AN EMPIRICAL STUDY ON THE SCOPE OF TRANSIT ADVERTISING

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Abstract:

Advertising is a mass communication, a strong marketing tool, an element of the economic system, a source of financing the mass media, a social institution, an art form, a tool of business management, a field which gives employment and a creates profession. Transit advertising is one such mass media marketing tool, it is mainly advertising on the public transport system, such as metropolitan city bus transport, suburban rail system, and advertisements placed on railway stations, bus stands and air terminals. It is considered as a part of outdoor advertising. The study helps to know the various ways of promoting products on transport vehicles and the modern designing which attracts the transporters by involving their innovation by designing creative adverts.

Keywords: Transit advertising; Out-door advertising, Busorama.

INTRODUCTION

Transit advertising is the source of promoting a product, service or idea; consisting of posters placed inside or on vehicles like bus, car, and train etc., and in transit stations like bus shelter, train and air terminals. Creative Advertising concepts work with local transit systems and private felt services in building added revenue and producing programs through advertising.

Transit advertising includes displays on buses, transit benches, shelters, or any transportation mode that consumers use to travel during the course of a day. Compared with other advertising medium such as television, newspaper, magazines, radio or direct mail, we can show that transit advertising offers advertisers many advantages when compared to other methods of advertising with minimal impact to your system.
Bus advertising offers advertisers a financially efficient advertising medium targeting a broad mass audience with a message that is seen consistently throughout the market. Because of the movement of the buses, people are compelled to look at your advertisement and remember it!

There is wide market coverage where your ads will get seen by people all over the metro area any time each month. That low cost repetition of your ads builds reach and frequency quickly resulting in high awareness and recall of your message.

In times, advertisers were tended to shy away from internal transit advertising, perceiving who the bus rider might be? Was the desired audience is the person who could not afford for a car? Today, concern for the environment and the popularity of programs such as park your vehicle and ride in public transport has caused a wide range of workers and students to leave their vehicles in mall parking lots and ride in bus or metro train to and from their jobs. It saves them the cost of time in parking and the wear-and-tear on their cars and provides them the opportunity to review material for their day requirements or just relax and gather their thoughts for the busy day ahead. The cards displayed inside the bus reach passengers and your ad is there the whole time they spend in public transports.

Not only you can reach some very upscale customers inside the bus, but you can also reach a large variety of people by advertising on the more traditional exterior signs. The various shapes and sizes, the bus signs available outside the busses; display advertising messages to thousands of people in cars as well as the people around. Buses travel through cities and surrounding suburban areas, to shopping malls, universities, business or industrial areas, recreational centers, supermarkets or shopping centers, theaters and convention sites. Local customers as well as visitors to your market coverage area will be exposed to your large moving messages.

**History**

The history of transit advertising dates back to the time when, in the United States, handbills were suspended from the ceiling of transit vehicles by strings and hooks and fastened to interior walls. As early as in 1850, such ads were displayed on the outside of street cars. Since then, there has been a gradual increase and improvement in the quantity and quality of transit advertising; but, at present, this constitutes a very negligible proportion of the total advertising business in America. In India, however, we still have more transit advertising as a per cent of the total advertising business. This is so because of the fact that we have an extensive public transport system, and private transport is used by only a very small per cent of the urban population. It is a potential mass medium of advertising. On the Indian Railways alone, millions of commuters ride every day while commuting from suburbs to their work place and back home. About 9000 passenger trains ply every day, touching 7000 stations. They are used by six billion passengers every year. Plus, it operates more than 5000 freight trains. Besides this, a large number of businessman and traders, who make frequent visits to
railway stations, parcel offices and goods sheds, and 17 lack railway employees are exposed to such advertising.

**Current Trends**

In the most recent couple of years it has turned out to be more famous than any other time in recent memory in specific urban communities to "wrap" a whole transport with the topic of an organization, an item, a historical center, or even disguise wrap for an Army enlisting effort. In the event that it isn't extremely popular in your city yet, it's coming – so don't be reluctant to be the first to wrap a transport! These mammoth moving ads are difficult to miss and are a considerable measure of enjoyable to take a gander at. A transport wrap is a costly undertaking and you will be required to sign an agreement that will keep you paying rent on your transport for at least one year.

