

The importance of Effective Executive factors in Billboard Advertisement Success: A Case Study of Shiraz City Billboards

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Abstract

Background: The advertising billboards are considered the most typical outdoor media that denotes modernity and economic growth in people's minds in any geographical region. However, these structures per se cannot be regarded as an effective medium, and many factors are influential in their optimal productivity. Therefore, this study was done to investigate the importance of some significant factors on the success of the environmental advertisements presented on the urban billboards. This study investigates the importance of several factors, including the location of the Billboard, readability of advertising, clarity of the message, powerful visuals of advertisement, creativity in the design, the message-conveying capability of promotion, and the integrated marketing communications (IMC) that comprised of the structure status, advertisement design and advertising policy of the advertiser. Also, the moderating effects of the kind of advertisement (activity field) in this study. **Methodology:** The statistical society included the advertising agencies and all outdoor advertisements presented in Shiraz city for 18 months. They were using the list of advertising associations of Shiraz and the contract unit of advertisement agencies that had outdoor media. One hundred twenty people were selected based on the Morgan table with a non-random targeted availability sampling method. The Likert Scales Questionnaire was used for collecting data of statistic samples. Descriptive and inferential statistical techniques and TOPSIS Test were used to measure the importance of factors and rank them. **Findings:** The findings indicated the studied factors are significant in the success of billboard advertisements. Among all the factors studied, the location of Billboard had the most essential and integrated marketing communications (IMC) had the less importance in advertisement success.

Keywords: Billboard, media, advertisement, integrated marketing communications

I. INTRODUCTION

Advertising as a promotion tool has been categorized into major and minor media. The significant media consist of television, radio, magazines, newspapers, the internet, outdoor advertisements, and billboards, which are the most typical outdoor media for marketing [24]. Outdoor advertisements are the oldest form of communication. Iranians and Greeks invented outdoor communication 5000 years ago when they inscribed the names and achievements of their kings on the tombs' walls. The instances related to the environmental messages can be found in Iran and the Middle East in the pre-history caves on the bones and rocks. In Iran and Ancient Egypt, outdoor advertisements are considered favorable tools for advertising public messages and sales. These messages were installed on the busy-traveled roads and are likewise the vanguard of modern highways. The petroglyph of human rights of the Great Cyrus and the Code of Hammurabi in the era of Medes are the samples of famous and valuable environmental messages in Ancient Iran [15]. The outdoor advertisements in their modern form were seen in Tehran city. Then in the other towns on the stands, the façade of stores and horse tramway moved the passengers one hundred years ago, and the advertisements were propounded on the city buses in the solar 40th decade. From twenty years ago until now, the advertising boards have been installed in airports and cities with different forms and various sizes and techniques that in some cases, even as advertising tools have not a proper facility for messaging and of the other viewpoint, they are not only unusable or unprofitable for the beauty of cities but also they have caused unavoidable visual damages [1].

The focus of present research is on billboards as outdoor media, growing during the recent decades. Although the growth and development of advertising billboards in Iran do not mean the efficiency of this medium and even sometimes does not have the intended efficiency. It means that the allocation sometimes has not been done correctly to install the structure of billboards, or the advertising message does not have the standards of outdoor advertisements. The knowledge of society, social procedures, and recognition of audiences help define and perform the effective factors on the output of ads regarding the community. One of the essential benefits of outdoor media compared with other media such as television, radio, and so on is that the audiences cannot disconnect and escape from that. The companies spend many sums on advertisements every year. In this way,

they make efforts to affect their consumers' behavior, interests, and attitudes favorably to persuade them to buy the stuff and services. Meanwhile, the critical matter is that if their advertisements not included the practical elements for audiences and cannot convince the consumers to buy more stuff or to change the potential consumers to the actual ones, their all efforts would be ineffectual and the significant sums which they expend will be forfeited [15].

