

**Content Analysis of Some Common Billboard Advertisements
in Addis Ababa**

**By
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A study of the content of some Common Billboards Advertisement in Addis Ababa

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Acknowledgments

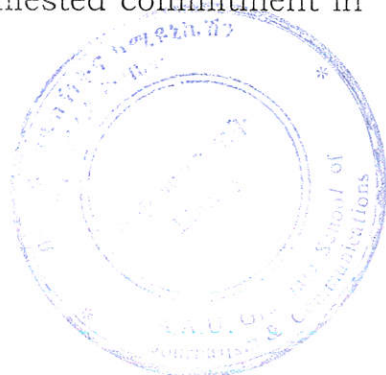
Come and see the works of God: he is terrible in his doing toward the children of men (Psalm66:5).First I would like to thank my almighty God who manifested his miracle in my life and helped me to be a person of proud.

Then my deepest heartfelt thank goes to Dr, Deborah Zinn (assigned advisor), for her constructive advise and kind assistance through my work. Her contribution would be beyond measure and limitless, in showing the way to better work. I wish every best blessing and luck to the rest of her life and job career.

While doing this paper my wife Meseret Deribbsa contributed great ideas those lead to finishing the paper successfully .I thank her for contributions she made as wife and work partner. I will add my thank also to Mulunesh Daka and Desalegn Abebe, who were always remember me in thier prayers and wiped away obstacles which I face while doing my work. Thanks a lot My Mother and father.

Thank you Samuel, Gedion, Muse, Eyasu, Desalegn, Solomon, Melaku, Hana, Sisay,Tarekegn and all younger sisters and brothers, your contributions also can not be underestimated ,may blessing of God follow you in whole your life.

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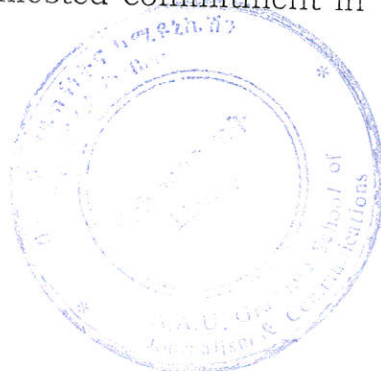
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Acronyms and Abbreviations

IOA: Institute of Out door Advertising

OAAA: Out Door Advertising Association of America

UK: United Kingdom

Abstract

This study analyzed the contents of some common commercial billboard advertisements in Addis Ababa. The contents analyzed include; photographs, messages, color and appeal strategy. As the demand to advertise products and services through billboards tend to grow the question over effective communication become a serious issue. This study thus, conducted so, as to answer such questions raised in billboard communication.

Qualitative content analysis has been used to analyze the contents. According to the analysis made billboards those planted along side major roads mostly use human photographs, particularly women's photograph and these could be done with out any connection women's have to the product/service advertised. Apart from this most billboards have been overlooked by target customers, although there are also some billboards those achieved best communication through their messages and will have well mixed elements to try to catch viewer's attention.

Concerning photographs, there is plenty of mismatch. will be found in those billboard ads selected for analysis. Beyond this appeal strategies used in most billboards are weak and can not able to catch viewer's attention. The messages accompanied with the product /services was also detailed, straightforward and embrace each information about the product. In association to the appeal strategy used most billboards used, an ornate design which means over decoration, due to such inconveniences billboards those selected for analysis and billboards those deployed mostly in the city of Addis Ababa unable to communicate the rightful information about the product /service advertised.

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CHAPTER ONE

1. Background of the Study

A billboard is a large outdoor advertising structure typically found in high traffic areas such as along side busy roads .Billboards present large advertisement to passing pedestrians and derivers. Typically large ostensibly witty slogans and distinctive visuals; billboards are highly visible in the top designated market areas .Bulletins are the largest most impact standard size billboards located primarily on major highways express ways or principal arterials they command high density consumer exposure (mostly vehicular traffic) bulletins afford greatest visibility due not only their size because, they allow creative “customizing” through extensions and embellishments . Billboards are a event place to advertise because rather than you having to find your consumers ,consumers will find your advertising located chiefly in commercial and industrial areas on primary and secondary arterial roads .Posters are a smaller format than bulletins and are viewed principally by residents and commuter traffic with some pedestrian exposure (en.Wikipedia.org).

The basic poster (Highway Billboard) sizes are 24- and 30 sheet posters and bleed posters .The standard poster panel is built to accommodate all three sizes therefore in the major markets an advertiser should be able to use one of them. The 30- sheet poster is the most widely used size and has replaced the 24 sheet as the standard unit. There is no difference in advertising costs although production costs are greater for the larger types (Russell and Verril : 1988).

Out door advertising becoming a popular choice with a number of advertisers seeking increased brand awareness and means of differentiating themselves from traditional media messages in an environment where people are bombarded by hundreds of messages everyday, outdoor is means of gaining high attention level to a mass audience. Out door components enhances other media advertising by providing high levels of reach and frequency at a lower cost than other media .Research shows that out door creates synergistic affect when combined with most other media in particular at home offers advertiser a last chance to create brand awareness among potential prospects. The influx of product categories such as ,packages ,goods ,dot .coms ,retailers, and high profile fashion brands have been given the out door industry much needed diversification (Russell and Lane 2002;331).

According to Russell and Verril outdoor advertising produces the largest and most colorful display for an advertiser's trademark product and slogan .It offers the most spectacular use of lights to attract attention and has shown effectiveness in getting name known It also has I constant presence that is seen twenty four hours a day .It is a continuation reminder of your product without being intrusive like broadcast commercial break.

The new production technologies offer the opportunity to create something bigger than life .Here you can create disruption from the ordinary .A giant peach sitting in a field will attract attention because it is a thousand times bigger than a peach should be .The Richards's group in Dallas had cows painting an outdoor poster for their client chick -Fil -A. We all know that cows don't paint or climb, but when they do, we look. Just a few thought on outdoor .First ,you have a responsibility to create something wonderful, because most people dislike them cluttering up the environment .You should ask ,as with any medium ,how the ad will be ,integrated into the other kinds of communications .Concerning messages appear in billboards ,generally there should be ,no more than seven words in the main head. No, we're not

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saying it won't communicate with more than seven, but the more you have the harder it is to grasp quickly. This is truly a medium where simple is better. Reduce all the elements if possible. The point is to reduce the visual and the verbal elements down to their simplest form. (Russell and Lane: 2002:441).

Outdoor offers creative impact with size, color and short bold messages, the messages for outdoor also may provide the last reminder to customers in the market for in particular product or service. Outdoor can be used with equal efficiency by national advertiser buying several thousand sites throughout the country or a small retailer buying in individual location in a single community. Advertisers can also select posters designed to reach high concentrations of certain demographic segments. (Russell and Verril 1986:277 & 278)

This giant advertising medium increased with many numbers in Addis Ababa, at the Ethiopian capital. Studying its content, inside content, how messages are chosen and painted, color combination and color value, visual appearance and design will help to generate a new insight and look for advertisers and ad agencies to produce effective ads that can sell products and even build brand images.

1.1 Statement of the problem

"Advertising is a form of mass communications that transmitted different types of market information to buyers and sellers in the market place. Advertising both informs and transforms the product by creating an image that goes beyond straight forward facts (Wells, et al 2000:). As Wells and his colleagues noted out advertising is built on creative concept that can be understood instantly, because viewers are traveling past the billboards. Outdoor billboard must deliver the message with "quick impact". If people are

moving then the advertiser has a captive audience and the poster can present more complicated message.

Advertising through billboards would be a recent phenomenon for the Ethiopian advertising industry; although growing rapidly and it has been considered as the main outlet to advertise products and services by many businesses. While the desire to advertise through billboards grown it raises a serious question in how to acquire effective communication via billboards. One of the big questions raised is clarity; which would make the billboard easily consumed by target consumers. So as to achieve clarity in the billboard contents, this research thus tries to look at and answer the following key questions:-

- How billboard messages designed?
- What kind of appeal mechanisms employed?
- What kinds of photographs are effective in billboards?

1.2 Objectives of the Study

This study intended to enhance understanding of ad agencies ,designers and educators on how billboard messages designed, appeal strategy used, visuals presented and further it tries to examine major strategies employed to advertise products and services while advertising through billboards.

1.3 Significance of the Study

Variety of research papers will try to answer some questions or indicate some destinations for researchers, educators and consumers as well, either in the form of study to use it as baseline and/or spring board to produce billboard ads. Infact there are limited number of research papers conducted in this area especially on billboard advertisements, this research paper thus try to provide support and contribution on the following areas:-

- Views how billboard ads appeal to catch consumers attention
- Examines how advertising strategy used on billboard ads
- Offers a new insight and understanding for ad agencies for examining their future career before and during producing their ads ,deciding content of billboard particularly on what it likes to be ,and strategy mechanisms to be used to win over the market while competition heat up from other means's of advertisements
- Because of unavailability of other researches conducted on billboard advertisements, this research serve as a resource input for researchers, educators and business people.
- Helps to add perception to ad agencies and different genres of businesses in designing billboard ads those able to catch consumer's attention.
- Signposts which kinds of photographs are more effective when they appear in billboards.
- Indicates which types of illustrations are used and useful to advertise products and services.
- Develops perception of ad agency designers how to combine contents of billboards including photographs, messages ...etc.

1.4 Scope of the study

Billboard advertisements sized 24-sheet and located alongside major roads in Addis Ababa ,Africa Avenue (Bole Road),Piazza(around Cinema Empire),Churchill Avenue , Haya Hulet to Meganagna ,CMC and Mexico roundabouts .This study does not embrace billboard ads those hindered ,damaged and ad agencies had to change .Further as content analysis is used to determine the presence of certain words ,concepts ,themes ,phrases ,character and sentences with in texts and sets of texts .

1.5 Limitation of the Study

Understanding consumer's perception towards a particular ad/s with in few months could be unattainable goal because, it is very difficult to calculate emotions of individuals with countable figures. Because of lack of other studies conducted on billboard ad/s this study suffer from referring well documented materials those serve as baseline and fill knowledge gap that may happen in the course of the study. For this matter most of the literature review come from western media studies as well as trusted websites .Combined efforts of the above problem affect interpretation of local data.

CHAPTER TWO

2. Review of Related Literature

2.1 Out Door advertising as a Visual medium

Out door is a visual medium with creative elements playing a much greater role than in most other advertising vehicles? The creative options available for outdoor and out- of -home advertisers are almost limitless with dozens of shapes and sizes offered to carry persuasive messages .As Out of home Advertising Association of America (OAAA) pointed out, “out door advertising is visual story telling .The expression of an idea can surprise viewers with words or excite them with pictures .Designing for the out door medium is a challenging communication task that requires the expression of a concept with clarity and focus” (Russel and Lane 2002:325).

