



german cooperation

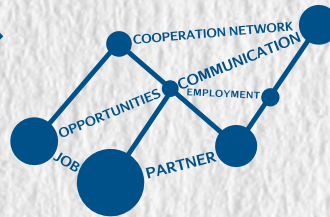
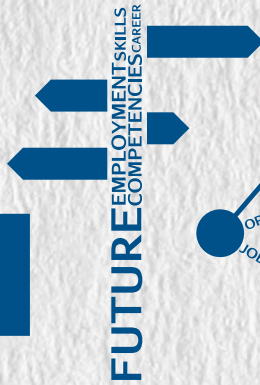
DEUTSCHE ZUSAMMENARBEIT

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# 8.12 HOW TO USE BILLBOARDS FOR AWARENESS RAISING, PROMOTION AND INFORMATION PURPOSES



## HOW TO USE BILLBOARDS FOR AWARENESS RAISING, PROMOTION AND INFORMATION PURPOSES



### What Is It Useful For

Mainly to raise awareness to the mass.

Billboards can target very specific areas and they are exposed to the mass 24 / 7 over a certain period.

The visual will stick in the audience's memory if they see it a few times.



### When To Use

Given the high budget the billboards require, timing should be carefully taken into consideration, for example just before the schools' registration to exploit the tool to the maximum possible extent.

Also the weather makes a difference: a storm can ruin a billboard that you paid a lot for. Also people look less at the billboards when it's raining heavily.



### How Long Does It Take

The preparations should not take more than 1 month.



### Target audience

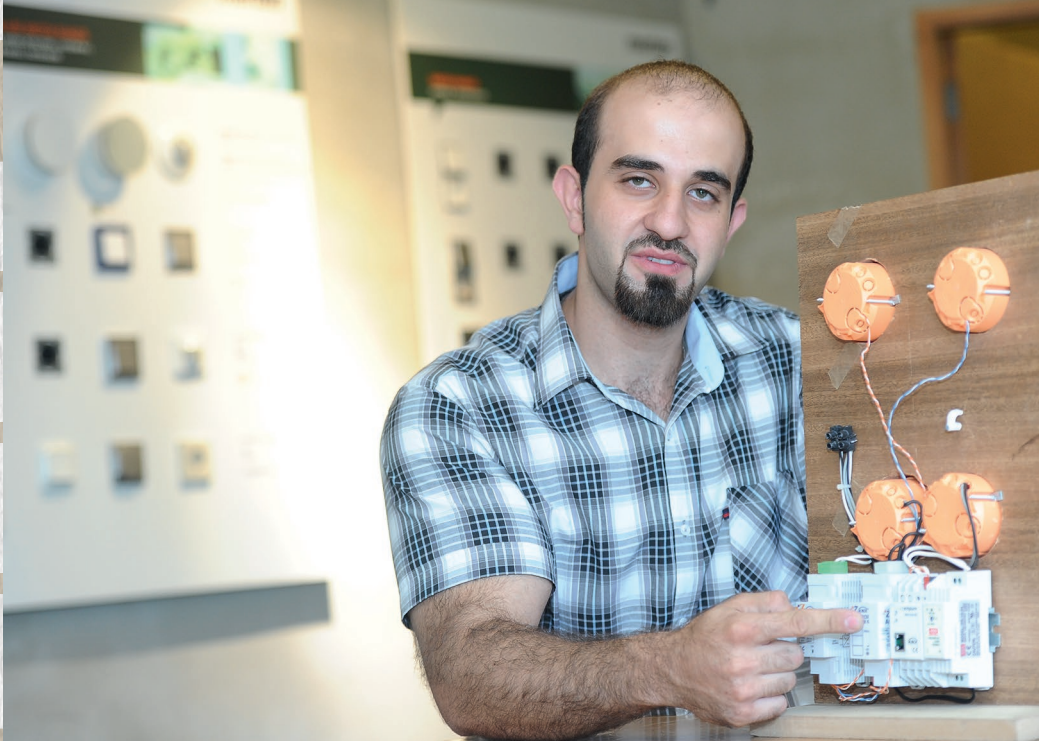
Billboards are a mass media tool. It could however address specific areas, for example the ones where there is a school that offers the Dual System, or a less privileged area where the target audience, hence students, who cannot afford going to private schools or academic pathways, is present.



### Examples

The DSME project launched a billboard campaign in remote areas in Lebanon in 2012.

The return on investment was not so high, meaning not much more students registered in the cooperative TVET system.



## WHAT TO DO

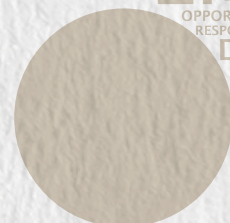
In order to achieve the above mentioned objectives, the following steps should be undertaken:

- Create an ad (refer to tool 8.2 “How to develop a project identity and branding”).
- Research available media agencies that offer the billboards service and check the locations of their billboards, which should be the main reason for choosing the agency.
- Once chosen, the agency will provide you with the specifications of the ad.
- Resize the ad accordingly.
- Monitor the campaign (for example go to the location and see it).

In Lebanon, the cost can vary from 30 000 USD to more than 100 000 USD depending on the locations and the period.

ALCULATIONS • STAKEHOLDER  
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BLUE COLLARS QUALITY  
YOUTHGIZCA  
DECENT JOBS JOB SEEKER  
NATIONAL EMPLOYMENT  
EMPLOYMENT  
OPPORTUNITIES EGYPT PR  
RESPONSIBILITY DEVELOPMENT  
SUPPORT





## WHAT TO OBSERVE

The following lessons learnt should be observed:

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### Pros



- Raising awareness to your project and building more audience.
- If the billboards are there for long enough, it will stick in the viewers' memory.

### Cons



- It requires a very big budget to spread out nationwide – decreasing the timeframe of exposure and the locations will give 0 return on investment.