At the beginning of the solar 70th decade, the outdoor advertisements, especially the billboards, attracted most of the owners of promotion and advertising agencies in Shiraz city. After several years, the attitude of individuals toward the advertising career and advertising billboards as a new media persuaded the advertising agencies to enjoy these structures as an effective media in the efficiency of the program of advertising to their consumers. The advertisements on these steel structures attracted the citizens in a way that was considered a tool for displaying the modernity of a region. This kind of inference is not so aberrant because the billboards were shown on the margins of streets and highways, which were considered economically more robust or were of commercial regions. The order in the location and the dimensions of billboards were designed and performed with intelligence. Considering the compelling aspects of that, its efficiency was high and full of visual enjoyment. But with the entrance of non-expert individuals either in the advertisement industry or in the municipality as a determinative entity and attitude to achieve more and more income at all costs, the sector of advertisements billboards in the city was transformed and rebounded. The geographical location, heterogeneous dimensions, improper performance, enormous costs, and so on have created. Hence, chaos in the billboard industry that the marketing owners or the advertising consultants have to consider the other factors under their authority at the standard level so that they can retrieve the increasing decrease of efficiency of this media and, as a complementary media, reach the owner of the advertisement to his/her purpose.

Regarding the research objectives, the following hypotheses and questions have been defined to be investigated:

Hypothesis: The factors name identification, the messaging capability of advertisement, design clarity, the visual ability of advertising, creativity in design, integrated marketing communication, readability of advertising, and Billboard's location are essential in the success of billboards.

Question 1: Are there a meaningful difference between executional factors in successful billboard advertisements?

Question 2: what is the relative importance of different factors in the success of advertisements on the billboards?

II. PRINCIPLES

Theoretical Principles:

From most of the clear-sighted persons, the advertising billboards per se are not effective media. Some factors and items must be considered in performing advertising to achieve the efficiency of this media. Even for each advertisement, the focus can be put on the elements more than the other ones. So, the sub-marketing managers have made efforts to improve outdoor advertisements for several decades by applying and evaluating organizational and strategic factors. The simple definition which can be presented of the efficiency is the effect on the increase of consumers [19]. The influential factors in the efficiency of advertisements are categorized into three main categories: the aspects related to the advertising, environmental factors, and the factors related to the audiences. [17] The other several models have been presented for the efficiency of advertisements that have been named the hierarchical efficiency models. The model that has been applied more than the other ones is the AIDA model presented by Elmo Lewis about 1900 and is the most popular model consisting of four steps: awareness, interest, desire, and action. [9] The other one of the hierarchical efficiency models is the theory of Lavidge and Steiner. In this model, advertising is a long-term process that actuates the consumers from the unawareness step to purchase the product or services and consists of three stages: cognition, emotional effect, and behavior. This step is predicated to the shopping by the consumer in the marketing. Although there is a disagreement between the theoreticians about the hierarchy of these steps (cognition, affect, and behavior), [19] The steps which should be considered in creating the motion in the audiences have been designed in different patterns. Awareness is the first step in all of these models, and actuating the audiences to purchase is the last step. [14] One of the most effective patterns was explained by Kitchener. He described two levels of reason: the intuitive level and the critical-evaluative level. In the intuitive level, the answers are formed automatically based on the knowledge and experiences, and at the level of critic and evaluation of the judgments are based on the philosophical theories, standards, and doctrines that this two-factored model presents a helpful formula for two groups defined in the decision-making. In the study of executive factors related to the success in advertising output on the billboards, some hypothesize the correlation between successful advertising and the more creative and new performance, which increases the remembrance of the advertising message. In some studies, continuous

advertising is acceptable as an innovative doctrine, and consequently, five critical tenets have been named in the efficiency of billboards. These five doctrines are called shortness of advertisement, the simplicity of design background, clarity in cognition of product or name, the simplicity of message to communicate easily with the audiences, and creativity in intelligent phrases and pictures. [3] Some studies have emphasized that remembering the advertisements increases by applying fewer words or fantastic performance. [7] In the done studies in Denver university of United States of America, fifteen factors have been determined for the efficiency of advertisements or permanence of an ad in mind, such as creativity, the proportion of advertising program or media, distinguished typography, defining particular, unique, measurable purposes; and also that expresses a creativity theory related to the outdoor advertisements. This media must be applied in the proper time and place for the permanence and effectiveness of outdoor media. The efficiency tactics should be used by observing the application of creative strategies in this media and ensuring its effective results [4].