In effective advertising, its not just the words that need to communicate – it is the visuals too. And they must work together to present the creative concept .Words and pictures accomplish different message effect .In most advertising the power lies with the visual, and its primary function is to get attention .In general, designers have found that a picture in a print ad captures more than twice as many readers as a headline does .Ads with pictures also tend to pull more readers in to the body copy: initial attention more likely to turn to interest to turn to interest with a strong visual. People notice ads and remember those with pictures more than those composed mostly of the type. Furthermore he bigger the illustration, the more the advertisement grab consumers’ attention (Wells: et: al, 2003:364)

Visualizing takes a thought and illustrates it. Layout takes that illustration together with the other elements to be utilized and composes into an

advertisement. The purpose of an illustration is to convey an idea. The only ideas eligible for use in an advertisement are those that help to express the message the advertisement trying to convey. When designer decides where the picture is to go in the advertisement in relation to the reading matter and the other elements of the advertisement, he is said to be laying out the advertisement (Otto Kleppenens Advertising Procedure 1966:113)

In practice ,it is probable that visuals are more important as attention – grabbers than words ,especially for print ads ,it is the ability of the advertiser to create fascinating ,compelling ,unusual-but relevant pictures that will often make the difference .We are psychologically ,more responsive to pictures than words and we can take them in much more quickly.(Advertising ,Roderick White 2000:92)

Pictures can speak to us more quickly and powerfully than words ,so ,if we can produce a powerful ,relevant picture ,we may have started to crack the problem .Much press good advertising relies very heavily on imaginative or evocative or quirky pictures for its effect If you use pictures as the key ,they should reveal something about the brand and the story you want to tell ,but, ideally ,not all of it –you do want people to read the words (however few) as well .(A possible exception here is fashion advertising ,where the picture can usually say all that is needed)(Roderick White 2000,99).

The simplest form of visualization is to picture the product by itself .Such an illustration tells the reader that this is the article he is being asked to buy .Illustrating the product alone is often effective if the product is bought because of its style, or design-for example, dresses, silverware, furniture, lamps. If the essence of interest in a product is its appearance, then to show it alone as clearly as possible may be the best technique (Otto Kleppenens Advertising Procedure 1966:113)

2.2 Advertising in Ethiopia

As cited by Hawariat, (2008, 20), in ancient times traders in Ethiopia advertised products by cutting or drawing symbols in stones and public criers, walking up and down streets, shouted information about their wares (Muna, 1996). This historical development of advertising in Ethiopia is closely linked to development of society at large in the country. Understanding the need for advertising goes back to generations in Ethiopia. With the use of words like, "_____ is found here," Ethiopians have been selling food items and local beverages (Daniel, 2007:22). Advertisement also evolved with the establishment of the Ethiopian printing press.

The first press ad, for washing soap, appeared in the first Ethiopian newspaper, *Aimero* on August 2, 1914. Advertisements appeared in *Addis Zemen*, an Amharic newspaper, at the end of the 1950s and start of the 1960s. According to Yosef, the demand for items from local people and foreigners drove competitions during the Italian occupation and helped develop Ethiopia's advertising industry. The trend continued to the early 1970s. The national lottery started to use public criers in market places and continued commercial advertising after the Ethiopian Revolution in 1974. Few advertising agencies existed before the revolution. Anbessa, opened by advertising pioneer Wubshet, was among the country's first advertising agencies (Yosef Girmay, 2005).

Electronic advertising followed. Though Ethiopian Radio started transmission in September 1936, it did not accept advertisements until 1953 (Daniel, 2007). Ethiopian Television started service on Emperor Haile Selassie I's coronation day in October 1965. Four years later, the Ministry of Information and Tourism founded the Advertising and Distribution Agency "to promote the advertising industry and to promote trade." Two years later, Ethio marketing, a private enterprise, took over (ibid).

After the Emperors fall in 1974, the Dergue military government nationalized most companies and all advertising agencies. Almost all commercial advertisements, except public announcements, vanished. The advertising sector revived when market opportunities flourished with imported consumer goods and industry deregulation after the Dergue regime fell in 1991 (Kenaw, 2005-27). With liberal economic policies, investments and a competitive market, many advertising agencies supported print, broadcast and outdoor advertising (Daniel, 2007).

2.3 Visualizing the idea

At this stage, the creative team begins to visualize the ad. They form a mental picture of how the basic appeal can be translated into an effective selling message. In creating an ad, you can describe your visualizing idea in words or in crudest sketch for an artist to carry out – unless you are the artist creating the ad. The important thing in visualizing is to imagine the kind of picture you think would express your idea. While thinking of the visual form, find the words that will best reinforce and work together with the visual for the most powerful effect. Make as many versions of the basic idea as you can. Be as imaginative as you want to be, provided the end result delivers the basic message and the brand name. (Russell and Verrill, 1986:411)

Advertisement can sell the product in a generic way, a strategy which works only when the product dominates the market, or they can sell the brand, a strategy which is usually considered to be more effective. Another message option considers the information content of relative to its associational or emotional import. Information advertising is usually straightforward, fact filled, and often focused on news (Wells: et: al: 1998:234)

We know that ads are not created for the sake of creativity .Each ad is created for a specific marketing purpose .All for a product should conform to the same set of objectives ,even though some ads may not appear to be related ,and usually they use the same theme or slogan in each ad. Using all the information you have about the product or service, write a statement of the one thing you need to say about the product to the prime prospect .This is your promise or the basic theme .The promise is a consumer benefit statement that tells the prospect what the product will do for them.(Russell and Lane)

To visualize an idea is to interpret it into pictorial form. There are many ways to interpret an idea visually. If several artists were asked to visualize golfing, one might show a man driving off at the tee another a man putting a third a room scene .A prominent photographer asked a number of men to get a picture representing smoke .One man took a photo of the smoke rising from a cigarette., another the smoke blanching out, of a chimney, a third the smoke curling up from an incense burner (How would you picture a smoke?).It is evident that the variety of ways in which a thought can be pictured is limited only by the imagination. (Otto Kleppners Advertising Procedure 1966:112)

It is time to execute the big idea. At this stage of the process, the creative team forms mental pictures of the big appeal can be translated into a selling message just as a good novel has various sub-plots that are brought together in a creative and interesting cohesive story line ,a good ad has well - coordinated layout that flows well to create a compelling message about the product and its benefits ,you might visualize a sports car as speeding on a mountain road and hairpin curves .You might see a sedan of understated luxury in front of a country club. These mental pictures can be shown in words or in the crudest sketches, the crucial thing is to imagine the kind of mental picture that expresses your idea. While thinking in the visual form

(remember a picture is worth a thousand words) find the words that work with the visual for the most powerful effect. (Russell and Lane, 448&449)

2.4 Out Door Design

Because billboards must make a quick and lasting impression, design is critical to their effectiveness. The integration of art and headline is critical for the development of a strong concept. The layout is compact, with a very simple visuals, usually beginning with a strong graphic, followed by a catchy headline, and ending with some kind of product identification. The relationship should be so, clear and so integrated that the elements are perceived as one whole concept (Wells:et al 1998:510).

Designing an out door display is among the most difficult tasks for a creative team creating a picture and a few words to be seen by fast moving traffic at distances up to 500 feet is hard enough to do in a manner that moves customers to buy a product adds an obstacle not found in other media. However, outdoor also is one of the most enjoyable media to with from a creative stand point. Its size and color allow maximum creativity with the space constraints of other advertising vehicles (Russel and Lane 2002:325)

2.5 The Value of ad agencies in Advertising

When functioning at their best, advertising agencies create value for their clients in ways lawyers and accountants do not. When an agency clearly interpreters to its client what customers want and expect and then communicates information about the clients product or service to meaningfully, so uniquely, or so consistently that customers reward that brand or product or service with their loyalty, then the value of agency comes more sharply in to focus (Well,at, al 1998:105)

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2.5 .1 Why Hire an Agency

Many companies hire agencies to plan and execute their advertising efforts. Why should a company sign a contract with an advertising agency? Hiring an agency has three main benefits: It provides objective advice:, especially experienced staffing ,and tailored management of all advertising activities and personnel. An agency can offer objective advice to its clients because it is not as invested in product of development. Also, the client can't hire and fire agency staff. Clients expect an agency to tell them when they are misreading the market or are out of step with consumers advice that the clients own marketers might be afraid to voice (Wells:et :al:82)

2.5.2 Agency Functions

In any event, since they serve client and media, all agencies embrace certain functions. They are client liaison, creativity, production, placement and housekeeping .In every large agency it is the account executive (AC), often working as account supervisor, who maintains a constant liaison, that is, "lives with", the client. Some agencies attracted by the huge commissions generated by major national, automotive, food and beverage, drug and cosmetic accounts ,have tended to throw in a variety of other services in an attempt to attract and hold clients. These include .public relations, public opinions, sampling, market research, and promotional activities. An advertising agency is a large and complex operation. (Whitney: 322 & 323)

2.5.3 To keep Originality of the Advertising

Creative advertising is interesting because it presents a unique or novel thought .The function of originality is to capture attention .People will notice something that is new, novel, or surprising. Creative advertising breaks

through the old patterns of seeing and saying things without being irrelevant or bizarre. The unexpectedness of the new idea is what creates stopping power. Advertising agencies go to great lengths to create intrusive advertising (Wells, Burnett and Moriarty: 1998:251)

2.6 Copy structure and Color choice of Billboard Ads

As the Otto Kleppeners Advertising Procedure book suggests out:-a good advertisement contains an idea about a product that is thrust before the reader in a way that he feels immediately involved .The idea must be clear in the mind of the creator of the advertisement before he begins his work .He can then express the idea in words, or by pictures, or by using all means of communications .The words, or text matter , of an advertisement are referred to as its copy.

The chief difference between the writing of copy and other forms writing lies in its purpose .The purpose of copy is to sell to marshal the language with the object of getting other to share ones enthusiasm for the product being advertised

The Advertiser ,to, has his goals in spending money for an advertisement .He wants the reader to buy his product .The simplest advertisement ,therefore ,consists of two elements the idea of interest to the reader and the idea of interest to the advertiser .(Otto Kleppeners Advertising procedure: fifth edition ,1966,81 & 82)

Outdoor allows a headline ,usually no more than seven words .Unlike copy in traditional media ,there is no theme development copy amplification .Conciseness is not only a virtue it is a necessity .Advertisers have learned to work with this constraints to provide not only interesting but motivating sales messages (Russell and Lane 2002:) As cited by Hawariat, only one fact is

consistent: The outdoor message must be short and clear, initiating an immediate response (remember the local ads: "____is sold here")(Daniel,2007).

The copy on billboard is minimal usually there is one line that serve both as a headline and some kind of product identification .The most important characteristic is brevity. The words are short, the phrases are short, and there are no wasted words .Some books suggest that no more than six to seven words be used. The headline is usually a phrase, not a sentence .There is nothing equivalent to the body found in print ad .The best copy for outdoor is short, Cathy phrase .It needs to catch attention, but it also needs to be captivating in order to be memorable., often the phrase will play on words or a twist on a common phrase. (Wells et al, 1998:510)

Good copy is clear ,concise vivid and specific .A big help is to use short sentences and uninvolved sentence structure .Terseness is not attained not by omitting essential idea ,but by expressing them in the fewest possible words .Good English continues to be good writing for the advertising(Otto Kleppeners Advertising Procedure 1966:100).The selection of the proper typeface is another extremely important factor in outdoor advertising .Mixing typefaces and using overly ,ornate designs can often reduce readership .Likewise .reverse type that is light color against a dark background is usually more difficult to read .Rule of thumb in creating outdoor advertising is to save unique creative ideas for the illustration not the typefaces (Russell and Verril 1986:289).

