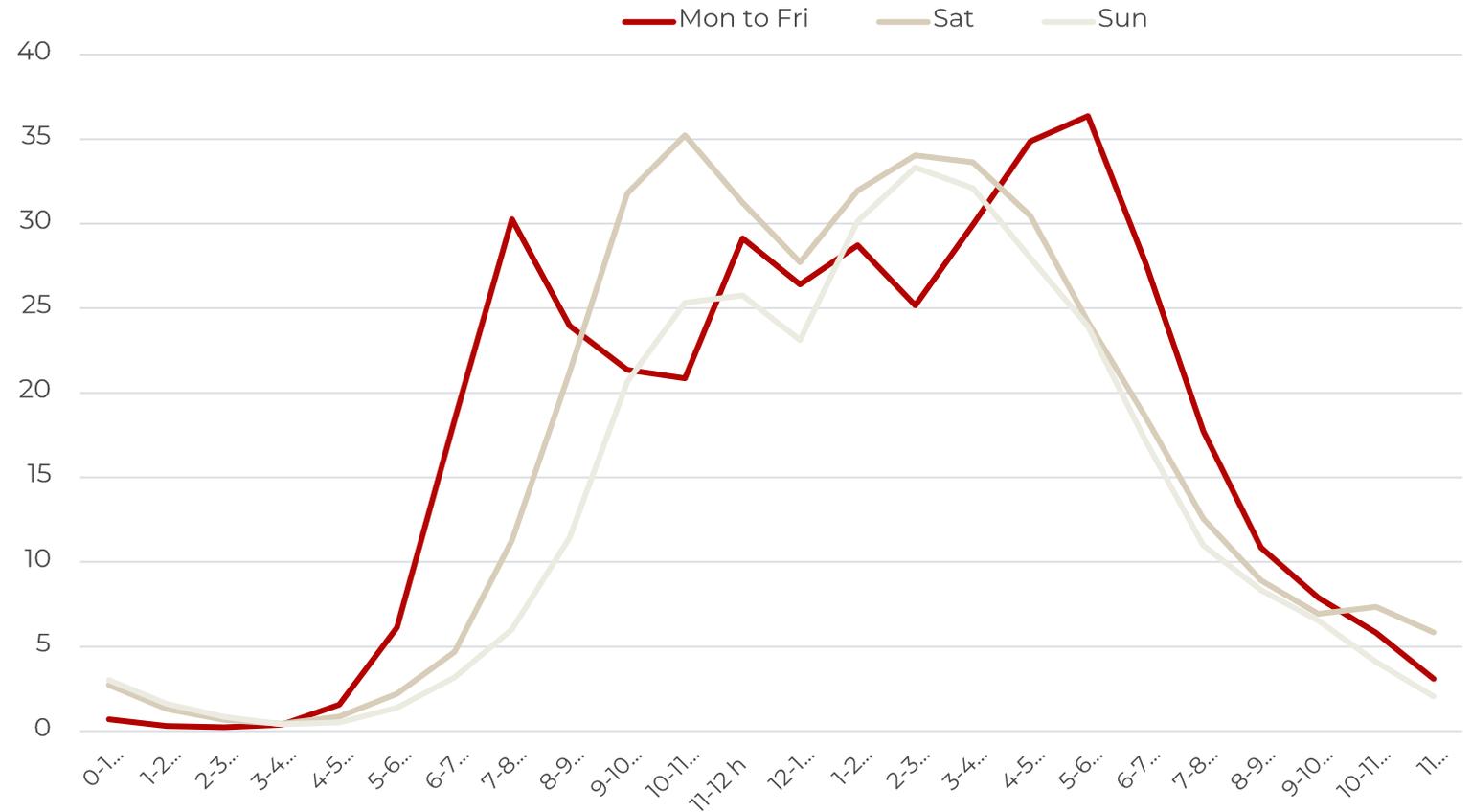
Visibility in everyday situations where specific needs for proximity and availability arise.



Advertising contacts at optimal times

Most encounters with outdoor advertising occur daily and repeatedly during times of active consumption. This results in well-timed advertising contacts for many industries.

Percentage of population on the move by time of day



«What disturbs creates resistance.
What accompanies is accepted.»



Acceptance

Effective without being intrusive

Outdoor advertising is not intrusive. It is accepted and perceived positively. Calm, natural and in harmony with people's everyday routines and surroundings.

For major brands, this means:

Positive presence – without causing reactance.