Empirical principles:

Some studies showed that the mention and, in better words, remembrance of advertisements on the billboards have a positive relationship with different factors; such as differentiation of brand, emphasizing the efficiency of the product, pricing, using a picture, using satire and joke, applying color and good viewpoint. Also, the studies have shown that the remembrance of advertisements increases with fewer words or fantastic performance. [7] [18] Some studies consider some aspects of the efficiency of billboard advertisements to be the economical and proper covering of market with interest. [6] Some academic researchers introduced eight particular features of outdoor advertisements and billboards. These features are standing the billboard advertisements near the sale place, the possibility of repetition of passengers' encounter with the advertisement, high efficiency, 24 hours' attendance, geographical flexibility for regional advertisements, economic efficiency in the situation of lower cost of production and advertising in an encounter with every 1000 members (CPM), the visual effect of size of advertisement and creativity in the message, notification and identification of the brand. [12] Though the academic studies emphasized the effective doctrines in the success of billboards at their performance time, it is not so easy to make a billboard advertisement. The communication of the message of advertising in a moment is such a vital matter. Research about the banks shows that they use billboards in the promotion of their services and also correct. Incorrect methods are applied like the other advertising media in the use of billboards. This kind of advertisement has its special techniques such as brevity of advertisement, presentation of merely one suggestion, using a clear graphic element as a cause of motion element in the addressee, using a style of readable and big letter, using an ambiguous, aesthetic message, jokes, etc., using contrast and high coordination in billboard design. [21] The authors in experimental research investigate and find orienting attention responses to highly emotional advertising elements influence ad and brand awareness in cluttered environments. [16] In the other research, the matters such as the efficiency of colors on the advertisements, effective strategy in affecting the consumer's choice, and correct use of colors have been expressed. The color can impulse interest and consequently increases the power of purchasing a product. The color helps the marketing increase the efficiency of advertisements for removing the ambiguities of trade names and even creating new income [19]. Some research found that visual salience has some, but limited, influence on driver's attention to billboard advertising. Rather, a billboard's location contributed more to understanding the distribution of attention in complex environments like roadside advertising. [23] According to the research done in Castellon (Spain) and Warrington (UK), the outdoor design methods of marketing are accommodated to the accepted theories in England rather than Spain. For example, concerning text and picture, the theories have emphasized applying creativity in the environmental media, so the picture should be dominated by the text. In contrast, in Spain, the users use more texts in their advertisements. The instances collected by the researchers show that in most of the cases, the advertising designs are produced by the sponsors themselves. Despite the opinion of professional and educated individuals in the advertisements industry that knew the efficiency of designs in applying picture in them, this matter explains the high rate of designs with the priority of text. The later studies showed that the domestic marketing in Spain that uses the designing and advertising agencies for their advertisements is more successful than those who don't cooperate with the agencies. In these researches, the factors which affect the success of outdoor advertisements consist of appearance of advertisement (color, size, place, and so on), application of language, message style, media (kind of outdoor media, location, sponsor, kind of advertising champion, category of product or service, creative tactics and so on). [13] In the appearance of an advertisement, the relationship between the text and the picture is important. One picture costs one thousand words. So, the picture should enjoy good quality and can send the message clearly to the audience. The photos are the easiest pictures in messaging in the scale of perception, especially when they were perfected with the design and painting [5]. The typography is the necessity of attention to the application of text and applying two levels simultaneously, including the logical information resource decoded in the left hemisphere and one visual designing element. [10] Bernstein emphasized the brevity of the message in 2004 and used the phrase "be

simple like the traffic sign."The text should be read fast and easy and reflect the nature of the message. It means that reading a message should be short, and the sense of accompaniment with the picture should be created in the audience. [4] [2]. In two studies, the researchers examined the effects of exposing consumers to print Advertisements containing faces or pareidolia images for a short time. The results show that both advertisement types captured viewers' attention and more frequently were recognized than advertisements that did not feature faces or face-like objects [8] But in research which has been done for the identification and determination of effective factors in the reception of commercial companies of suburban advertising billboards of Hormozgan Province, the most popular identified factors were related to the commercial companies, road, advertising companies, and billboards and of these factors, traffic count on roads, kind of road, companies' cognition of billboard media and its benefits, kind of marketing activities of advertising companies and users' financial power are of most importance. [20] Professor Taylor expressed four important reasons for using billboard advertisements: visibility, media efficiency, local presence, and tangibility response. That visibility and media efficiency factors are related to selective perception theory, and the other two are related to the relative-gravity model [22].

III. METHODOLOGY

According to the theoretical foundations of research, many factors affect the efficiency of outdoor advertisements- billboards. Of these factors, about the done examinations by the other researchers and theoretical foundations (Taylor & Frank), the importance of eight critical elements have been studied that play an essential role in the success and efficiency of billboard advertisements. Also, the conceptual model, hypothesis, and research questions have been defined concerning it [22].