As Otto Kleppeners Advertising Procedure Book:-an advertisement printed in black ink on a white paper is referred to as a black and white advertisement .An advertiser can use additional color for contrast and emphasis .If one color is added (to the original black) it is referred to as two-color advertisement; if two-colors, it is a three-color advertisement; if three colors, it is a four-color

advertisement. It is possible to reproduce the full range of colors in an advertisement in an a mixture of the three primary colors – yellow ,red and blue – and black .Hence ,a four -color advertisement is also referred to as a full color advertisement .

A source of never ending astonishment to us is the advertiser who insists on shrinking and squeezing copy into a tight corner of an ad in order to maximize “white space”. a triumph style over common sense .Other present copy cover a mottled background, making it almost impossible to read easily .Rever -two other common problems are reverse print over a light background, offering too little contrast, and centered copy (i.e. unjustified left and right margins), which forces the reader to work too hard to find the beginning of each line .An advertiser who includes a fair amount of copy obviously hopes that it will be read. Good content alone will not attract readers .The best written wittiest, and most powerful copy will be overlooked unless it is well spaced and sufficiently large and clear to invite the reader.(Russell and Lane ,2002,441).

Color talks its own psychological language .To make a drink look cool , there will be plenty of blue in the background ;to make a room look warm (for heating advertisement) there will be plenty of red in the background .Spring time suggest light color and fall the dark tans .A clue to the choice of the dominating color thus may often be found in the mood in which the product is being shown.(Otto Kleppeners Advertising Procedure)

Bold, bright color is another characteristic of impact .The outdoor industry has done significant research on color or color combinations .It has found that the greatest impact is created by maximum contrast between two colors .The strongest contrast, for example, comes from dark color against white or yellow .Yellow adds tremendous impact as well as contrast other bright colors also add. The visibility problem is compounded by the fact that out board are

seen at all times of the day and might under all kinds of lighting conditions .The most visible billboards use bright, contrasting colors.(Wells,et al)

Color is one of the primary advantages of outdoor. However; color must be chosen carefully to ensure readability .Out door designers use those colors that create high contrast in both hues (red, green, etc)

Certain products clamor for color reproduction –those in which color is an important part of the design, as fabrics, carpeting and automobiles .Color is eloquent in picturing appetizing dishes of food, and in showing scenes in natural color. Color may be used for the sheer beauty it brings to the advertisement. But the use of color is not merely a layout question also space charges for a color page are more than for a black and white –page ,and the costs of art work and plates are considerably higher.(Otto Kleppeners Advertising Procedure :1966:13)

2.7 Color in advertising

One of the most versatile elements in an ad is color .Depending on the product and advertising appeal, color can be used for any number of reasons: It is an attention getting device, with only a few exceptions, people will notice a color ad more readily than one in black and white .Certain products can only be presented realistically if color is used. Household furnishing, many clothing and fashion accessories, and cosmetics would lose their appeal if advertised without color. Color can highlight specific elements with in an ad .Occasionally, an advertiser will use spot color for the product in otherwise black and white ad, but saves money compared to four color processes .Color also sets a mood for the ad with its own psychological language .Cool, passive environments are created with blues and pastels, red denotes excitement and

warmth, and yellow suggests spring time and youth.(Russell and Lane 2002 :456)

Color is used in advertising to attract attention, provide realism, establish moods, and build brand identity. Research has consistently shown that ads with color get more attention than do ads without color. Realism is important for certain messages strategies where full- color photographs may be essential. Some things just don't look right in black and white: pizza, flowers garden, beef stroganoff, and rainbows, for example .Color is needed to do justice to the content (Wells; et; al 1998:431)

2.8 Words and Pictures

Two of the most important factors in the execution are the words and the pictures –and that's true in print and broadcast advertising .Even radio can evoke mental pictures through suggestive or descriptive language and sound effects .Typically advertising planners and researchers focus on the words when they consider the effectiveness of advertising (through copy testing),and yet there is substantial evidence that the vast majority of all advertising communication received occurs nonverbally .An increasing number of advertising effectiveness studies focus on the visual imagery in the advertising(Russell and Lane)

2.9 Illustration and Photos

When art directors use the word art “art,” they usually mean photographs and illustrations .Photographs and illustrations can serve different purposes in ads .For, instance art directors know that photographs have more stopping power in advertising than illustrations, and that color attracts more attention than black and white images .In general, an illustration (or animation in television) is more fanciful; a photograph is more realistic. Illustration by

definition ; illuminate many of the details you see in a photograph ,which can make it easier to understand since what remains are the “highlights ” of the image that we use most often in recognizing what it represents(Wells:et:al 2003:366)

2.10 Nature and use of appeals

Advertising motivates people by appealing to their problems, desires and goals and by offering a means of solving their problems and achieving these goals .People purchase products and services because, of the benefits they expect from them. The life living spark of an ad is its promise of the special significance benefit the product will provide a promise the product must be able to fulfill. That special significant benefit becomes the appeal of an ad .An appeal is a statement designed to motivate a person to action and is often stated in the headline or slogan (Russell and Verrill: 1986:385)

Most Products have a number of positive appeals that could be successfully promoted, so how do we go about making the decision as to which direction to go with an ad or appeal? The idea is ti chose the one that is most important to the majority of our target .Because selecting the primary appeal is the key to any advertising campaign ,many research techniques have been developed to find which appeal to use(Russell and Lane:2002:421)

Persuasion in advertising rests on the psychological appeal to the consumer .An appeal is something that makes the product particularly attractive or interesting to the consumer. Common appeals are security, esteem, fear, sex, and sensory pleasure. Appeals generally pinpointed the anticipated response of prospect to the product and message (Wells: et: al: 1998:255)

2.11 Consumer Behavior

To create an ad work, advertisers must understand how consumers behave and they must be sensitive to their needs. The study of the consumers behavior helps advertisers to design effective campaign. The explicit goal of is to persuade consumer to do, something, often to purchase a product. To achieve this goal, advertisers must first understand their audience. They must learn about consumers ways of thinking the factors that motivate them, and the environment in which they live (Wells et al, 2003:96)

2.12 Mechanisms of getting attention on Billboards

Attention through dominant size. Having the advertisement stand out by its sheer size in relation to others serves to get attention for it. According to the Otto Kleppeners book of Advertising procedure. another device for getting attention to have an unusual pictorial design that stands out by its own provocative uniqueness. If such design is merely to "catch attention", it represents a momentary optical opportunity to focus attention. Conversely at times an advertisement can get through the sheer simplicity of presenting its messages, which affect causes it to stand apart from surrounding advertisement straining for optical oddity.

According to Wells and his colleagues noted out the most important feature of billboard is conspicuous; it is noticeable, it bursts into view. The illustration should be an eye stopper. What make something visible? Size is one factor. It offers a grand scale, much larger than life and, therefore, can create tremendous impact. You can depict 25 -feet long pencil or a painting figure that is 48 feet long. The product or the brand label can be hundred of times

larger than life .Most elements on billboard are big and bold –the type as well as the illustrations.

2.13 The Need to Attract Attention

Attracting attention, getting noticed and high visibility, no matter how you say it, this is the primary creative objective of an ad. Today's advertising has to work very hard to get noticed. You cannot rely on strategy alone – positioning, the product appeals, the demographic and psychographic data that tell you what wavelength the consumer is on –to sell the customer .Obvious as it sound ,you can not sell people until you attract their attention .Put another way, people are not going, to read the ad if they do not see it,. Remember, your ad is competing with all advertising culture and editorial matter in a publication. Unfortunately; most ads in most publications are invisible. Strong art and design are taking a front seat as companies try to cut through media clutter. A properly designed visual can provide an instantaneous message and feeling .And it can capture the attention of consumers. But it has to be more than simply attracting attention .It must communicate the strategy. Good art direction can offer a fast, deep, and emotional connection (Russell and Lane 2002:451)

As Otto Kleppeners Advertising Procedure book suggests out ,still another way to get attention should be to use a technique that stands apart from those currently being used ,as a change of pace in typography or a style of art work used ,or in the format of the layout itself .The skill in making the layout is not merely in being different but in exploring other ways of presenting a message more effectively .One of the most assured ways of getting welcome contrast is to see whether the presentation cannot be more simplified unless “ simplicity ” becomes such a wide spread fact that the pendulum swings back to making the advertisement more “interesting”.

The type usually demands sensitive handling. It has to be easy to read at a distance by the audience .The outdoor industry has reached type legibility on billboards .Among its conclusions is to avoid all- capital letters because that is the hardest typographical form to read .Ornamental letters ,deep ending on how fanciful they are ,can also be hard to read ,as can script and cursive letters .Anything that is unusual can create legibility problems .Experts in outdoor advertising using simple ,clean and uncluttered type.(Wells,et al..1988:511).

Advertising has to attract attention, somehow, in order to penetrate the divided interests of the audience. Looking constructively at the problem, it is clear that the keys to effective attention getting lie in combination of the media context and the brand concerned .You stand a better chance of getting attention in a medium if what you are saying stands out in contrast to the to the programme or editorial in which it appears ,or if it tunes into so closely with its context that it becomes almost seamlessly part of that context ,and the reader or viewers is simply carried in to by the ad by the flow .Bearing in mind ,too, that you are often going to be among other ads ,a distinctive tone of voice –quieter, perhaps—may make the difference(Roderick White 2000:92)

Every ad in a publication directly competes for attention with every other ad and the editorial matter .It is axiomatic in advertising that a person must first pay attention to your ad if it is to be read. Many sins have been committed in the name of this oversimplified directive because you can use an odd device or a feak drawing that will catch a persons eye only long enough for him or her to discover that it was merely a misleading lure .The result is mistrust of the ad and the product .The real art of advertising lies in getting meaningful attention to an idea that relates the product to the reader (Russell and Verril: 1986:414).

If the brand carries its own interest, because it has something new or fascinating to say, this is a far better way of getting attention –in its own right – than standing up and shouting .What's more ,it has a better chance of working for the brand than a ' bolt-on ' attention –getting device that can actually divert attention from the brand ;you then get an ad that people notice ,at least superficially ,but no benefit for the brand .Analysis of factors in ads that attract attention ,reported by Franzen,shows that attention can be influenced by size ,color ,sound ,intensity(loudness ,bright color) ,movement and directional signs. In terms of the qualities in stimulus that help attract attention,novelty,surprise, uncertainty,unusualness and complexity(up to a point) all seem to encourage our interest (Roderick White;2000:92)

2.14 Creativity in Outdoor Advertising

Creativity doesn't stop and start with art directors and copy writers. Every one on the team needs to come up with new ideas and approaches that positively impact the client's businesses .Great researchers and planners are designing more effective ways to gather insights about consumers. Top – notch media strategies are building more innovative communication plans that get the brand in front of the right consumers, using the right context to make the message work harder. Being creative means changing your perspective looking at the possible angle.Being creative means asking yourself "How can we?" instead of "Can we" Being creative means constantly exploring –experimenting with new technologies ,discover new ways to use traditional options ,anticipating new trends.(Wells et al: 2003: 196).

The creative essence in writing copy is to see a product in a fresh way: to explore the possible effect of the product upon the reader; to explain things in a way that causes the reader to view it with new understanding and appreciation. Most advertisements end by asking or suggesting that the reader buy the product. The difference between fresh advertisement and dull

one lies in the approach to the subject. The lens through which a writer sees a product may be the magnifying glass of the technician who sees every nut and bolt and can explain why each is important (Otto Kleppner's Advertising Procedure 1966:99).