Be that as it may, in the event that you have enough spending plan and your organization or item fits the size and state of a transport, you can get a great deal of mileage from this type of publicizing. It likewise gives rebates to purchasing numerous sings and for various month contracts.

Presently, on the off chance that you would prefer not to wrap a whole transport, you can buy one side or the back or the front and impart the transport to another advertiser/sponsor.

Few examples for such recent trends in transit advertising are:

- **PEPSI sponsored Blue Billion train.** There are Kurkure Express trains. Air-tel has its colors painted on rail coaches. There are other companies like Western Union, Axis Bank, Sony and Lever who also use the same technique. Ad spots are being sold on all possible properties – parking lots, train windows, food trays.

- **The BEST (Bombay Electric Supply and Transport Undertakings) is perhaps the oldest among the transport undertakings to have introduced commercial advertising.** It has a fleet of 3500 buses, including double deckers, regularly plying in the city. It has 1500 shelters, which also offer advertising locations. Transit advertising on buses is called Busorama.

The most recent idea in Transit Advertising is supporting rental vehicles. In idea; rental vehicles wrapped in commercials can be sent into postal divisions where customary boards are restricted or inaccessible.

A few supporters will go the additional mile by offering drivers coupons and different rebates for products and enterprises. Autos may even be offered away to one fortunate client when the sponsorship is finished. To put it plainly, the program creates armies of faithful representatives while producing extensive.

**Pictorial Examples for Recent Trends in Transit Advertising**

Travel publicizing includes position of adverts inside transport vehicles. There are different routes in which this should be possible. Adverts can be set by means of introduced LED screens; publicists can likewise put publications on various compartments in the transport.
What's more, publicists can show their imaginative powers by planning, inventive adverts as demonstrated in the pictures beneath. Inventiveness is the sign of this sort of promoting. The medium gives sponsors abundant chances to play or to venture imagination around various components inside the vehicle.

**OBJECTIVES**

- To know the various types of transit advertising.
- To know the difference between the transit advertising and traditional outdoor advertising.
- To understand the effective designing of transit advertising.
- To review the challenges faced by the Transit agencies.

**RESEARCH METHODOLOGY**

An exploration configuration is absolutely and basically the system of the arrangement for the review that aides the gathering, investigation and understanding of the information. It constitutes the blue prints for the gathering, estimation and examination of information. The specific statistical surveying study can be described as exploratory in nature.

**Sources of data**

**Primary data:** Data observed or gathered specifically from the direct experience is called primary data. It will be gathered straightforwardly from the respondents by utilizing both subjective and quantitative techniques.

**Primary data collection tool:**
Questionnaire

Keeping in mind the end goal to gather the pertinent data from the respondents by making inquiries, it is important to plan a survey containing questions identified with the examination issue. Poll is utilized to investigate the vague raw numbers about
specific destinations or issues. The reactions of the people about the exploration issue are kept classified.

**Secondary data:** Secondary information alludes to the information that is as of now existing and not gathered by the client of the information. The basic wellsprings of auxiliary information incorporate censuses, data gathered by government offices, authoritative records, and information gathered for other research purposes.

**Secondary data collection tools:** Newspaper, magazine, previous research records, government records etc.

**Sample Size:** The number of respondents from whom the data is collected is 50 respondents.

**Sampling:** Convenience sampling

Convenience sampling is one of the main types of non-probability sampling methods. It is a form in which the data is collected from the people who are easy to reach.

**Analysis tools:** Table, Graphs and Statistical tool (if necessary)

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**FINDINGS**

This represents the result of my analysis. It shows the theoretical secondary data followed by primary data collected through questionnaire.

**Types of Transit advertising**

**Transit Shelter Advertising:** A type of publicizing where sponsors can purchase space in transport covers and on the back of transport stop seats to advance their item or administration or brand.