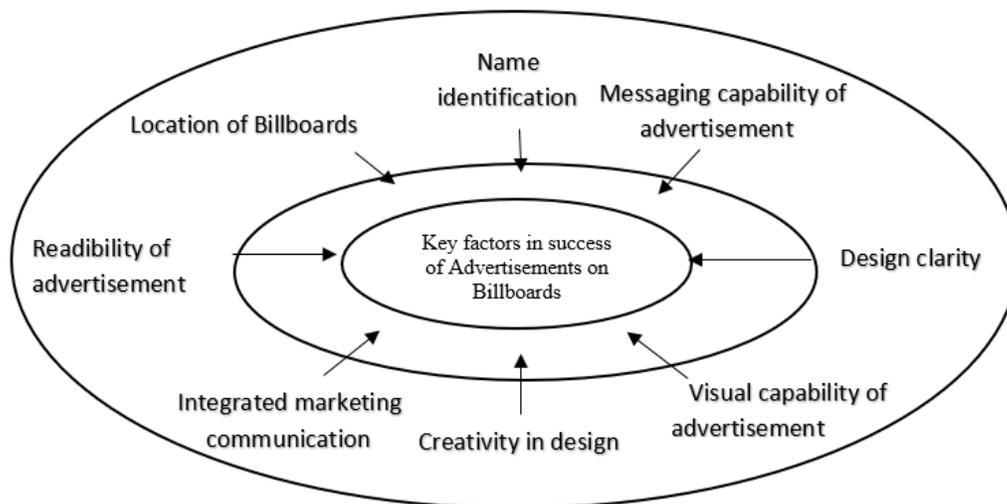


Figure 1: Conceptual Model

This study is an applied and descriptive- survey research. The desk study and internet searching methods were applied for collecting secondary data of research. The Questionnaire- made was used as a material based on a model of previous studies (Professor Taylor and his team in the United States of America). Despite the adaptation of a questionnaire of the model, for the reason of reformations and plenty modifications (content validity) that the specialists and academic professors, experiment and professional managers of the advertising industry for standardization and adaptation of that with the statistic population; the nominal validity were again carried out. After final modulating and adjusting a questionnaire to measure the reliability of the questionnaire, 30 supplementary forms were tested. For measuring the reliability of the questionnaire, the Cronbach's alpha coefficients for each of the factors (efficiency variables) and ultimately for the total questionnaire were determined 0/882 by using SPSS software. This result confirms the reliability of the questionnaire. The framework of the statistic population consists of a list of outdoor advertisements on the billboards (in Shiraz city), which have been shown for 18 months, and advertising agencies, media managers, the art groups that are 140 users of advertising billboards. The sampling was determined 120 members according to the statistic

population and Morgan Table, and the final questionnaire was sent to them by E-Mail, and 130 usable answers were gained. Some indexes have been defined for the executive factors of the success of billboards.

Name identification (confirmation of trade name in the mind of audiences, title of brand of product or service, displaying the product or service distinguished)- location of Billboard (strategic location of Billboard, viewpoint of Billboard, locating Billboard in a central place)- readability of advertisement (font and size of words, coordination between picture and text, using powerful colors, using distinguished titles)- clarity and transparency (creating a compelling point, applying a simple background, using not more than 7 or 8 words) – Integrated Marketing Communication (supporting advertisement in other media, coordination of advertising in other media, designing advertisement for obtaining determined purposes)- visibility (powerful picture, applying artistic design, effective use of images)- creativity (creative prescribed combination with vision, intelligent motto, novel pictures or texts)- messaging capability of advertisement (displaying particularity of product or services, justifying consumers in use of product or services, description of competitive advantage of business). [22] In this research, the data were summarized and collected according to the descriptive statistic and then analyzed using SPSS software. Concerning the use of the Likert Scale in the study and the hypothesis of normality of statistic population which guides the analysis method toward the parametric statistic, the Kolmogorov-Smirnov test has been used for each of the variables. According to the trial results, the one-sample T-test and one-sided analysis of variance (ANOVA) and TOPSIS were used to rank and select choices regarding the modulating effect of advertisement. The mathematical method of MADM (Multi-Criteria decision-making techniques) was applied to ensure sufficient validity for the tests and statistical analyses and the purpose of access to more exact results. The multi-criteria decision-making methods are categorized into the two categories of reparative and non-reparative techniques. The hierarchical analysis process is one of the reparativemulti-criteria decision-making techniques that carry out the ranking and choosing of the choices. According to the number of questions, materials of collecting data (questionnaire), TOPSIS was used for testing and analyzing that make near the test results to the ideal answer during six main steps. [7]

IV. FINDINGS

According to the results obtained from the Kolmogorov-Smirnov test and the normality of a test shown in Table, the statistic indexes have been presented in Table 2 for studying the elements of essential factors in the success of an environmental advertisement.