At this point, we are ready to begin to create the ad. Here we bridge the gap between visualization and concrete words and pictures –the creative leap. During this process, the creative team will suggest and reject numerous approaches. The basic appeal will be used to write many headlines. In turn, visual ideas that fit these headlines will be suggested. In some cases, the headline will result from an illustration. The creative team is a period of free association and brainstorming. No idea is too silly or farfetched not to be suggested. The crazy idea may be just the spark that leads to the illusive "great campaign." (Russell and Verrill : 1986:411).

As Wells and his colleagues' state; the creative concept is the ad's central idea that grabs your attention and sticks in your memory. A concern for creative thinking drives the entire field of advertising. Planning the strategy calls for imaginative problem solving. The research effort needs to be creative and the printing and placing of ad in the media require creative thinking. Effective ads are well executed. That means the details the photography; setting, printing and the production values all have been fine tuned. Many good advertisers know that how you say something is just as important as what you say. What you say comes from strategy. Creativity and execution all contribute whether an ad wins an award.

Creativity is a crucial element in all advertising. However outdoor demands special creative skill because of unusual nature of the medium and its audience. The Institute of Outdoor Advertising (IOA) suggests out "...the fewer the words, the larger the illustration, the bolder the colors, the simpler the background and the clearer the product identification the better the outdoor

advertisement .The major challenge to the outdoor advertiser is ;developing meaningful message in the most concise way .One of the biggest short coming in outdoor creativity is attempting to take elements from other advertising media and translate them directly to outdoor .Advertisers often overlook the unique problems and opportunities associated with outdoor (Russell and Verrill:1986:287 &289)

Creative briefs ,then, are not easy to write .Potentially ,they can lead to great advertising ,but to do so they have to start out with that aim .As Steve Henry ,creative director, one of the top creative agencies in the UK,has said ,' you should write the brief to change the world .This is ,obviously ,easier to do for an exiting product and a client who is committed to great things .One of the advertising worlds great problems is that it is too easy to produce routine creative briefs and routine advertising -and that both agency and client are often happy with that :its safer(Wells,et,al 1999.360).

A big idea that expresses an original advertising thought involves a mind shift. Instead of seeing the obvious, a creative idea looks at something in a different way, from a different angle. Finding the brilliant creative concept entails what advertising giant Otto Kleppener called "the creative leap," a process of jumping from the strategy statement to an original idea that conveys the strategy in an interesting way. Since the creative leap means moving from the safety of a predictable strategy statement to an unusual idea that hasn't been tried before ,this leap is often referred to as the creative risk :If it hasn't been tried before ,then it is a gamble .All creative ideas in advertising involve this element of risk, and that's why copy -testing is used to test the idea before it runs ,to try to determine if it works (Wells,et ,al 2003:302)

CHAPTER THREE

3. Methodology of the Study

3.1 Deep Interview: these data gathering tool preferred because, it would enable to move ideas on maximum flexibility with the interviewee and get back vital information that feed the research strongly .Respondents are inclusive of pedestrians and car traffic who regularly or frequently exposed to billboard ad/s .The deep interview method mostly will focus on consumers of products advertised on billboard ad/s and the same question would be sent to both pedestrians and vehicular traffic

3.2 Questionnaires :-totally thirty questionnaires will be designed and intended to be distributed to ten respondents those who design billboards namely,B.T Advert,Mono 2000 Indoor and outdoor advertising, I -Digital Print, Joy Digital Advertising, Mesfin digital advertising ,and etc and ten for business organizations like, Sun Optics ,Company, Dashen Beer, Coca Cola Company ,B-29 Soap Distributor Alsam ,Sky industries P.L.C and Amole table salt factory .Finally the remaining ten will be distributed to consumers (viewers) of billboard ad/s from both pedestrians and vehicular traffic.

3.3 Method of Data Collection

Billboard advertisements those planted alongside major roads in Addis Ababa are primary sources of data for this study. The data sources are primarily inclusive of those ad designers well known in the city like Mono 2000, ADWEST, B.T Advert, Rainbow Digital advert, Mark Advert and I-Digital Print ...etc. This research thus examines how content of billboard (outdoor) advertising displayed on major roads in Addis Ababa to win purchasing action from consumers based on the guiding principles of Russell and Verill.

3.4 Documentary Photographs

This study will focus on examining graphic design, how products will be displayed and appearance of typography. To examine this basic construction inputs of billboard design twenty to thirty pictures of billboard ads will be shot from major sites selected such as, Bole road, Megenagna, CMC, Churchill Avenue, Piazza, and Mexico round abouts. Products and services to be shot will be categorized as follow:-

Table 1.1 Categories of products selected for analysis

Service giving organizations	Personal beauty care	Clothes and accessories	Home	Auto	Technical and occupational	Entertainment and leisure
These include billboard advertisements of bank, telecommunications, airlines, hospitals and the like.	When products include cosmetics, soap, perfumes and the like.	These include products ,clothes ,underwear, shoes,and eye glass...etc	When products include food or drink, household furniture, cleansing agents	All automobile vehicles , accessories ,oil and maintenance and repairment	Technical and occupational products like building materials for home and office	Restaurants ,bars and night clubs ,alcoholic drink ,soft drink theater and film

3.5 Guiding Principles to analyze the content

The selection of the proper typeface is extremely important factor in outdoor advertising .Mixing typefaces and using overly, ornate designs can often reduce readership .Like wise, reverse type that is light colors against a dark background is usually more difficult to read .Rule of thumb in creating outdoor advertising is to save unique creative ideas for the illustration not the typeface. Outdoor advertising creativity is primarily concerned with three elements:-

Clear product identification .The trade mark may appear alone or on a package can it be immediately recognized? How clear it is at a distance? Large illustration size gets attention .The picture should tell the story colors should be bold and bright not pastel.

Short copy if any should be concise: the words are short the message unambiguous read the copy out lowed .It must not take more than eight seconds .The typography should be large preferably heavy sanserif liberally spaced. The best color combination for legibility is black on yellow. Everything that enters in to an advertisement is a part of that advertisement and must help it to do its work. Learn how to pick out of the most important message about the product from the viewpoint of the buyer and to express it in a picture, and you will have learned to visualize.

Sample size

The sample size used in this research will be varied according to the research methodology had been choused and used. . Respondents for both questionnaire and interview selected in terms of their background knowledge, because this could help to gain concrete data for the research. The questionnaire devised to be distributed to thirty respondents, ten for billboard ad designing agencies, ten for businesses, and the rest of ten pieces will be distributed to consumers for pedestrian and car traffic. The interview will also embrace those ad agency's billboard designers, this include, five designers, four consumers of products advertised through billboards, three from marketing professionals.

CHAPTER FOUR

4.1 Data presentation and Discussion of findings

This study intended to analyze contents of billboard advertisements in Addis Ababa with the aim to reveal how billboard ads would be displayed, how messages are designed, color choice and combinations, appeal strategy used, words and pictures, illustration methods employed to advertise products and services. The key findings of this study are presented and discussed in this chapter. This chapter embraces two sections. First, findings of the study will be presented and then discussion of findings will follow on. Presentation of findings are collected from, interview, Documentary photographs shot from selected sites, to mention the sites Bole road, Churchill Avenue, Megenagna, CMC, Haya Hulet and Mexico Roundabouts and questionnaire. Secondly, in a separate section the findings presented are discussed in depth based on the research question designed. Due to lack of other study conducted in this area particularly on the content of billboard these study unable to associate the findings with other study results, further discussion of results also elaborated with the guiding principles already set in the methodology part of this study and literature of Western Media studies.

4.2 Questionnaire and Documentary photograph Result Presentation

The messages appear in billboards can be painted in association or with common agreement between the business who advertise products or services. Ten business centers and seven ad agencies have responded the same feedback. As the feedbacks from the respondents indicate effectiveness of messages painted in billboards ads have been evaluated in terms of increased sells, comments those come to ad agencies for design appreciation. Businesses always likely to include messages those directly speak about the products and with greater details like benefit, brand name, product

identification, which means every information's about the product will be included. Ad agencies reflect when dozens of messages inserted into the contents of billboards it has a potential to destruct attention of consumers, particularly details of products /services with in the minimum seconds of exposure.

Results of Billboard ads appearance in terms of elements of evaluation like, message, Design, appeal stratagy, photographs and visuals, and illustrations as it was gained from one hundred sample billboards shot in the selected sites.

Table 1.2 Analysis of content of billboard advertisements

Elements of Evaluation	How they appear	What they lack
Message	-Exaggerated -Can not prompt consumers to buying action -Long detailed - Some appear without message by incorporating only pictures -Mostly appear in foreign language particularly English	-Short ,precise ,easily get into viewers attention -Unable to deliver right full information about the product /service advertised. -They are not directed to the product or service ,deviate in some cases
Deign	-Most Billboards use copy of design of western media ads ,can not be localized to the Ethiopian context -Employ Complicated Design -Covered with a lot of decoration	-creativity ,mostly /usually use routine advertising technique ,familiar ways of design in both messages pictures rather than looking at towards deviant advertising mechanisms
Appeal Strategy	-use human photographs to create attractions ,particularly women's photographs ,in some of the ads mix of both sex/Men and women/	-Revolve around usual ways of advertising unable to cogitate to creative side of advertising

photographs	use non related photographs .Photographs those inserted to the ads did not have connection to the product /service advertised	-There is wide deficiency in associating the product with the message and photographs-
Illustrations	They are detailed .Add every information about the product or service advertised	Vague ,can not clearly express the product and service advertised

Elements of evaluation those indicated in the Table 1.2 key analysis areas of this study and the results in the table indicate as there is wide gap in creating effective ads those can able to sell the products in the broader market.

Concerning photographs, according to the respondent's human photographs are more attractive than any other photographs when they appear in billboards, particularly women's photograph. Among eight photographs shot in front of Dembel City Center (Bole Road), four of them appeared with the photographs of women's (Females), three of them appeared with the combination of both female and male photographs., the remaining one photograph had appeared with two gentle men advertising clothes .Additionally photographs those precisely explain the message also are attractive and deserve first seats in the eyes of consumers. As it was indicated in **Picture 1.1**



Picture 1.1 Advertisements Using Human photographs for Attraction

Among three photographs shot from Bole Road, one from Churchill Avenue will confirm the questionnaire result, an Owl with the eye glass but with none message (advertisement of SUN OPTICS), Cats offering massage therapy (advertisement of Aroma Massage Therapy Training Institute), and two Surma gentle men with neck body Operating computer (advertisement of Internet) and chicken looking in surprise for the triangular egg are the most effective pictures those deserve high attention from customers and they explain the message clearly when they appear in billboards .Billboards with such content of creative art will work hardly to prompt consumers to more purchasing action .According to respondents billboards with unique creative art work will attract them to read and plant brand image .

