

Advantages of car Advertising

First, think about these limitations:

Television	Hundreds of channels, change the channel, mute, TiVo.
Print	Limited by circulation, cluttered up with competing messages in the same space.
Radio	Change station, satellite radio, put in a CD, turn off.
Billboards	Stuck in one spot, easy to ignore
Buses	Travel only on designated routes.
Mobile Billboard Trucks	Travel only on main streets, short campaign duration, hard to read when you are behind them.

Table Source: AdHitch

Car Advertising

- Penetrates every part of the community
- Generates quick recall which can establish brand awareness
- Draws attention to the message by delivering it directly to the consumers
- Flexibility can be used to achieve market saturation or be skewed to reach a particular demographic target
- High visibility