Table 1: Result of test of normality of variables

factor	Significance level	Amount of error	Confirmation of hypothesis	conclusion
Critical factors in the success of advertising billboard	1.331	0.058	Confirmed	normal

Each of the elements in the present research has an interval scale and is accommodated with Likert five-choices scale. The choices are categorized in five scale of (5) - most important, (4) - partly important, (3) - important, (2) - less important and (1) - not- important. Concerning this matter, the average of scores described above is 3/00; this number was regarded as the expected Mean for the population and has been done at the Alpha level of 0/05.

Table 2: statistic indexes of study of elements of essential factors in the success of The advertising billboard

1	Name identification	Mean	Standard deviation	Estimating interval of Mean of identification factor with %95 of significance level	
				Low level of significance	High level of significance
		0.68653		3.6763	3.8098
2	Location of Billboard	Mean	Standard deviation	Estimating interval of Mean of location factor with %95 of significance level	
				Low level of significance	High level of significance

		0.46409	4.4808	4.5417	4.3905
3	Readability of advertisement	Mean	Standard deviation	Estimating interval of Mean of readability factor with %95 of significance level	
				Low level of significance	High level of significance
		0.82015	4.2179	4.3374	4.0585
4	Clarity of design	Mean	Standard deviation	Estimating interval of Mean of clarity and transparency factor with %95 of significance level	
				Low level of significance	High level of significance
		0.72120	3.9359	4.0762	3.7956
5	Integrated Marketing Communications	mean	Standard deviation	Estimating interval of Mean of unified communication factor with %95 of significance level	
				Low level of significance	High level of significance
		0.71041	3.3686	3.5067	3.2304
6	Powerful Visual Image	mean	Standard deviation	Estimating interval of Mean of visual attractiveness factor with %95 of significance level	
				Low level of significance	High level of significance
		0.822285	3.6859	3.8459	3.5259
7	Creativity in design	mean	Standard deviation	Estimating interval of Mean of unified communication factor with %95 of significance level	
				Low level of significance	High level of significance
		0.77461	3.3622	3.5128	3.2115
8	The messaging capability of advertisement	mean	Standard deviation	Estimating interval of Mean of messaging factor with %95 of significance level	
				Low level of significance	High level of significance
		0.68888	2.0737	2.2077	1.9397

Concerning the Table above, it can be said that with %95 significance, the Mean of critical factors in the success of outdoor advertisements is higher than the average level.

One-wayANOVA test

This test is the generalized form of a T-test and compares more than two or several populations. All types of advertisements (sportive and tourism services, educational services, generative companies, advertising agencies, and other businesses) were considered in the present research and are regarded as factors. The dependent variable in this study is the eight elements of essential factors in the success of advertising billboard that its results are as following: Null hypothesis and Alternative hypothesis which are considered as:

Null hypothesis (H0): There is no significant difference between the kind of advertisement (five kinds of business) and the elements of essential factors in the success of one advertising billboard.

Alternative hypothesis (H1): There is a significant difference between the kind of advertisement (five kinds of business) and the elements of essential factors in the success of one advertising billboard.

Table 3: One-wayANOVA of essential factors in the success of advertising billboards with kinds of advertisements. (Five types of business)

	Factor name		Sum of squares	Degree of freedom	Amount of F	Level of significance
1	Name identification	intergroup	11.624	4	7.792	0.000
		intragroup	36.922	99		
2	Location of Billboard	intergroup	48.546	4	2.792	0.000
		intragroup	6.427	99		
3	Readability of advertisement	intergroup	56.389	4	4.274	0.003
		intragroup	62.816	99		
4	Clarity and transparency	intergroup	4.441	4	6.196	0.080
		intragroup	17.742	99		
5	Integrated marketing communications	intergroup	220184	4	4.274	0.013
		Intragroup	10.203	99		
6	Powerful Visual Image	intergroup	59.079	4	1.467	0.218
		intragroup	69.282	99		
7	creativity	intergroup	4.283	4	2.151	0.218
		intragroup	49.290	99		
8	Messaging capability of advertisement	intergroup	53.570	4	3.350	0.004
		intragroup	6.197	99		