As the questionnaire respondents and documentary photographs confirm the majority of pictures those appear in billboards does not explain the message clearly .Designers and business put photographs those attracts them not the

consumers .Some of the documentary photographs will confirm the questionnaire response, **picture1.2** Aftron Electronics advertisement

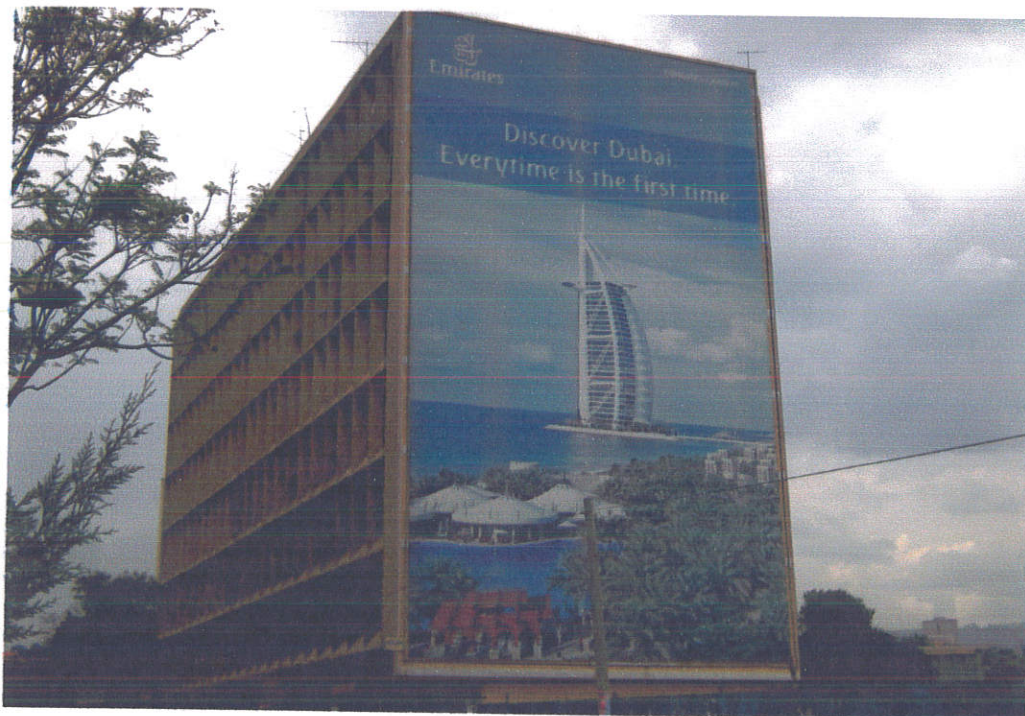


Picture1.2 Aftron Electronics Equipment Advertisement

As it will be indicated in **picture 1.2** Electronic machineries on the left and beauty women on the right, it is evincive that the ad is vague and doesn't clearly explain what is intended to transmit to potential customers, because the product and photograph doesn't have clear relationship, the designer cant tried to create some kind of relationship the women had with the product. Due to this, sometimes photographs and the illustrations mismatch with the product advertised, such inconveniencies then happen in the need to tolerate the desires of clients, clients or those business people who order ad agencies to create an ad will order them to insert something attractive, afterwards the ad agency designer promise to do so.

As of ad agency designers suggestions , billboard ads required to be simple to gain attention from the targeted viewers(pedestrian and Vehicular traffic), all the contents desired to be simple, means easily understandable ,including photographs , for both literate and illiterate viewers .The messages are vivid and clear , easily get into sight from distance ,liberally spaced ,font sizes are

also bigger according to the sizes of billboards .Manipulation of words ,adding technical words, jargons could create inconveniencies to target viewers .Inserting unique ideas that should have the potential to grab viewers attention with in minimum seconds .Picture 1.3 documentary photograph ,Fly Emirates Airlines Advertisement will confirm questionnaire response ,the message has the ability to memorize the service which the Airlines offer to its customers “Every Time is the First Time.”



Picture 1.3 Advertisements of Fly Emirates Airlines

In this picture the contents are mixed appropriately, particularly the strategy used also have the ability to hit target customer by repeatedly prompting customers to fly with Fly Emirates Airlines. Designers added to their responses color in billboards will likely destruct if it exceeds two or three colors combination, because the more the color used the more it destructs the viewer's attention. Beyond its strategy of using memorable message this ad is bigger in size which would be one method to gain attention.

4.2 Discussion of Findings

While beginning this research analyzing the content of billboards ,particularly the case of Addis Ababa could be ultimate goal of this research .The contents include ,messages, illustrations , text sizes and shapes ,color choice and combination are primary focuses .In this section key elements of billboard deign will be discussed in datial.This section thus embraces results of interview combined with the questionnaire and documentary photographs .The results of this study gained from, ad agency designers ,advertising professionals particular to billboard advertisement, consumers of billboard ad products ,and businesses those advertise their products through billboards .In general the results received indicate as billboard ads contents poorly designed, have the western accent of design and as sometimes the photographs and messages mismatch with the product being advertised.

Messages those appear in billboards are detailed and break the boundary limit International Billboard ad designing Agencies set, for this matter the messages those appear in billboards are crowded, filled with unnecessary details and unattractive in nature .As a result, for most of billboard ads deployed in the city of Addis Ababa viewer's offer less attention.

As cited by Hawariat (2008, 19), Daniel (2007, 25) says in Ethiopia was not without fault. Citing a 2000 publication from the Addis Ababa city Government Bureau of Commerce Industry and Tourism, he noted basic guidelines and identified the following problems.

- In general, Ethiopia has no advertising policy. So, the right of individuals, groups, the business sector and society can be abused by ill-conceived / indecent advertisements.

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- In general, Ethiopia has no advertising policy. So, the right of individuals, groups, the business sector and society can be abused by ill-conceived / indecent advertisements.

- Lack of creativity and in-depth research means that advertisements fall short of intended targets.
- Exaggeration causes misleading and boring ads.
- Significant number of ads that mimic a western style directly conflict with the Ethiopian cultures, Codes of conduct, missing audiences and customers.

It was found that billboards were giant advertising mediums today in the city of Addis Ababa and they are primary choices of businesses because, of low expenses needed to advertise products those range from soft drinks, cloths, soap and types of service those Hotels, Airlines offer to their customers. Even though as billboard ads increased with many numbers and preferred mediums to advertise products through in them in Addis Ababa they couldn't be effective as much as needed and expected. In general this would happen due to the following key problems:-

- Ads filled with unnecessary detail about the product or service
- Appeal strategies used are poor and unable to build brand image
- Messages fail to communicate the rightful information about the product in which they communicate for.
- Most of the ads use women's image as decorative image with out any connection to the product/service advertised.
- It was found that in most billboard ads the message ,product and images were mismatched
- Billboard ads use mostly non related pictures with the product and message
- They lack to be creative and follow the sense of foreign advertisement principles
- Lack elements those make the advertisement attractive and appealing to the target customer

Except some purely designed billboard advertisements most of the ads fail to be effective, due to messages appear in billboards are presented in a detailed manner they lose attention from passing viewers (pedestrian and vehicular traffic). **Picture 1.4** AL-SAM B-29 soap advertising will be evincive to this result .In this ad around **fourteen** different products displayed with each soap brand name, even for some of them the benefits they offer also inserted as the message part of the product.



Picture 1.4 ALSAM soap Advertisement, A women at the top wearing traditional cloth

This caused destruction for most of the viewers permanently exposed to this ad, Adhana Gidey suggests why this should happen (profession Marketing)

Even though I am exposed plenty of times to this ad, I couldn't offer attention because, the messages appeared in this billboard ad were detailed so, it desires extra attention and consume time, apart from these the design also is questionable, while I say design, background, color and message all to be put in unattractive way so I couldn't offer attention even though I exposed repeatedly. Different Colors used but,

they don't placed in an appealing way. Particularly the women put over the ad with Ethiopian traditional local cloth doesn't give sense because, the women can't make any action to show the product in use, so it destructs to see .I would be interested to see this ad if the messages are short and clear, help me to read from distance means the sizes of the text with the bigger font, if colors were bright and something added attractive that makes me stop to offer attention to the content in general (Adhana Gidey may, 10/2010).

With the exception of some billboard advertisements, like the B-29 soap majority of ads present boring and dull messages, and appear with the unambiguous design. In this B-29 soap ad it is unclear why the designer put a women wearing traditional cloth over the billboard with irregular shape made. As a testimonial she doesn't shown any action while washing cloths or home appliances .The result also reflect when the messages present in detail destruct and avoid attention. All most all the interviewee responded as billboard ad can be effective when the messages should be short and bold because that offers attention while viewers passing away.

Scholars Russell and Verrill (1986) argue that when messages in billboard ads presented in detail as they lose attention of viewers because in nature billboard ads will be consumed in out of home plantation so, the chance for looking billboards will be reduced if the messages are written with small fonts(hand writing sizes).Billboards advertisements should be short, concise ,the words are short the messages unambiguous ,it must not take more than eight seconds .The typography should be large ,preferably heavy san serif liberally spaced .The best color combination for legibility black on yellow .

From here the results reflect, messages in billboards are crowded with unnecessary details, font sizes are misappropriate with the sizes of billboards because sizes of texts will varied according to the sizes of billboards. For such inconveniencies created in design viewers struggle to read and understand messages from distance.

Every ad targeted in moving consumers to buying action consistently and building unforgettable brand image like Coca Cola advertisement achieved building brand image worldly .According to scholar Roderick White (2000), argues advertising job is to help to communicate the consumers the relevant information about the brand and emotional values that the marketer wishes to associate with, it, so as to make the brand as strong and attractive as possible. This involves, informing, persuading, and motivating, it also involves maintaining the established reputation or image of the brand, once it has developed its position in the market.

Most of the billboard contents appear and displayed in Addis Ababa couldn't clearly communicate the relevant information about the product in a vivid manner about the product identity as well as brand image. The messages haven't consistency, messages those appear this year may be changed after two years when the ad damaged or fade out and needs to be replaced by a new one. This also created limitless effect in building long time brand image. So, the results indicate as the messages of billboards unable to transmit enough memorable product or service idea that will last for long in the customers mind.

As it was indicated in the book Roderick White wrote, Professor Ehrenberg has suggested, "an important role for advertising is to enable the brand to say, 'Look' Here I am' ".Advertising is the means to build strong brand and to create unshakable consumer loyalties to the brand .The job of competitive advertising is indeed, to seduce one's brand loyal users and to persuade them to become loyal users of ones own brand. It is possible that this was once a valid analysis of what happened in the market place, in the days when there was far less advertising, far few brands, and consumers were far less experienced in dealing with the advertising than they now are.

Building unshakable consumer loyalty requires a mind that is creative, filed with persuading ability, and working at the product or service advertised in a new angle and visualizing the product in a new insight. Here the results indicate billboard ads concerned about temporary sales campaign which may last inside one year or two years time interval. Most of billboards ads lack such quality in the city of Addis Ababa. This kind of culture did not developed in the billboard designing agencies as well.

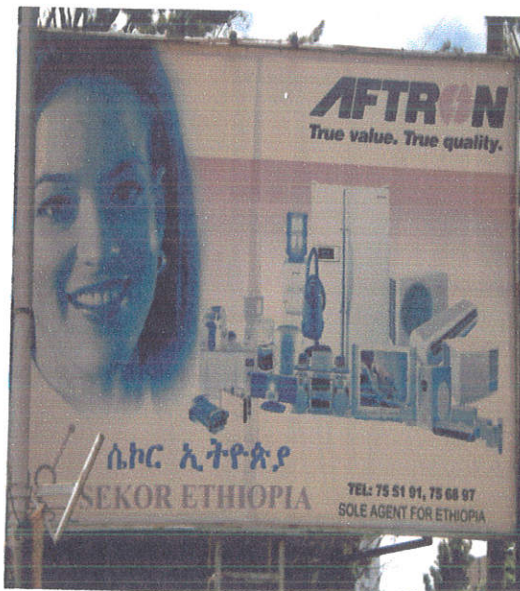
Apart from attracting attention it is valuable for pictures to have some kind of relevance to the product or service in which the ad intended to communicate for. Billboard ads those planted alongside major roads in Addis Ababa, sometimes unable to associate pictures with the product. This also found to be major obstacle to offer the right information to customers and it will have impact in building long term brand image .According scholar Roderick White argues ; it is probable that visuals are more important as attention grabbers than words ,especially for print ads ,it is the ability of the advertiser to create fascinating ,compelling unusual but relevant pictures that will often make the difference .We are psychologically more responsive to pictures than words and we can take them in much more quickly.

