

**DOI: 10.7596/taksad.v9i2.2452**

**Citation:** Çiftçi, D., & Karabulutlu, B. B. (2020). Outdoor Advertising as Visual Communication: The Example of Ankara. *Journal of History Culture and Art Research*, 9(2), 432-450. doi:<http://dx.doi.org/10.7596/taksad.v9i2.2452>

## **Outdoor Advertising as Visual Communication: The Example of Ankara**

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### **Abstract**

In today's world, where advertisements and advertising have become extremely important and all aspects of outdoor advertising have all become crucial. Striking examples of outdoor advertising from around the world, the contribution of advancing technology, especially the augmented reality concept that has been frequently investigated recently to the advertising sector and the contribution of advertising to the brand are examined in this study. The main aim of the study is to present outdoor advertising in Turkey and in the world from different perspectives and to illustrate what is advertising, how it should be done, what should be paid attention to, what are the effects on human psychology and perception. In this way, the open-air advertisements in Ankara's most crowded squares ( $n = 4$ ) were examined in November 2019 for a period of 1 (one) month. In this study, one of the qualitative research methods, document analysis technique was used. In this context, the analysis of the sample of the study was analyzed in terms of the structure, feature, type and similar elements of the media with the support of the literature.

**Keywords:** Advertising, Advertisements, Outdoor advertisement, Visual communication, Channels, Public.

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## **Introduction**

Advertising of a good or service with a message, visual elements and technology, through different channels to the consumer in outdoor spaces of the city (street, street, boulevard, etc.) is called outdoor ads. The message it carries on is called advertising. While making a series of actions to advertise, it is aimed to reach the target audience through these actions. The ad is delivered to the consumer. Thus, the target audience is expected to display a positive attitude and behavior towards the promoted product or service. Outdoor advertising has become the most popular advertising option for advertisers because it appeals to larger audiences. At the same time, it is one of the most preferred promotional activities that is recycled the most in the long term and found to be reliable. Outdoor advertisements are displayed in areas with different dimensions and standards called channels.

The most important feature that distinguishes outdoor advertising from other types of advertising is that you do not have to pay any price to reach the advertisement. In other words, while buying newspaper or magazine advertisements, television or radio advertisements have these tools and are exposed to use, these requirements do not exist for outdoor advertising. Outdoor advertising is the only advertising medium that can be reached without any effort or effort, and in this respect it differs from others. This sector, which started with signage or ads drawn to buildings with the help of paint in our country, has entered a very rapid development and change process in recent years, especially with the introduction of foreign advertisers into the sector. The most used outdoor spaces in the daily lives of individuals, and outdoor advertisements, which have become a visually large and effective advertising tool, constitute the most important advertising medium of the company owners who want to reach the target audience directly.

## **2. Conceptual Framework**

### **2.1. Advertising**

In today's society where mass communication is rapidly increasing, advertising has taken its place as a form of mass communication in direct proportion to technological, economic, political and social developments. Consumers encounter thousands of advertising messages in their daily lives. In this intensity, it becomes increasingly difficult for advertising messages to reach the target audience and to be noticeable by the consumer. In this context, the persuasion of the advertisement is the most sought-after criterion. Advertisements created in order to reach the target and to influence the target audience affect the emotions and thoughts of the consumers through various and attractive messages (Bakır, 2006, p.238). In other words, thanks to the mass media, information of a product produced in the farthest corner of the world can be accessed through advertisements (Akbaş, 2003, p.18).

Advertising is the most prominent tool in the competitive environment (Karabaş, 2013, p.140). With this importance, the most important element of an advertisement is that it expresses the truth. While advertising praises its own product, competitors should not be disparaging (Pektaş, 1987, p.227). Nowadays, when the competitive environment is very intense, it is seen as a chance that a company achieves the same success in other markets while achieving success in one market. For this reason, especially international companies should not ignore the cultural factors of the market they choose and determine their advertising strategies well (Aktuğlu & Eğinli, 2010, p.167).

The company is made to increase its profits and / or sales on what would otherwise happen (Lilien, Kotler and Moorthy, 1992). One is to steal the market share from competitors effectively, and the other is to spend the most amount of money in advertising campaigns to effectively maximize profit levels (Nguyen & Shi, 2006). For this reason, the profit effect of the advertisement is undoubtedly one of the basic communication effects required by the advertisers. It is important, at least not as important as the sales effect of the advertisement (Agrawal & Kamakura, 1995). However, current

studies also show the effects of advertising on brand change and re-tracking (Deighton, Henderson & Neslin, 1994); measured remembering, understanding and persuasion (Bhargava, Donthu & Caron, 1994; Stewart & Koslow, 1989) and brand awareness, sympathy, thinking and purchasing intent (Buschken, 2007). For example, Deighton, Henderson and Neslin (1994) did not specifically work, although they implied this profitability effect of advertising. Agrawal and Kamakura (1995) analyzed the profitability of a particular advertising campaign (i.e. famous turnover) of the firm, suggesting that it may or may not affect profitability at the firm level.