According to the amount of calculated F and acquired level of significance, it can be said that there is a significant difference in all eight important elements in success of an advertising billboard, it means that the Mean of elements is not same among kinds of advertisements (tourism services, generative companies, educational services, advertising agencies and so on) and there is a significant different between each of elements and kinds of business. So, with %95 significance, it can be said that the Null hypothesis is rejected and the research hypothesis is confirmed.

When the hypothesis of equality of means was in the out of variance analysis was rejected, it means that the Mean of just one group may be different with the others or the Means may be different in all groups that the Scheffe Test or post-hoc test was used for the purpose of further study of data and the difference of Means of advertisements kinds was evaluated separately in each of eight factors.

The TOPSIS and ShanonEntropy methods were applied for the purpose of weighting each of eight elements or namely ranking the effective factors in the success of billboards so that the relative importance of each element can be identified. The amount of importance of each factor has been shown in Table 4 with regard to the opinions of thesample population. According to the obtained results, these factors, of less important one to the most important one, are as following: Integrated Marketing Communication, powerfulvisualimage, name identification, clarity of advertisement, readability of advertisement and location of theBillboard.

Table 4: Ranking effective factors in success of an advertising billboard with regard to TOPSIS method

Effective factors	Level of importance
Location	0.818696396
Readability	0.74129596
Clarity of design	0.610993082
Name identification	0.60731651
creativity	0.586957597
Powerful Visual Image	0.362559025
Messaging capability of advertisement	0.359499093
Integrated marketing communications	0.358312581

The kind of advertisement (business) as a variable has a moderating effect on the priorities of eight factors. Therefore, the aforesaid rankings were elicited with regard to the kind of activity and presented in tables 5 to 9.

Table 5: Ranking effective factors in success of an advertising billboard with regard to TOPSIS test (tourism services)

Effective factors	Level of importance
Location	0.818696396
Readability	0.74129596
Clarity of design	0.610993082
Name identification	0.60731651
Creativity	0.586957597
Powerful Visual Image	0.362559025
Messaging capability	0.359499093
Integrated marketing communications	0.358312581

Table 6: Ranking effective factors in success of an advertising billboard with regard to TOPSIS test (productive companies)

Effective factors	Level of importance
Location	0.968914532
Readability	0.782851436
Creativity	0.650803593
Name identification	0.600876498
Integrated marketing communications	0.560162448
Messaging capability	0.547449495
Clarity of advertisement	0.385629106
Powerful Visual Image	0.178055863

Table 7: Ranking effective factors in success of an advertising billboard with regard to TOPSIS test (educational services)

Effective factors	Level of importance
Location	0.978635509
Name identification	0.843721515
Readability	0.700322158
Messaging capability	0.630391984
Clarity of design	0.42850856
Creativity	0.141586221
Powerful Visual Image	0.076453098
Integrated marketing communications	0.039547207

Table 8: Ranking effective factors in success of an advertising billboard with regard to TOPSIS test (advertising agency)

Effective factors	Level of importance
Location	0.978635509
Name identification	0.843721515
Readability	0.700322158
Messaging capability	0.630391984
Clarity of design	0.42850856
Creativity	0.141586221
Powerful Visual Image	0.076453098
Integrated marketing communications	0.039547207

Table 9: Ranking effective factors in success of an advertising billboard with regard to TOPSIS test (other activities)

Effective factors	Level of importance
Clarity of advertisement	0.826392296
Readability	0.809017048
Creativity	0.7408044
Location	0.69030039
Name identification	0.428348069
Powerful Visual Image	0.362196119
Messaging capability	0.261609564
Integrated marketing communications	0.168951762

-Prioritization of eight effective factors in success of an advertisement on Billboard

Table 10: Prioritization of critical factors in success of an advertisement (on the Billboard)with regard to kind of advertisement (activity kind)