In billboard ads in Addis Ababa there was plenty of mismatches of photographs with the product or service being advertised .In fact visuals and photographs have incalculable impact on the viewers attention .This could be achieved through selecting impact pictures and photographs to the particular product being advertised. Some ads those planted alongside major roads in Addis Ababa don't assume the way how to build long term brand image and creating impact through pictures.

Results reflect using non related pictures to the product or service advertised is usual in the city of Addis Ababa .The main cause for such inaccuracies would be primarily businesses add in to the billboard what possibly or

predictably will be able to attract customers. Most billboard advertisements use non essential pictures which did not match with the product or service advertised. Due to such poor design, viewers mostly would not understand what kind of product or service is intended to be advertised .Ads with such content lead to misunderstanding because ,they were poorly designed, photographs and messages mismatched and lack of creativity. Apart from this it was deficiency of billboard designing agencies and business to create pictures, messages and colors those would able to catch viewer's attention and directly associated to the product.

Most of the contents of billboard ads concerning photographs use human photographs to advertise products particularly women's photographs .This could be found in billboard ads shot from selected sites. As it was found by Hawariat (2008, 45), the majority of women's in billboard ads didn't have any relationship with the product or service advertised .Rather they were depicted merely as decorative object to attract attention. **Picture1.5 and 1.6** is evincive to this result.



Picture 1.5 Aftron Electronics Advertisement



Picture 1.6 you Two car Rent Advertisement

Electronic equipments advertisements shown in picture 1.5 indicate as women's photographs only used to attract attention viewers without any association to the product or service advertised. Additionally they will be presented as the users of the product. The perception and understanding of how to build long term brand image in customers mind broken with the short term business oriented campaign. Rainbow Advert designer and marketing expansion head Afework suggests why women's photographs widely used without they have association to the product:

Human photographs used widely in billboard ads but, merely intended to attract attention, particularly women's photographs whether or not they were connected to the product /service advertised. If you look at every ad planted in the city, except few of them have been included human photographs especially women's (Afework Techane April 15, 2010).

Contents of billboards in Addis Ababa widely displayed with women's photographs. Some others mixture of both male and female. Designers and business use women's as a decorative image to the product or service advertised. As a result reflects all most billboards more than quarter doesn't explain the message clearly because, designers and businesses will put what attracts them not the consumers, while they do so they break the rapport product have with photographs, this in turn creates favorable ground for misconception of the ad by target consumers. **Picture 1.5** Aftron Electronics, You two 7 Car Rent will confirm this result, in this ads the picture and product did not have any relationship but, women's added as a decorative object to the ad.

Picture 1.5 intended to advertise electronics equipment on bigger sizes put beauty women on the left and electronic machineries on the right. The ad was vague for the interviewee who selected to offer suggestion on the particular ad

A women photograph in billboard appeared with smiley face. The first interviewee, Estifanos Gedelu suggested as it was dental care products may be advertised, the second interviewee, predicted as the ad was intended to advertise beauty products or cosmetics, this both interviewees stopped on the road by the interviewer have responded divided perception and understanding they had on the ad. The result reflect the ad was intended to advertise electronic equipments ,the interviewee conceived it as beauty and dental care products were intended to be advertised . Such misunderstanding by the consumers happen due to poor design of contents in the ads, less ability of designers to match the product with photographs .While they struggle to gain attention temporarily they lose the target strategy which was selling their product.

As scholars Russell and Verill (1986) argue, a rule of thumb in creating outdoor advertising is to save unique creative ideas for the illustration not the typefaces .For billboard ads the primary reason not to be overlooked by target viewers (both pedestrian and Vehicular traffic), is including unique ideas with simple design two to three color combinations and creativity would help to improve viewers attention to billboard ads.

In some of the billboards it was found that inserting creative art work will be valuable in the campaign to build long term brand image .**Picture 1.7** manifests when product advertised, photographs and messages matched in the content. Some even deserved long term brand image building .This could be found in the ads like, Sun Optics and Deluxe Furniture.



Picture 1.7 Sun Optics and Deluxe Furniture Advertisements

This two advisements attained and deserved long term brand image building and they will be famous in the minds of customers .There is no need of writing illustration about product advertised and beyond their success they used creative photographs to advertise products .This reflects after gaining brand image built in the minds of customers, the next step is to keep the brand name sustain in the market with potential customers. Billboards with such content also win high attention from viewers because the design was clear, the messages are short and blunt, using creative art work like the one in the Sun Optics advertisements, an Owl with the Optic, In this ad creative art used have a potential to win attention of viewers because, when men or women wear aye glass it is usual but, when an Owl take the role of human being it deviates from the familiar one. So, in the ads those include creative art work, pictures, photographs, messages businesses scale the heights of winning attention from customers.

Billboard ads those did not embrace creative art work, products, photographs and messages mismatched could mislead viewers. The contents of billboards shot from selected sites reflect this result, in regular basis it is usual to observe those ads the messages, and product and photographs did not match .B.T Advert Marketing head, Mesele Estifanos suggests why this should happen:

When the client/business/ come to our agency to advertise their products they order us to put into billboards whatever the designer believed to be attractive, while trying to respect the client interest we miss purpose of the ad, then this could lead to misunderstanding of viewers .It was usual to observe those billboard advertisements photographs and illustrations mismatch with the product advertised .Most of the time such inconveniencies will happen in the rush to fulfill the desires of clients .So, I believe this should have a limitless impact in the contents of ads(Mesele Estifanos ,April 17/2010).

During designing billboards ad agencies and businesses did not offer valuable attention to the viewers need and level of understanding .For effective selling ad it is better to hear heartbeats of customers to create billboards those win high attention .Mesfin, Manager and Creative Designer of Mesfin Advert suggests how to create billboard contents :-

All the contents of billboards, messages, design and photographs required to offer considerable attention to the level of understanding customers have. .They must able to attain simplicity ,this simplicity should to embrace both literate and illiterate viewers .Inserting creative art work ,unique ideas will improve the level of attraction the ads have .Billboards those planted in the city of Addis Ababa did not seem to consider the level of understanding customer have from their education as well as different background. Most of designs copied the culture of western media, with out modification and making improvement to fit with the Ethiopian context (Mesfin, April 27 2010)

While studying contents of billboard advertisements the value of color is not undestimated.Color have incalculable importance to the design of billboard contents .For most of the ads color depends on the logo of business, here in

Addis Ababa businesses those have their own logo color include,Dadhen Beer, Coca Cola,Pepsi,and Ethiopian Commercial Bank ...etc were some of them .Apart from this any business that come ad agency to order to advertise products will prefer color that attracts them .The following table indicates ad agency and customers color preference:

Table 1, 3 Color preference by customers and ad agencies

Ad Agency Name	Suggestion(color choice	Customers color preference
Mono 2000	Except businesses those have their own color ,the rest will depend on the choice of clients /businesses/	Bold,Bright,Blue,Red and Yellow
Mark Advert	Total Red and white and customers choice	
Rainbow Digital Advert	Any color but not exceeding two and three color combination	
Mesfin Digital Advert	Total Red with Bold yellow color	

Even though there were divided preferences are observed in both ad agencies and customers, colors had not been underestimated in the contents of billboards .Viewers attracted to what attracts them, although only color did not have value without inserting creativity and creating contrast.Billbaords those planted alongside major roads in Addis Ababa had not uniformity .So, color will help to differentiate one product from the other. This reflects choice of color have tremendous impact in the minds of customers.

In billboard ads colors used to attract attention .According to scholars, Wells, Burnett and Moriarty argue this finding, color is used in advertising to attract attention, provide realism, establish mood, and build brand identity .Research has consistently shown that ads with color get more attention than do ads with out color .Realism is important for certain messages strategies where full-color photographs may be essential ,some things just don't look right in black and white ;pizza, flowers garden ,beef stroganoff and rainbow for example. Color is needed to do justice to the content.Picture_manifest the value of color



Picture1.7 Universal Food Complex Advertisement

Results reflect colors without contrast doesn't have impact .While designing billboards it is essential to look at if contrast is achieved .It was found that colors play great role in advertising through billboards .An advertisement with black and white color wouldn't seem enter into the market in the age of digital advertising expanded and the technology permits to mix plenty of color choices .Black and white cant able to show color of flowers, baked bread, any kind of food dishes and the like. The importance of colors in such products will magnify the necessity of color to advertise products through billboards.

Results manifest texts are mostly written in foreign language particularly English and they were long and detailed, in some cases they are little in size than the size most scholars argue. According to Wells and his colleagues noted out; the most important feature of billboard is conspicuous; it is noticeable, it bursts in to the view. The illustration should be an eye stopper .What makes something visible? Size is one factor .It offers a grand scale, much larger than life, there fore can create tremendous impact .In fact there were a lot of billboards with much bigger size, but the main problem remains with texts sizes, they are not easily identifiable or get in to attention from distance and this is big quality of billboards missed while designing in the city of Addis Ababa.

Texts /illustrations/ did not clearly express the product have the opportunity to be overlooked by tar gate viewers, particularly such advantages will increase where billboards crowded and look them while passing away. Out of one hundred billboards shot for sample, in some of them relevant texts and sizes also mismatched, with such incongruously designed billboard advertisements the campaign to win over the competitive market seems difficult. There was wide discrepancy with what scholars argue to incorporate in to billboards and ad agencies will be doing at present. In some billboard advertisements appeal strategies used are highly compatible in manifesting benefits customers' desire from the product.Billbaords ads have the ability to motivate customers by appealing to their problems, desires and goals .Documentary photographs indicated in **picture 1.8 and 1.9** confirm the results obtained from respondents of interview and questionnaire .Advertisements of Matador Radial Tyres and Egypt Air



Picture 1.8 Matador Radial Tyre Advertisement



1.9 Egypt Air Advertisement

Creativity is one of crucial element missed in billboard advertisements planted in along side major roads in Addis Ababa. As otto kleppners Advertising Procedure suggests (1999), the creative essence in writing copy is to see a product in a fresh way; to express the possible effect of the product upon the reader; to explain things in a way that causes the reader to view it with new understanding and appreciation .Most advertisements end by asking or suggesting that the reader buy the product .Billboard ads likely experience familiar way of expressing the product ; there is lack of seeing in a product in a fresh angle and deficiency of advertising agencies to create ads in a new fashioned way.