## **2.2. Outdoor Advertising**

In some sources, street writings that can be considered as examples of the first outdoor advertisements are said to be engraved on the city walls during the Roman period. It was reported that street writings such as this were later made through excavation and painting using various materials. If we continue here with an example, we can say that the writing and templates engraved on stones of various shapes in Egypt 4000 years ago were a good example of the first outdoor advertisements. Although there is no definite reference point that can be accepted as the beginning of the advertisement in writing, the example of the announcement on the papyrus, which was exhibited in the British Museum 3000 years ago, is often expressed as the first written advertisement (Teker, 2009).

The fact that the same advertisements were placed on several stones consecutively along the street in ancient Egypt shows that the current repetition system was also in that period (Ünsal, 1984, p.20). Although these studies are described as the first advertising examples, the first advertising prefixes in real terms are found in Medieval Europe. During this period, since the literacy rate was very low, product sellers tried to attract attention by shouting like brokers. The shouting method has been transformed into the format of posters and promotional articles, a form of advertisement, written or illustrated after the invention of the printing press in 1450 (Çamdereli, 1999, p. 234). Outdoor advertising is the name given to creative messages in fixed (stationary) and mobile (transit-mobile) forms in such areas (Teker, 2009, p.138). Outdoor advertising environments that distinguish themselves from other advertising tools and develop rapidly have some characteristic features.

## **2.3. Outdoor Advertising Types**

Outdoor advertisements positioned at the busiest and liveliest points of the city's large and large squares, wide sidewalks, refuges, pedestrian and vehicle traffic are considered as the lifeblood of the city, and send messages to hundreds of thousands of people throughout the day. Both sides of the outdoor advertising channels known as 'mini board and paddle board' which are located on wide sidewalks and refuges are used. Large-sized advertisements can be hung on these channels, which are mostly used by lighting (Uğur, 2017). These communication channels, which are constantly under control and decorate the city in a certain plan and time interval, are also the furniture of the city. Continuous improvement of technical possibilities and wide choice of materials have made it inevitable for outdoor advertisements to exceed the ongoing dimensions and dimensions. With the developments in this field, the advertisements, which were originally created by hand craftsmanship, have become illuminated, colorful and 3 (three) dimensional in large sizes. Ads, illuminated with varieties, colors and shapes, have enabled the advertising that changed the appearance of the city at night to gain momentum (Uğur, 2017).

Another type of outdoor advertising is wall advertising. This type of advertisement, which has been used since ancient times, is displayed by hanging ads with flat and large surfaces. In terms of usage aspect, wall advertisements are counted among the types of advertisements that have high impact as a visual communication tool. Similarly, wall advertisements are hung on the flat and empty facades of large buildings in the busy areas of the city and convey their message to the target audience. Outdoor

advertising type 'billboard' (placed in Turkish in this way too) by being mounted in a fixed place in the busy areas of the city in terms of live pedestrian and vehicle traffic, can be displayed in a certain time period and then replaced with a new one. has become the most preferred advertising tool for advertisers as a visual communication tool by conveying new and continuous messages to the target audience with different visuals. Outdoor advertising is an important advertising tool that is in close contact with individuals in everyday life. It is exhibited in the rally squares of cities, city centers, bus, terminal, stop, metro, shopping malls (AVM), park, street, street and pedestrian-vehicle traffic, that is, in the common areas of individuals. It can appeal to people with this feature. In the field of visual communication, it has a very important vision with this feature (Uğur, 2017; Samur, 2012). In light of all this information, outdoor advertising types are given in Table 1.

**Table 1.** Outdoor Advertising Types

Outdoor Advertising	Types
1	Billboard
2	Megalight
3	Three Way Totem
4	Rackets / CLP
5	City Information Showcases
6	Postermatic
7	Bus Stops Advertising Boards
8	Vinyl Banners
9	Cylinder Advertising Tower
10	Building Facade Advertising Board
11	Roarboara (Road Sign)
12	Mobile TVs / Digital Screens
13	On Vehicle Channels
14	Subways

### 3. Method

#### 3.1. Purpose and Importance of the Study

One of the biggest features that distinguishes and highlights the outdoor advertising from other types of advertising is that it is included in public spaces. In this way, the positive aspects, negative aspects and different types of outdoor advertisements are discussed in detail in this study. The main purpose of this study, which emphasizes the importance of outdoor advertisements as a result of examples from the world, is to consider outdoor advertisements as a visual communication tool and to read over outdoor advertisements and squares. This study, which deals with reading outdoor advertisements as a visual communication language, is of importance and quality that will contribute to both the advertising literature and the visual communication and city architecture literature. In the light of this information, answers to the following research questions will be sought in the study:

Research Question 1: Can outdoor advertisements be accepted as a visual communication language in cities?

Research Question 2: What are the prominent features of outdoor advertising in city presentations?

Research Question 3: What are the positive and negative features of Ankara squares where outdoor advertisements are displayed? Does it serve the purpose of the squares?