**Taxi Cab Exteriors:** In this type of travel promoting, inside lit up two-sided notices situated on the tops of taxicabs will be utilized as a publicizing instrument.

**Terminal Posters:** This incorporates uneven sheet, two sided-sheet, and three sided-sheet publications in many transport, metro and railroad stations and also in significant prepare and aircraft terminals.

**Inside cards:** A type of travel promoting which incorporates regularly a 11 by 28 inches card, put in a divider rack over the windows of a transport.

**Car-end posters:** Transit promoting of fluctuating sizes, situated in the bulkhead of cars.

**Outside posters:** The assortment of travel promoting showing up on the outside of transports, including extra large, ruler measure, voyaging show, tail of transport, and front of transport.

**Showing:** It is a customary term alluding to the relative number of publications utilized amid an agreement period, demonstrating the power of market scope.

**Full showing:** It is a unit of procurement in travel advertisement where one card will show up in every vehicle in the framework.
Basic bus: All within space on a gathering of transports is given to the promoter's total area. Take-ones: It incorporates stack of business answer cards or coupons, fastened to inside commercials for an additional charge that permit travelers to ask for more data, send in application spaces, or get some other item advantage.

Bus-o-rama-signs: It shows a transport rooftop sign, which really is full-shading straightforwardness by fluorescent tubes, running the length of the bus.

Data Analysis

Table 1: showing the form of transit advertisements the respondents are more exposed to.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside cards</td>
<td>18</td>
<td>36%</td>
</tr>
<tr>
<td>Exterior bus, car and train posters</td>
<td>12</td>
<td>24%</td>
</tr>
<tr>
<td>Bus shelters, train terminals</td>
<td>15</td>
<td>30%</td>
</tr>
<tr>
<td>Car posters</td>
<td>05</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

Analysis: From the above analysis we can observe that 36 respondents are exposed to inside cards, 30 respondents are exposed to Bus shelters and train terminals, 24 respondents are exposed to exterior bus, car and train posters, 10 respondents are exposed to car posters.

Graph 1: Showing the form of transit advertisements the respondents are more exposed to.

Interpretation: From the above analysis, we can say that majority of the respondents say they are exposed to inside cards as they spend more time inside the bus while travelling. They find more time to see and read the advertising message; hence the marketer can concentrate more on the content of the promotional message and make it informative.

Difference between the Transit advertising and traditional Outdoor advertising

Outdoor advertising attempt to convey the limited message to the overall population through highway billboards, travel notices etc. Outdoor advertising assumes a huge part in advertising as the advertisements are extremely tremendous and are unmistakable to every last one. The essential thing to be gathered in the ads is that the message to be conveyed ought to be:

- Crisp and to be précised.
- Though pictures can be utilized; they can't be utilized as a part of abundance.
• Everything ought to be displayed to the viewer in such a configuration along these lines, to the point that the viewers decide to purchase the item or administration.

The message to be conveyed can be a promotion to purchase an item, travel, vote in favor of a lawmaker, or provide for philanthropy. As indicated by Outdoor Advertising Association of America (OAAA), a large number of dollars are being spent on outdoor advertising every year and the measurable figures are relied upon to develop. This is as an aftereffect of the way that outdoor activity continues developing each year and consequently the intended interest group for outdoor advertising is continually expanding.

Distinctive businesses make utilization of outdoor advertising in their own diverse ways. For instance, eating joints and restaurants on the thruway make utilization of interstate announcements to attract the client to have a nibble and rest a little at their point. Mc. Donald’s, KFC, Café espresso day, Subway are the great illustrations. The car and tourism businesses make utilization of the boards to promote their items and tourism arranges. These are a far excessively effective as a result of the way that individuals on the roadway are watchful for such data.

Aside from the bulletins, there are a few different structures in which outdoor advertising can be made. For instance, drink organizations make utilization of donning occasions and fields to showcase their items. Coca Cola was one of the FIFA World Cup supports.