Creativity is valuable aspect in billboard advertising. As the result reflects from billboards shot for the analysis, there was less creativity in the billboards planted along side major roads in Addis Ababa. Scholars Wells, Burnett and Moriarty, argue, creative briefs, and then are not easy to write.Potentailly they can lead to great advertising ,but to do so they have to start out with that aim ,as Steve Henry ,creative Director, in one of top creative agencies in the United Kingdom(UK),has said ,you should write the brief to change the world. This is obivously, easier to do far an exiting product and a client who is committed to great things. One of the advertising

CHAPTER FIVE

5. Conclusion and Recommendations

This chapter embraces ending statements about the study findings, and then offers conclusion and draws recommendations based on the results discussed in the previous chapter. Mainly this chapter helps to find where to use results, endicates how to resolve problems for questions raised on billboard advertisement content.

5.1 Conclusions

Through using Qualitative content analysis this study intended to analyze contents of billboard advertisements displayed in Addis Ababa, particularly from selected sites like Bole Road(Africa Avenue),Churchill Avenue,Megenagna,Haya Hulet,and Mexico round about. The contents analyzed include, messages, photographs, illustrations, text, design, and color were some of them. These elements of contents of billboard advertisements broadly and widely discussed in association with other studies conducted in analyzing contents of billboards in other countries and guidelines scholars set in producing effective billboard ads.

As the result shows in billboard ads located in major ways in Addis Ababa, most ads use long and detailed, messages to express the product, which were not easily consumed by target viewers. Every character and information about the product will be included to the ad. Such poor design contributed for ads to be overlooked by target viewer's .Concerning messages rather than they were short; precise and vivid they are very long, detailed, vegue and can not be easily understood.

Due to detail and vagueness of billboard messages they unable to communicate the rightful information about the product of service advertised .Apart from this the messages were not clearly from distance as they were targeted to the eyes of customers. Texts/illustrations/ those did not clearly explain the product or service have wider opportunity to be out off sight due to their smaller size .Particularly such advantages will increase where billboards crowded and difficult to read and look them while passing away. In some of the billbaords, relevant texts and illustrations are also missed with such incongruously designed billboards advertisements the campaign to win over the competitive market seems difficult. There was wide discrepancy with what scholars argue to incorporate to billboard content and ad agencies will be doing.

Results reflect billboards mostly use photographs and pictures none related to the product or service advertised, these kinds of advertisements are usually observed on the major sites selected. Some billboard ads cover none essential photographs and pictures which did not match with the product or service advertised. In case of this most viewers unable to understand what kind of product intended to be advertised. Ads with such poor choice and design of photographs will lead to misunderstanding by customer's ,in billboard advertisements such inconveniences happen due to deficiency of billboard ad designing agencies and businesses in creativity to produce ads with photographs and message matched with the product advertised.

Lack of creativity was another result gained from this study, most of the contents lack to be creative in their design. They follow direct delivery of message rather than inserting creativity and cogitate to looking the product in a new angle.

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In relation to using non related pictures in billboard advertisements human photographs are more attractive when they appear in billboard ads, particularly women's photographs .This would be confirmed by documentary photographs shot from selected sites, with out any relation to the product women's photographs mostly used in billboard ads, this kind of wrong perception lead most customers to misunderstanding the product and service advertised.

Large proportion of billboard advertisements planted along side major roads lack simplicity, clarity and attractiveness .One of the methods used to attract attention would be creating contrast through color , in most billboard ads there were problems associated in creating contrast .This study signposted major issues related to some common contents of billboards ads ;to the end these study offers recommendations which may help to devise mechanisms to the problems associated to content of billboard advertising.

5.2 Recommendations

Advertising is a key force to move customers to buying action .To be effective in the market the ad produced desired to have, motivating, persuading and compelling character .Whatever the medium particularly to billboard ads, design of the elements message, creativity and benefit the ad will promise to customers could be incalculable value to the ad effectiveness. In billboard advertisements this elements, messages, photographs, creativity, color and appeal strategies used are primary mechanisms to get attention of customer; becuae customers look to attractive things. As a building block of billboard advertisement the elements required to be studied carefully to produce effective catchy advertisements by wiping away major deficiencies observed

This study thus, done to find mainly problems and strong sides billboard contents have in designing .As the result reflected on the analysis part billboards those displayed in Addis Ababa, lack creativity, use detailed messages, most of them use human photographs with out any relation to the product/service advertised. Additionally problems also found that with relation to creating contrast through using colors. In general the Ethiopian billboard advertisement in case of Addis Ababa;

- Some billboard advertisement have long term brand image building as a result they did not insert detail of the product to the ad.
- There are number of billboard ads use women's photograph with out any relation to the product or service advertised.
- The message accompanied with the product were long, detailed and use straightforward product advertisement.

Thus the following recommendations are made based on the findings of this study:-

5.3 The Businesses

- Offer focus to the product and make order targeted to the product quality and benefit the product will promise to customers to make the message short and appealing to the customers.
- Avoid incorporating detailed message while they order ad agencies.
- Examine how their advertisements can win customers attention in the competitive market by offering special attention to design of photographs, creativity and appeal strategies used in general.
- Need to be focused in building long term brand image

5.4 Advertising Agencies

- Guide and help businesses/clients/ to effective advertising through offering constructive suggestions while businesses order them to advertise through billboards.
- Signpost how to produce creative, catchy and easily identifiable billboard ads.
- Stop to use copy of western media advertisement style and try to stick to the own creative works.
- Avoid using photographs and pictures non related to the product /service advertised.
- Try to create ads product, message and photographs fine tuned and matched.
- Create contrast in every ad through using colors.

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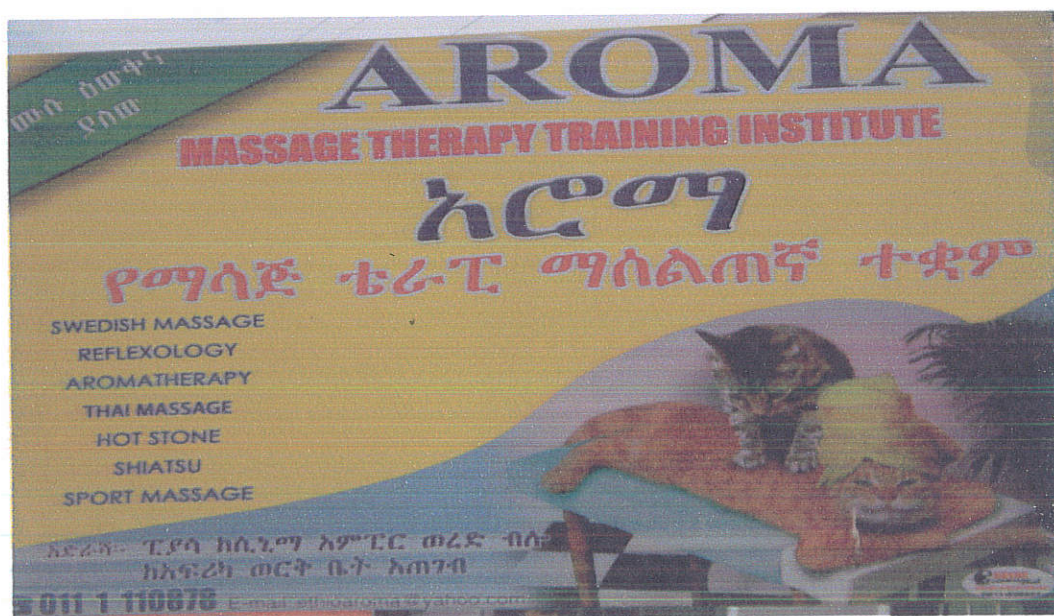
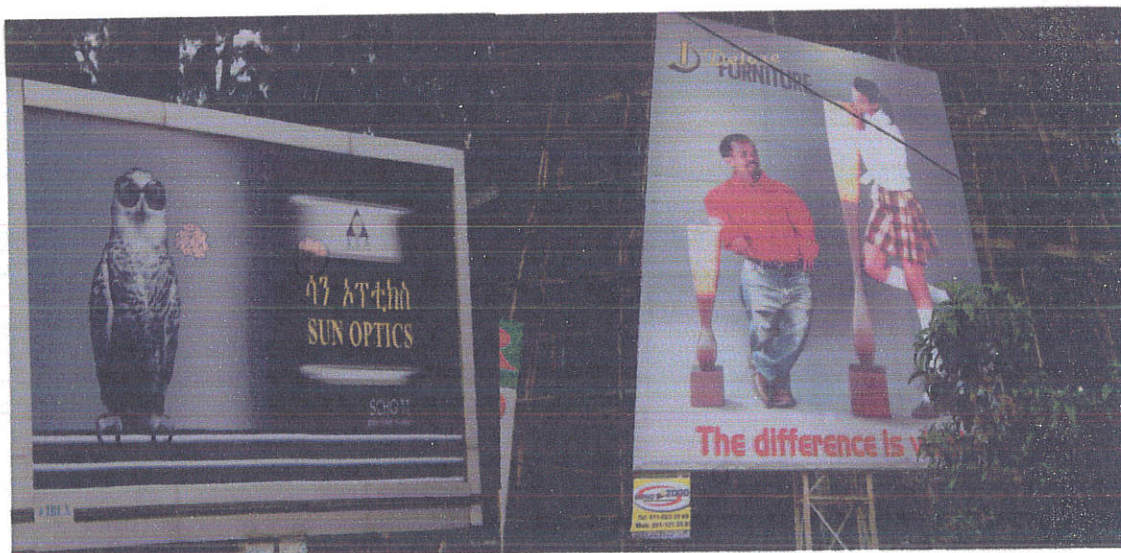
Appendix A

Pictures of Billboard Advertisements used women



Appendix B

Some Creative Billboard Advertisements with attractive nature



Addis Ababa University
Department of Journalism and communications
School of Graduate Studies

to solicit information for the research conducted under
of some Common Billboard Messages in Addis Ababa to
the Department of Journalism and Communications. So,
social and Vital as input of the research .Please offer your
because, that would enhance credibility of the research.
You a head for your cooperation and commitment you
successfully.

selected professionals those who design and produce

those messages painted on billboards ad/s and associate
services businesses order you to advertise.

re effectiveness of billboard messages designed to
con?

3. Which kinds of photographs do you think are the most effective and catchy photographs when they appear on billboards?

4. Explain how you mix messages about the product or service, photographs (visuals), color and brand.

5. What do you do to make the billboard ad/s appealing (interesting) to consumers?

6. Which kind of billboard advertising strategies are powerful to advertise products and services here in Addis Ababa?

7. As billboard ads targeted to pedestrians and car traffic passing away and with the fraction of seconds exposure what kind of techniques would you employ for ad/s not to be overlooked?

8. What are creativity techniques used while designing billboard ad/s and what was the value of creativity for designing billboard ad/s?

9. What does text look like on billboard advertisements? , explain about length of words, size and appearance and add if there is more to say about texts.