For local and regional providers, it means:

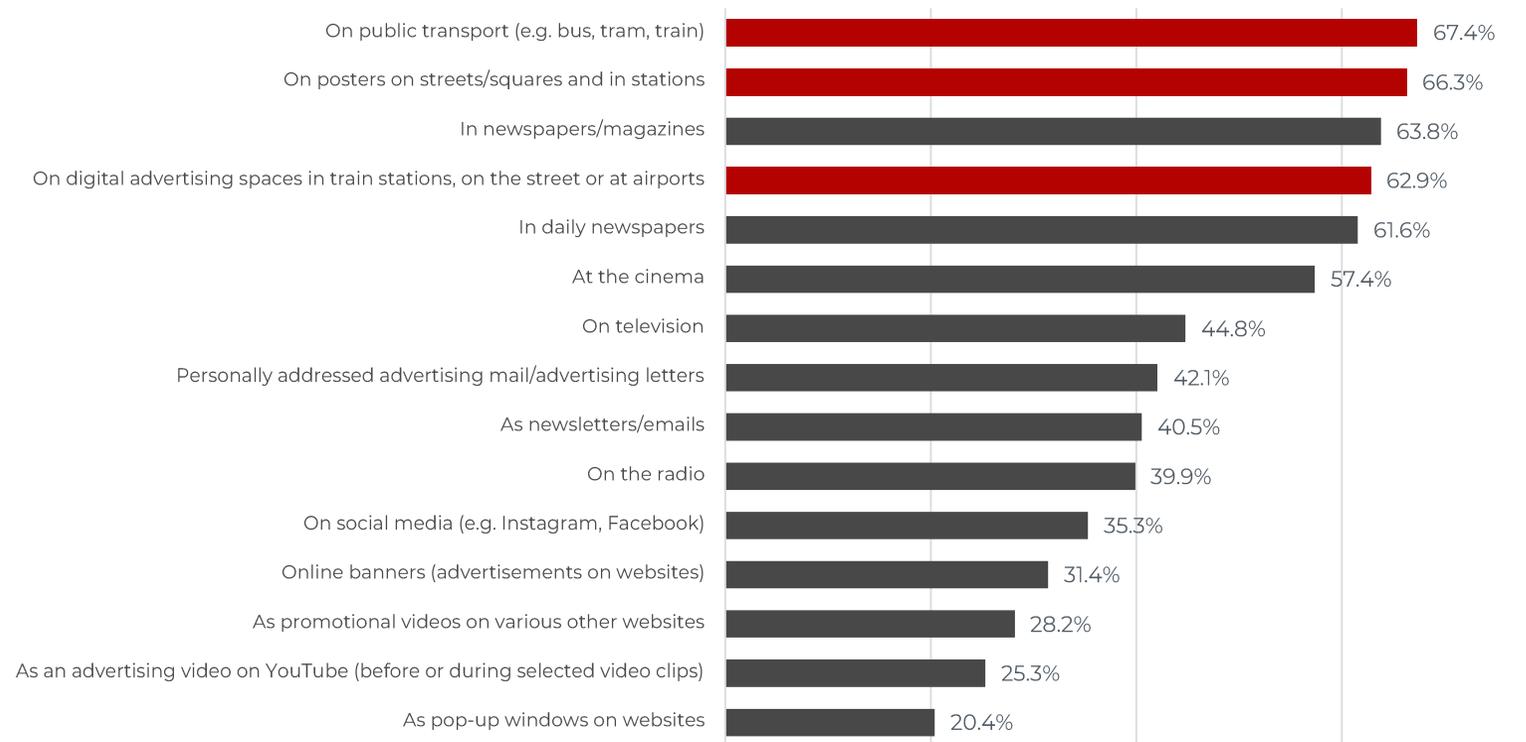
Friendly proximity – as an authentic part of the townscape.



Outdoor advertising highly visible and welcomed

Outdoor advertising is welcome and offers brands and companies the opportunity to benefit from a sympathetic advertising presence.

Overall, how appealing do you find advertising in the following media?



«Publicity creates credibility.»



Credibility

trust through publicity

Outdoor advertising is part of the real world – everyone can see it. Advertising in public spaces makes a company appear established and credible. Outdoor advertising shows that this company is reputable and competent.

For brands, this means that:

People choose brands they know and trust.

For local and regional providers, it means:

People buy from companies they consider competent and trustworthy.