The OAAA has partitioned the Outdoor Advertising into four noteworthy classifications: Billboards – these as a rule represent half of the income of outdoor advertising. At that point there is Transit framework and versatile advertising which additionally takes up a noteworthy share of outdoor advertising. Advertising on open furniture is additionally utilized thoroughly nowadays internationally. Last yet not the minimum is elective advertising. Such advertising can be as corporate blogging which is an imperative type of advertising nowadays.

Transit advertising is generally included in outdoor advertising, though it is a major medium in its own way. The basic reason for its inclusion in outdoor advertising is the similarity of the function and method of operation it poses. Transit advertising in India is popular and has grown to a respectable level when compared to outdoor advertising.

It is about 3.3 per cent of the total advertising business and 40 per cent of outdoor advertising in India. It is mainly advertising on the public transport system, such as metropolitan city bus transport, suburban rail system, and advertisements placed on railway stations, bus stands and air terminals. The transit advertising operator places and maintains the transit ads on the vehicles for which the advertiser contracts. The printed advertisements themselves are supplied and paid for by the advertiser.
Effective Ad Design

Outdoor or travel advertising configuration is for all intents and purposes a visual narrating. The declaration of a thought can astound viewers with words or energize them mentally with pictures. Funniness or dramatization can impact purchaser choices furthermore helps in offering items. Planning for outdoor or travel media is a testing correspondence errands that requires imaginatively transmitting idea with set out and center. Viable travel advertising craftsmanship will engage and invigorate viewers with capturing sway, making top of mind brand mindfulness for the item, benefit or an organization.

Draw in the gathering of people with idea to make mental symbolism and additionally imaginative adverts by the viewers, yet alongside the plan remember that the viewers are progressing, requiring a clean and precised message and presentation of a promotion to adequately speak with them. Less content in your promotion is dependably the best. Restrict promotion duplicate to close to eight to ten words and keep any feature to under five. Make it straightforward however much as could be expected to give it the best outcome.

Be straightforward, be in intense letters, be entertaining and dependably add a component to empower the viewers' cerebral setting. Your reward will be a significant outline.

A note about shading: For compelling outline it's constantly preferable not to utilize more over a few distinct hues. Outlines have better comprehensibility with inverse hues utilized alongside each other for higher differentiation. With hues that are excessively comparable, plan components can mix together at a separation and get lost.

The Top Ten of Effective Design

- Keep your message short however much as could be expected and refine it to its most fundamental components.

- Use strong, lively hues that supplement and complexity each other.

- Delete pointless data, for example, range codes and city names.

- Reduce the many-sided quality and number of ideas to be conveyed.

- Use photographs and representation to pass on mental pictures.

- Use vast and clear textual styles to guarantee lucidness.

- Use interest or interest in both words and symbolism.

- Keep the design straightforward with an obvious message center – likewise recall less is constantly better.

- Use a "toll free number" so per users have the basic data and are empowered to react to the promotion.

- Prepare a model on the sheet of 8.5 X 11 papers, securing it to the divider ten feet away and rapidly looking at it for three seconds. This will give you a smart thought of how the advertisement will show up in plain view to viewers driving by it. In the event that it doesn't deal with the divider, it will never take a shot at the road
**Data Analysis**

**Table 2:** Showing the form of transit advertising that attract the passengers.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textual poster</td>
<td>07</td>
<td>14%</td>
</tr>
<tr>
<td>Textual display with images</td>
<td>18</td>
<td>36%</td>
</tr>
<tr>
<td>Audio and visual displays</td>
<td>25</td>
<td>50%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Analysis:** From the above table we can observe that 25 respondents are attracted by audio and visual displays, 18 respondents are attracted by textual displays with images, and 7 respondents are attracted by textual posters.