	Tourism services	Productive companies	Educational services	Advertising agency	Other activities
first rank	location	location	location	location	Clarity
Second rank	readability	readability	Name identification	Name identification	readability
Third rank	Clarity	creativity	readability	readability	creativity
Fourth rank	Name identification	Name identification	Messaging capability	Messaging capability	location
Fifth rank	creativity	Integrated marketing communications	Clarity	Clarity	Name identification
Sixth rank	Powerful Visual Image	Messaging capability	creativity	creativity	Powerful Visual Image
Seventh rank	Messaging capability	Clarity	Powerful Visual Image	Powerful Visual Image	Messaging capability
Eighth rank	Integrated marketing communications	Powerful Visual Image	Integrated marketing communications	Integrated marketing communications	Integrated marketing communications

V. DISCUSSION AND CONCLUSION:

The determined factors as effective factors and then in the success of advertisements on the billboards are at first location, and then readability. Clarity is after those that this matter briefly indicates the importance of quick and short communication with the audiences in a proper place.

In fact, the purpose of advertisements in special outdoor advertisements which are shown on the side of streets and highways is the visibility. So, the advertisements which attract the attention of audiences during their move would be more successful. Therefore, the elements which improve the ability of advertisement to communicate with the intended group in shortest time are of most importance. The Integrated marketing communication or in fact the coordination of presented message with the other advertisements on the billboards and parallel advertisements are of less importance in present research. It is possible for this media to not have a supplementary role in the other media for the reason of further tendency toward the use of proper typography or use of this media for building a brand. Also, it is possible that the role of clarity of advertisement be due to the importance of the same element or the factor of attractiveness. The proper typography helps the clarity of advertisement. This matter is accompanied with the results acquired of other studies such as a study related to the banks in European and American countries and the other study done in England and Spain. Although the use of artistic and creative pictures results in the effectiveness and further success of advertisement on the billboards, but the written advertisement is more and popular than the pictorial advertisements in Shiraz city and also a city in Spain. There has been done no academic and scientific study about this matter in Shiraz, but the researchers in Castellon city have related the reason of this matter to the economy of businesses which is not inclined to contract with the advertising agencies and designing centers for the environmental designs. Also, the other considerable difference is that in Iran, despite the high longevity of billboard advertisements, the creativity factor has gained an average score; whereas the importance of applying the creativity in billboards enjoys the second rank in England and Spain. As the results reveal the use of billboards as a tool for integrated marketing communication (as a low-importance factor) in Shiraz city despite a research in the United States of America. Integrated marketing communication being of less importance from the viewpoint of managers and enterprises of Shiraz may be due to lack of perception of the necessity of applying for the advertising and marketing formalized programs. Despite developing the marketing belief to the cooperation with the designing and advertising agencies, the marketing is likewise advertising traditionally. So, the coordination between the applied advertising media or the use of unit designs didn't have properly found their station among the managers. Possibly, the remembrance of last moment of registration of one trade name or product is the expectation of businesses of their billboards. The billboards are not restricted to simple introduction and identification of a trade name. In a research in Hong Kong, the creation of knowledge and messaging by the use

of outdoor advertisements has been confirmed at a high level and in the other research related to the effect of this media on the consumers, the messaging has been defined as a particular and native feature of billboards.

Recommendations:

In present research, this matter is not clear that other than eight executive and critical factors which have been defined for the success of billboards, whether there were other factors such as environmental factors and how much these factors do affect the efficiency of this media; because a research about billboards in Tehran has known the environmental factors effective in the efficiency of this media. The research results reveal that the ranking of different factors differs from the viewpoint of individuals with different kinds of activities. With regard to the score gained by the element of location of Billboard from the viewpoint of users in Shiraz, this is suggested that the owners of outdoor media pay attention sufficiently to the items such as point of view of boards and location of Billboard in a strategic and traveled place at the time of designing and performing billboards. This matter not only is resulted in further satisfaction of adherent businesses of Billboard but also is eventuated in the facility in the sale of boards and increase of income of media owners. Furthermore, the beautiful-making organization of municipality of Shiraz which is the proctor of advertising boards in the city, should have enough precision in locating and public sale of boards. The proper location of billboards prevents forfeiting the users' costs, helps the owners of media to have an easy sale and consequently would be effective in generating the income municipality of Shiraz and the economic growth of the region, too.

Limitations:

One of the limitations in this research was the lack of access to the statistical samples of the community and also delay in completion and return of questionnaires. Using other data collection tools along with the questionnaire can also lead to more validation of the results of the research.

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