

Benefits of Outdoor Advertisements and Signs



Direct and Guide: Satisfying the information needs of the traveler and tourist.

1. DIRECTING AND GUIDING THE ROAD USER AND THE PEDESTRIAN

In contemporary society the large number of functions, facilities and destinations in the urban environment puts a strong emphasis on the need for direction and guidance. An effective sign system is also needed to satisfy the information needs of the traveller and the tourist.

2. INFORMING AND WARNING THE PUBLIC IN ORDER TO ENHANCE GENERAL WELL-BEING AND SAFETY

Outdoor signs inform, warn and provide a public service in a myriad of ways:

2.1 Ensure privacy and the rights of individuals and groups.

2.2 Serve as an *educational medium* by conveying messages concerning public campaigns such as family planning, environmental and health issues, crime prevention, road safety and wartime campaigns.

2.3 Bolster fund-raising campaigns for charities and community services and may convey messages concerning social views on issues such as the use of alcohol and tobacco and the wearing of fur coats.

2.4 Might be used for political campaigns and for informing people of their rights and responsibilities as citizens.

2.5 Provide information on and lead us in decisions which we have to make in our daily lives and which might have a direct bearing on our general well-being such as warnings against possible threats or instructions regarding the proper use of facilities and services.

2.6 The identification of enterprises, buildings or any other form of land use or locality.



Political and other campaigns



Wartime (World War II) campaign



A Lovelife billboard advertising protection against HIV/AIDS

3. STIMULATING ECONOMIC GROWTH AND PROMOTING FREEDOM OF COMMERCIAL CHOICE



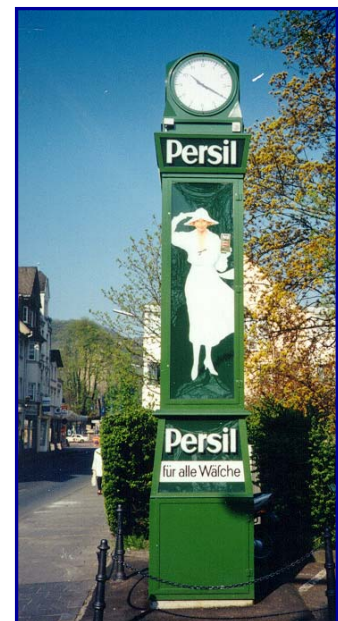
Freedom of commercial speech or advertising is seen as being at the heart of the market-driven economy and a major contributor to healthy competition. Advertising plays an important role in the upliftment of communities' living standards in general by lowering the cost of consumer items. It also plays a role by informing the public of the availability of products and services, thereby increasing consumer

awareness. The outdoor advertising industry itself may contribute directly to job creation while it also serves as a source of revenue for local authorities and other institutions.

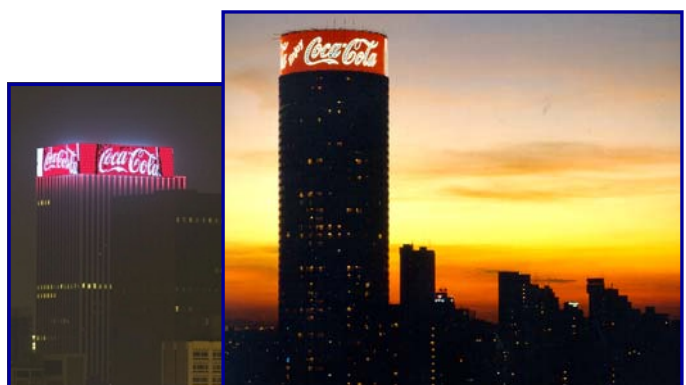
4. ENHANCING THE VISUAL ENVIRONMENT

If sound design principles are applied tastefully, advertisements and signs may enhance the visual environment in various ways:

- It may contribute to the necessary **visual diversity, interest and character** needed for drab and dreary environments. High-quality street and advertising furniture may, for instance, make an important contribution to streetscapes while the use of banners may create a rather festive atmosphere.
- It may also play a role in **enhancing local character or sense of place** and thereby contributing to attractive environments for tourists.
- More permanent signs and advertisements such as signs on top of skyscrapers may contribute to the visual scene by forming **prominent landmarks**.



High quality streetscape advertising



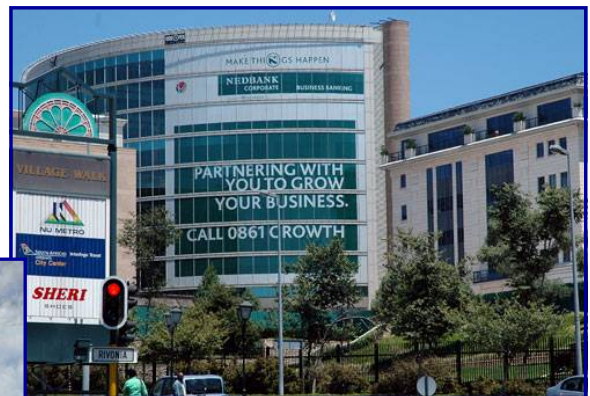
Prominent landmark

- The *en masse* and large-scale application of outdoor advertisements and signs may create very **striking nightscapes** in entertainment and shopping districts such as Piccadilly Circus, Madison Square, Tokyo's Ginza district and the Strip in Las Vegas, which can be seen as world-renowned tourist attractions.



Large scale advertising could create striking nightscapes

- As a **form of art** or medium of expression, advertisements and signs may contribute to attractive cityscapes:
 - It may influence **architectural style** and urban design in a positive way.

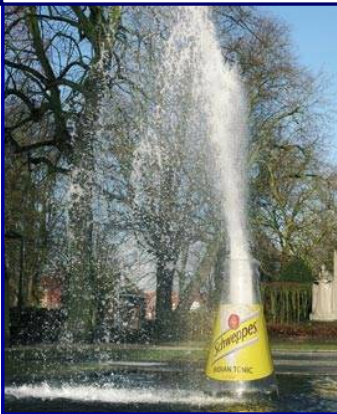


Influencing architectural style positively



- Advertising content displayed on billboards or as posters are often of a very high design quality and may be considered a **form of art** in its own right, while hand-painted advertising murals may also contribute to sense of place by expressing local culture and artistic abilities.

High design quality outdoor advertising considered as a form of art



Ndebele art - enhancing local character



Mural - Johannesburg Zoo



Artistic simplicity - harmony between structure and advertisement



- Shop signs have a great potential in contributing to the sense of place of local towns and villages. The Old English Pub Sign-design may be mentioned specifically in this regard.



Old English Pub Sign



Shop Sign creating a sense of place and sense of history in this open-air museum town, Kimberley

- Huge computerised painted advertisements stretched against building walls or across building facades in order to conceal unsightly building renovations or constructions, also provide huge artistic possibilities.



Huge computerized advertising panels concealing burned out floors of Munitoria



Painted and vinyl advertisement concealing unsightly areas



Scaffolding with advertisement concealing unsightly building renovations at the back thereof

- One of the latest advertising trends, **car or bus wrapping**, together with other forms of mobile advertising, often makes a very striking visual contribution, which can be described as *art on the*



Advertising through car or bus wrapping



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