**Graph 2:** Showing the form of transit advertising that attract the passengers.

**Table 3:** Showing the factor, viewers wish to be highlighted in transit ad.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative</td>
<td>13</td>
<td>26%</td>
</tr>
<tr>
<td>Creative adverts</td>
<td>26</td>
<td>52%</td>
</tr>
<tr>
<td>Emotions</td>
<td>11</td>
<td>22%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Analysis:** From the above table we can observe that 26 respondents say creative adverts to be highlighted, 13 respondents say it should be informative and 11 respondents say the emotion factor should be highlighted.

**Graph 3:** Showing the factor, viewers wish to be highlighted in transit ad.

**Interpretation:** From the above analysis we can say that the majority of respondents say that the marketer should concentrate on highlighting the creative adverts in transit advertising, hence the marketer can drag the passengers’ participation in the ad through their creativity.
Challenges faced by Transit agencies

The substantial lion's share of travel offices acknowledges notice on or inside transports, rail, autos and stations. The changing states of mind toward advertising and the need to discover new wellsprings of income have driven the few travel organizations that don't show advertising to rethink their approaches.

Transport outside, auto, and rail station advertising are the principle wellspring of travel advertising and record for the majority of the advertising space and income. These and other advertising shows have been an outwardly noticeable wellspring of little however noteworthy incomes for travel organizations.

Late years have brought huge changes that influence the sorts of advertising on travel property and the measure of advertising income. Development in the outdoor advertising industry, which incorporates announcements, magazine kiosks, telephone corners, taxicabs, and transport covers, and also transports, autos, rail, rail stations, has served to fundamentally grow the measure of income that travel organizations get from advertising deals. Mergers and procurement of advertising deals organizations have acquired new deals capacities to travel offices and the money related advantages of advertising from national brands. Non-conventional types of advertising incorporating into passage promotions, in-vehicle TV, station control, and transport wraps, may give expanded incomes, despite the fact that inquiries on the expanded income that can be created to open acknowledgment still remains.

Advertising can convey incomes as well as discussion to travel organizations. Acknowledgment of ads on candidly or customarily charged issues, for example, fetus removal and those that show viciousness or sparsely clad models can blend discussion. Dismissal of such ads, however can include travel offices in exorbitant case. Along these lines travel offices confront various noteworthy issues in their advertising programs, including:

- Whether they ought to acknowledge and show notices?
- Whether they ought to acknowledge noncommercial and open administration advertising?
- Where commercials ought to be shown?
- How can organizations assess potential incomes from advertising deals?
- How can organizations boost their incomes from travel advertising?
- Should organizations offer ads utilizing their own particular staff or ought to deals be contracted to an organization represent considerable authority around there?
- If the travel organization contracts advertising deals, what ought to be the time of agreement, in what manner ought to income to the travel office be resolved?
- How to distinguish the methods for assessing the contending proposition to handle advertising deals?
- In expansion to organizations income, in what capacity ought to offices handle co-advancements, media dealers, and the show of open administration declarations (PSAs)?
What amount of space to be put aside for these advancements?
• What non-customary types of advertising are worth to satchel? What is the most ideal approach to seek after those open doors? What exactly degree will nontraditional types of advertising add to deals income as opposed to moving advertising income from conventional to non-customary structures?

CONCLUSION
Advertising is more than simply making first-time purchasers and convincing current purchasers to purchase more. Advertising ought to be utilized to keep up a brand's current clients and their purchasing levels. This is to ensure and fabricate the picture of the brand and increment buy recurrence prompting to brand steadfastness. Vehicle wraps can achieve lion's share of individuals when they wouldn't dare hoping anymore their psyches are more open. Vehicle wraps, on rental autos, transports, railroad, and transport havens are a remarkable expansion of coordinated promoting procedure. These versatile signs offer a high effect, high perceiving ability medium with extraordinary head-turning capacity. They postures high capacity of conveying a great many impressions in thickly populated territories, these autos exhibit the force of a genuine mass medium of advancement apparatuses. The use of imaginative promotions in transports, transport sanctuaries and autos are the most recent patterns in travel advertising, where viewers can utilize their inventive adverts to depict these commercials better. Travel advertising draws in viewers' cooperation and manufactures more recurrence of viewers.

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