The advertisement features a cartoon character wearing a red beanie, a blue jacket, and brown pants, standing in a snowy environment. The character is holding a red and blue air hose connected to a car's tire. In the background, a car is parked with a red warning triangle. The TCS logo is in the top right corner. The text below the character reads: 'Schnelle Hilfe statt kalte Füße.' followed by 'Wenn's drauf ankommt: TCS Pannenhilfe.' and a red box containing 'Jetzt 25% Rabatt'.

**Schnelle Hilfe
statt kalte Füße.**

Wenn's drauf ankommt:
TCS Pannenhilfe.

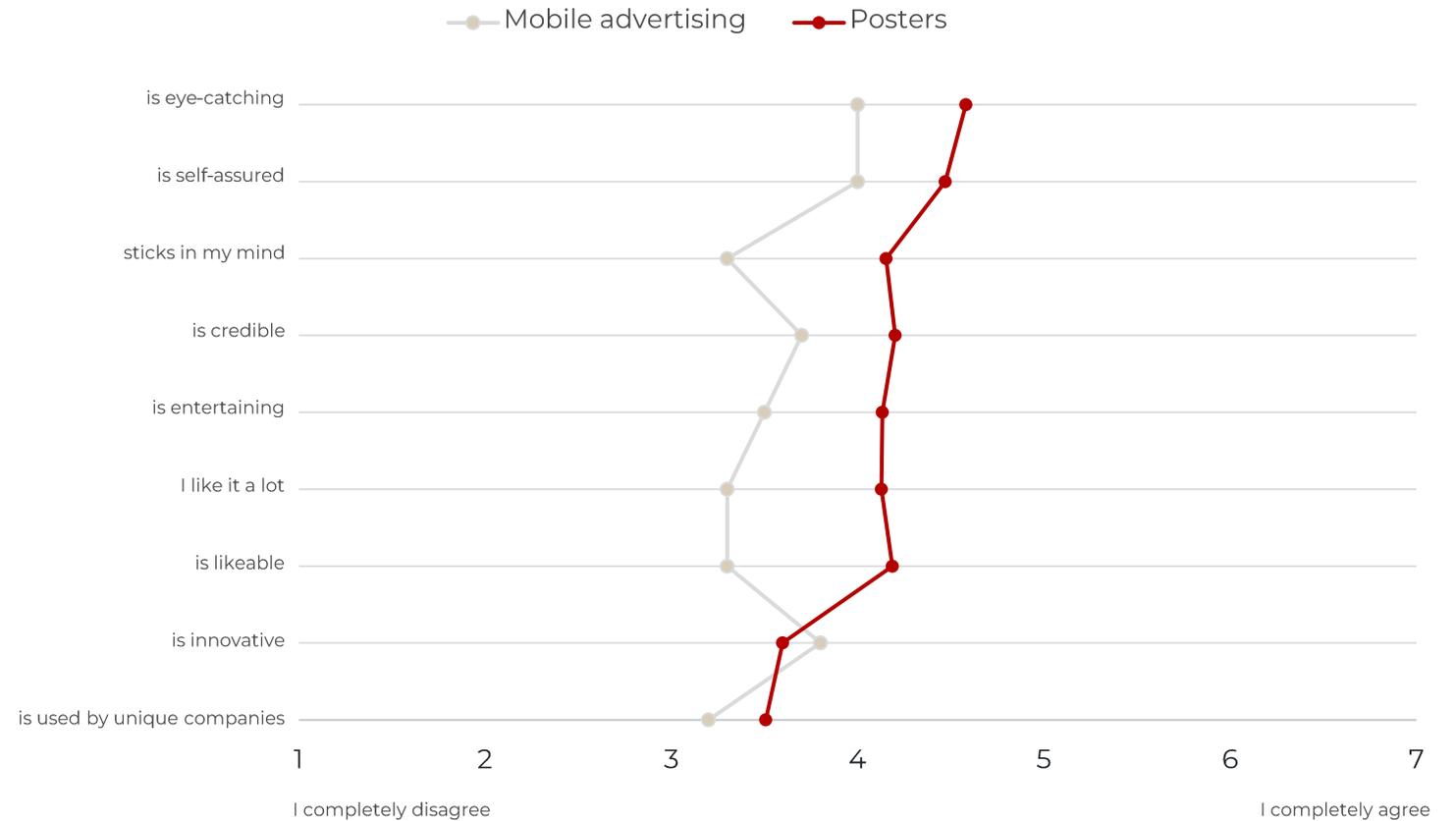
Jetzt 25%
Rabatt



Outdoor advertising is credible and trustworthy

Posters are part of the real world – everyone can see them, regardless of algorithms or user profiles. This is precisely how they create trust and credibility.