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List of Interview Questions for ad Agencies

- **How should you develop messages about the product or service on billboard ad/s? How do you handle them?**
- **What are the trends you follow to make the ad effective and appealing to the potential customers?**
- **As billboard ad targeted to pedestrian and car traffic what kind of techniques would you employ for the ads not to be overlooked**
- **How should you manipulate visuals on billboard with relation to texts?**
- **What do you do to insert creativity in billboard ad?**
- **What kind of techniques would you employ to distinguish billboard ads from other kinds of ads like, Newspaper, Magazine, Television and Radio?**
- **How should you prefer colors of billboard ads design and match with graphics?**
- **What kind of technique would you like to employ to differentiate between foreground and background of ad/s?**
- **Is that relevant to include messages (signs) of product identification in billboard advertisements, yes/No how explain.**

Appendix D

መስፍን አቤንኤዘር

መስፍን አድቨርታይዚንግ ግንቦት 14/2010 እ.ኤ.አ (ዋና ስራ አስኪጃና ክሬቲቭ ዲዛይነር)

- ስለምርቱ ይዘት ያላቸው መልእክቶች የሚመጡት ከደንበኞቻችን ነው። በተረፈ ቢልቦርዱን ከመልእክቶች ጋር አመሳጥሮ መስራት የእኛ ስራ ነው። አንዳንድ ጊዜ ደንበኞቻችን መልእክቶችን ይዘው ሲመጡ ስለሚያገኙበት ለእኛ ስራ አስቸጋሪ ይሆንብናል። በብዛት ስለምርቱ ብቻ የሚገልፅ መልእክቶች ለስራችን ምቹዎች ናቸው። በተረፈ ለሚመለከተውም ደንበኛም ቶሎ ለመረዳት ሁነኛ አስተዋጽኦ አላቸው።
- መልዕክቶችን ከፎቶግራፎች ጋር አዋህዶ ማቅረብ ሳቢ ለማድረግ ይረዳል።

የፈጠራና እጅ ስራዎችን ማካተት

ሁለት ወይም ሶስት ቀለም በላይ አለማብዛት፤ ምክንያቱም ቀለማት ሲበዙ እይታን የማደናገር አቅም አደላቸው።

- ከሌሎች የማስታወቂያ ሚዲያዎች ለመለየት ቢልቦርዱን ማተሰቅ፤ መልእክቶችን አላጥሮ ማካታተት በቂ ነው። ከዚህ በዘለለ ቢልቦርድ በራሱ የተካነው ባሕሪው በመንገዶችና በትልልቅ ቤቶች ጉን ላይ በመለጠፍ የሚተላለፍ የማስታወቂያ መልእክት መሆኑ ነው። ይህ ከሁሉ ለየት የሚያደርገው ባሕሪው ነው። ደንበኞችም በእጅጉ የሚወዱት ነው።
- ፈጠራ ቢልቦርድ ላይ ወሳኝ ስፍራ አለው። ይህ ፈጠራ ታዲያ ሊሆን የሚገባው ደንበኞች ሊረዱት በሚችሉት መልኩና ሁሉም ማሕበረሰብ ሊወደው በሚችለው መልኩ መሆኑን አለበት። በተረፈ ፈጠራው ምርቱ የሚስተላልፈውን ጭብጥ መዘንጋት የለበትም።
- ቀለማትን በቢልቦርድ ላይ የማይናቅ ስፍራ አላቸው። ቀለሞች ቢልቦርድ ላይ ከሁለት ወይም ከሶስት ባይበልጡ ይመረጣል። ይህም የሚደረግበት ምክንያት ደንበኞች በቀለሞች ብዛት እንዳይደናገሩ ነው።

ከመሰለ እስጢፋኖስ

ቢ.ቲ. ዲጅታል ማስታወቂያ

ግንቦት 17/2010 እ.ኤ.አ

ጋር (የገበያ ጥናትና ማስፋፍያ ባለሙያ)

- በቢልቦርዶች ላይ የሚገኙ መልእክቶችን በተመለከተ አብዛኞቹ መልእክቶች የሚመጡት ዕቃውን (ምርቱን) ከሚያስተዋውቀው ሻጭ ነው። ይሁንና ስለምርቱ/ ስለአገልግሎቱ የሚገልፀው መልዕክት ሰፊና የተንዛዛ በመሆኑ ደንበኞች በቀላሉ ሊረዱት የሚችሉት አለመሆኑን ተገንዝበናል። ይህም የሆነበት ምክንያት የደንበኞቻችን ፍላጎት ላይ የሚወጡ ዕሑፎች አጠር የሉና ስለምርቱ ወይም ስለአገልግሎቱ ብቻ የሚያትቱ ቢሆኑ ይመረጣል ይሄኔ ነው ደንበኛውም ሲያልፍ አንብቦ ወዲያው መረዳት የሚችለው።
- መልእክቶቹን ቢልቦርዶች ላይ ከማሳጠር ባለፈ ሳቢ እንዲሆኑ ለማድረግ ወጣ ያሉ የቢልቦርድ ቅርፆችን መጠቀምም ከፍተኛ ዋጋ አለው።
- ቢልቦርድ ላይ የሚታተሙ ቀለሞችን በተመለከተ, ቀለሞች ምርጫ ሆነው በቢልቦርድ ላይ የሚወጡት ከምርቱ/ከአገልግሎቱ አርማ (ሎጎ) ላይ በመመስረት ነው። ከዚህ ውጭ በደንበኛው ምርጫ መሰረት የሚስተናገድ ይሆናል።

ሞላላ ቅርፆችን መጠቀም

- ቢልቦርድ በመሰረቱ የራሱ ሆነ ባሕርያት አሉት በመጀመሪያ ቢልቦርድ ልዩ የሚያደርገው በውጭ በዋና አውራ ጎዳናዎች አልያም በትልልቅ አፓርትመንቶች ጎን ላይ በመለጠፍ የሚተላለፍ የማስተዋወቂያ አይነት መሆኑ ነው። ይህ በራሱ, ቢልቦርድን ከፊደሉ፣ ከቴሌቪዥን፣ እና ከጋዜጣ የሚለየው ዋነኛ በሕረው ነው። ከዚህ በዘለለ ሳቢ ቀለሞችን፣ ወጣ ያሉ ዲዛኖችን በመጠቀም ለመለየት እንሞክራለን።
- የቢልቦርድ ፊትና ጀረባ(background and foreground) ለመስራት ዋነኛ መጠቀሚያ መሳሪያችን, ቀለም ነው። ይህ ደግሞ ለደንበኞች ሳቢ በሆነ መልኩ

ተጠንቶ ነው የሚካተተው። ይህም በራሱ ደንቦች ስለምርቱ(ስለአገልገሎቱ) በቀላሉ እንዲረዱ ያስችላቸዋል።

በልቦርዶች ላይ አብዛኛውን ጊዜ ስለምርቱና ስለአገልገሎቱ የሚፃፍ መልእክቶች ከፎቶግራፍ ጋር አይመሳሰሉም ወይም ያፈነገጡ ናቸው። የዚህ አይነት አለመመቻቸት በልቦርዶች ላይ ስላለበት ደንቦች ምን ለማስተላለፍ እንደታሰበ ሳይረዱት ይቀራሉ።

ችግሮችን ለመቅረፍ

- ሳቢ በሆነ መልኩ በልቦርዱን መቅረብ
- መልእክቶችን አሳጥሮ ማስገባት
- ሣቢ የሆኑ ፎቶግራፎች(ስዕሎች) ጋር በማጣመር ማካተት ተገቢ ነው።

ማርቆስ አበበ

ማርክ ዲጂታል ማስታወቂያ ሚያዝያ 15/2010 እ.ኤ.አ

- በልቦርድ ላይ የሚወጡ(የሚታተሙ) መልእክቶች የሚመጡልን ከደንቦች ነው። መልእክቶችን ከምርቶቹ ጋር አጣምሮ በልቦርድ የመስራት ኃላፊነቱ የእኛ ነው። አብዛኞቹ በልቦርድ ላይ የሚታተሙ መልእክቶች የተጓዘሉ ናቸው። ይህም ደግሞ ደንቦች መልእክቱን ወዲያው እንዳይረዱት የራሱን አስተዋፅኦ ያደርጋል።
- በልቦርዶችን ሳቢ ለማድረግ ወጣ ያሉ ዲዛይኖች መጠቀም ወይም መልእክቶችን ማካተት ተገቢ ነው።
- በልቦርዶች በመንገዶች ላይ ለእይታ እንደመቅረባቸው ቶሎ እይታ ውስጥ መግባት እንዲችሉ ለማስቻል የፈጠራ ስራዎችን እናከትታለን። ይህም ለምሳሌ 15 ሴ.ሜ የሚረዝመውን እረሳስ ሁለት/ ሶስት ሜትር ያህል ማርዘም ነው። በዚህም ሳቢነትን ማግኘት ይቻላል።
- ፎቶግራፎች በልቦርድ ላይ የማይናቅ ቦታ አለቸው ደንቦችም ዋነኛ ሊያስቆም የሚችለው ፎቶግራፍ ነው ። ይሁንና ፎቶግራፍ ብቻውን በቂ አይሆንም፤ ፎቶግራፍን ከመልእክቱ ጋር፤ እንዲሁም ከምርቱ ጋር ማመሳጠር አስፈላጊ ነው። ምርቱ ስለህፃናት ልብስ ሆኖ፤ የእናቶች ፎቶግራፎችን ብቻ ተካቶ በቀርብ ምርቱና መልእክቱ ፎቶግራፉን አመሳጥረን (አስማምተን) አቀረብን ማለት

አንችልም። ምክንያቱም ምርቱን ፎቶውንና መልእክቱን በትክክል ማዋሃድ ስንችል ደንበኞችም በቶሎ ይረዱታልና ነው።

- ቢልቦርዶችን ከሌሎች የማስታወቂያ ሚዲያዎች ለመለየት ዋነኛው ዘዴ፣ አይንን ሳቢ የሆኑ ዲዛይኖችን ማስገባት ነው። ከዚህ በተረፈ መጠናቸውን ከተለመደው የማስታወቂያ ስልቶች ወጣ ማድረግ ነው። የቢልቦርድ ዋነኛ ሳቢ በሕረው ትልቅነቱ ነው።

አፈወርቅ ተጫነ

ሬንቦ ማስተወቂያ ሚያዝያ 17/2010 እ.ኤ.አ

በብዛት ስለምርቱ የሚገልፅ መልእክቶች የሚመጡት ምርት ከሚያስተዋውቁ ደንበኞች ነው። እኛ በበኩላችን መልእክቶችን ለደንበኞችና ለተመልካቾች በሚመች መልኩ የመቅረብ ኃላፊነት አለብን።

ቢልቦርዶች ላይ ሳቢ የሚሆኑት በብዛት የሰዎች ፎቶግራፎች ናቸው። በተለይ ደግሞ የሴቶች ፎቶግራፎች ናቸው።

ከምርት (ከአገልግሎቱ) ጋር ግንኙነት ኖሮአቸው ሳይሆን ቢልቦርዱን ሳቢ ለመድረግ ታስቦ ብቻ ነው።

- ደማቅ ቀለሞችን መጠቀም
- ቀለሞችን ከሶስት ወይም ከሁለት በላይ አለማብዛት
- ትልቅ የፅሁፍ መጠኖችን መጠቀም።

ከሌሎች ሚዲያዎች ለመለየትና ሳቢ ለማድረግ

- 1 ቀለል ያለ ዲዛይኖችን ማካተት
- 2 ወጣ ያሉ ፈጠራዎችን መጠቀም

ለምሳሌ፡- ዶሮ በተፈጥሮ የምትጥለው እንቁላል ሞላላ ሆኖ ሳለ ለየት ያለ ስራ እንሰራለን ለማለት እንቁላሉን አራት ማእዘን ማድረግ ነው።

Declaration

I the undersigned, declare that this thesis is my original work and all the sources of materials used for the thesis have been duly acknowledged.

Name Yared Desalegn Abebe

Signature



Date of submission June 24, 2010

Place of submission Addis Ababa.

Confirmed By Advisor

Name _____

Signature _____

Date _____