General statement on advertising formats



Five reasons that make the difference



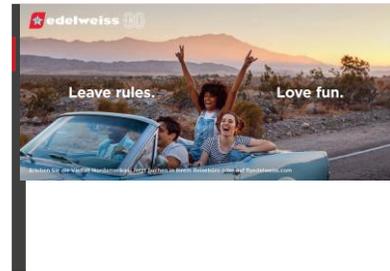
Reach Visibility counts

Only those who are seen can be chosen. And those who are seen more often are chosen more often.



Recognition Memory is decisive

What is familiar to us is preferred at the decisive moment.



Interest Relevance at the right moment

Outdoor advertising reaches people where their needs arise and transforms visibility into attention and interest.



Acceptance Impact without disturbing

Advertising that respects people creates closeness and approval.



Credibility through publicity

What is visible to everyone outside appears genuine, truthful and trustworthy.

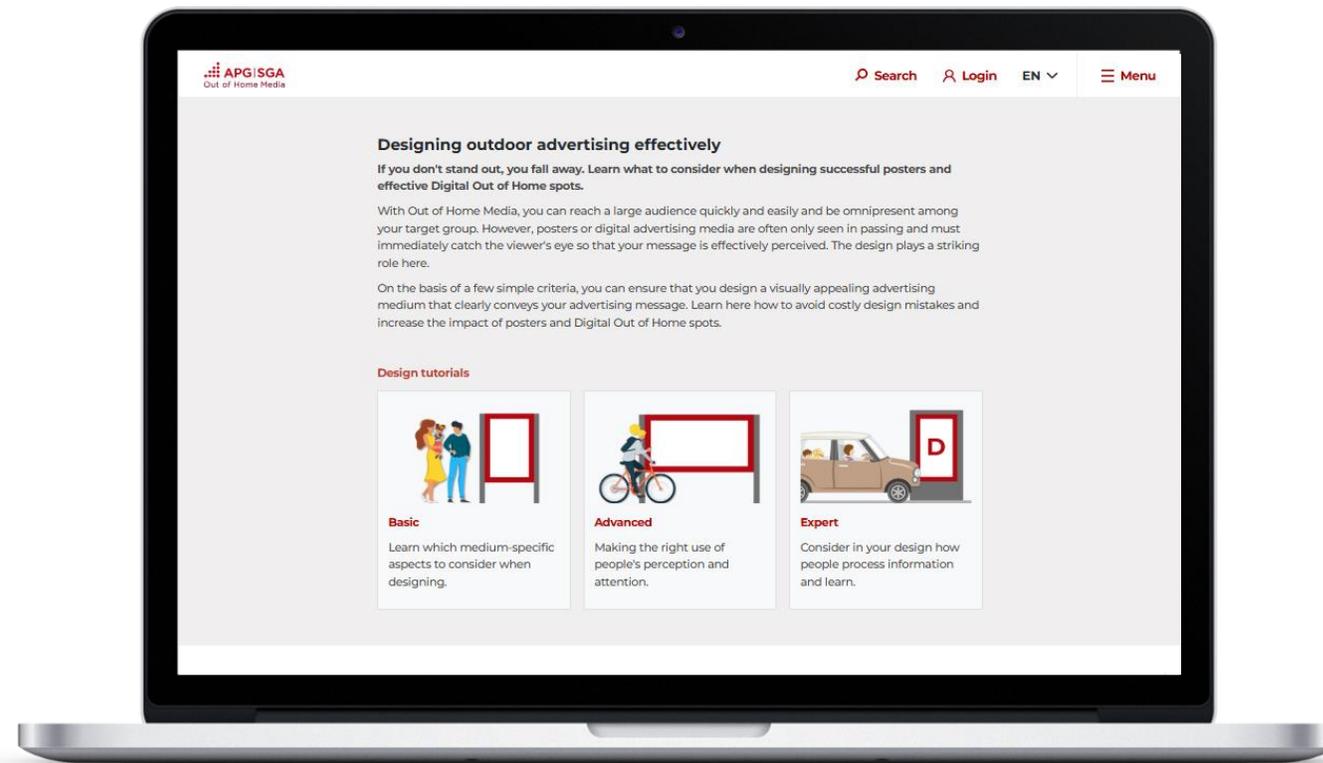


«If you don't stand out, you'll be left behind.»



Design makes visibility effective

Outdoor advertising is effective when it stands out, is immediately understood – and sticks in the memory. Good design converts reach into memory and visibility into impact.



Find out more



«Success requires competent partners.»





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