### **3.2. Method of Study**

Qualitative research method, which is frequently used in the field of social sciences, was used in the study. In this context, deductive approach, existing theory and patterns have been tested with new ones and it has been checked whether it is correct or not (Bryman, 2004, p. 10). In the study, existing theories and findings related to the area subject to research in deductive approach were determined and analysis units were designed. In addition, outdoor advertisements, which are the subject of the research, are defined, analyzed and interpreted in detail in the study using the intense description approach.

### **3.3. Working Universe and Sampling**

The universe of the study consists of all squares where outdoor advertisements in Ankara are exhibited. In this way, 6 (six) busiest squares and boulevards were identified in the light of the information received from the Ankara Metropolitan Municipality, using the sampling technique (Maxfield and Babie, 1998), which is one of the unlikely sampling techniques in this study conducted in Ankara. In this context, the sample of the study consists of Anadolu Square, Kızılay National Will Square, Opera Square, Turan Güneş Boulevard, Mevlana Boulevard and Gazi Mustafa Kemal Boulevard, respectively.

### **3.4. Data Collection Tools**

In the study, document analysis, one of the data collection tools used in qualitative research in social sciences, was used. For this reason, the research question was sought through secondary data sources. In this context, the study of documents as one of the qualitative research data sources forms the basis of the study (Bryman, 2004). In this study, which is based on outdoor advertisements, advertisements prepared by different sectors for this reason were recorded in a certain period. These advertisements constitute the main data of the research. The advertisements examined in the study consisted of 6 (six) square and outdoor ads on the boulevard between 01-31 November 2019. In this way, the method of Bardin (1975), which aims to examine the advertisement, to determine its rhetoric, that is to say specific expression and persuasion, is adapted to the study. If it is expressed in information theory terms, the aesthetic (conative side) has gained importance as the advertising message moves away from the advertisement level. For this reason, outdoor advertisements were examined by taking into consideration the selected squares in this adaptation. Outdoor advertisements exhibited on these dates were recorded and stored for analysis in the study.

## **4. Results**

### **4.1. Anadolu (Tandoğan) Square**

In Image 1, the entrance of Anadolu Square Ankaray stop in Ankara is located. It was seen that this channel located at the junction of Anadolu Square did not display any advertisements during the period of history.



**Image 1:** Anadolu Square Ankaray Stop Entrance

It is argued that as the period examined, the process is close to the end of the year, and the companies are going to restrict the advertising expenses as it is the period when the companies identify and analyze their year-end accounts and budget deficits. It cannot be said that Anadolu Square is very rich in terms of outdoor advertising. The reasons for this can be said that during the transition of the vehicles, the users do not pay much attention to the outdoor advertisements and this square is not very popular with the outdoor advertisements. It can be stated that the image pollution substance, which is one of the negative features of outdoor advertisements, is valid for the channels that are vacant. Therefore, the failure to serve any purpose causes the media to cause visual pollution.



**Image 2:** Anadolu Square Intersection

It is noteworthy that the open air channels in the square, which is observed to serve more vehicle and vehicle traffic than pedestrian traffic, are also more of a type that serves vehicle traffic. Considering the fact that outdoor advertisements are positioned at the big squares that can be considered as the lifeblood of the city and the common points where people can meet their daily needs, it has been observed that Anadolu Square, which is exemplified in Image 34, is rather poor in terms of advertising as it is a passageway connecting large districts. Another important feature of Anadolu Square is that it hosts rallies of many political parties and demonstrations of non-governmental organizations.



**Image 3:** Anadolu Square Junction Megalight Example

It was stated above that Anadolu Square serves more vehicle traffic than pedestrian traffic. The fact that there is no need to pay any price to reach the advertisement, which is one of the most important features of outdoor advertisements, also manifests itself in this square. Especially designed to appeal to vehicles in motion, the channels provide the target audience to reach advertisements without paying any price. 'Megalights', which are positioned at the most crucial point of the squares, are one of the important channels that are able to convey their message to the target audience in the most effective way. As seen in Image 3, 'megalight' is one of the effective tools to increase the corporate image of the advertiser with its dominant stance.



**Image 4:** Billboards on the Street in Anadolu Square

For billboards on the boulevard used by pedestrians to reach the square, it is seen that the city has the quality of its furniture and ornament. These billboards made of iron or aluminum are one of the oldest methods of outdoor advertising, located in areas with high pedestrian and vehicle traffic.



**Image 5:** Night-Lit Billboard

One of the most important features of outdoor advertising is that the consumer does not have to pay any price to reach the advertisement. Night-illuminated billboards are exemplified in Image 5. It can be said that the channels used in Anadolu Square, where vehicle traffic is more intense than pedestrian traffic, appeals mostly to vehicles. It is observed that night-illuminated billboards illuminate the pedestrian path, thereby attracting attention and contributing to the safety of the city.

#### **4.2. Kızılay National Will Square**

The Kızılay National Will Square is a large square between the intersection of Ziya Gökalp Avenue and Gazi Mustafa Kemal Boulevard. This square is an area where pedestrian and vehicle traffic is very busy. In the example of Ankara boulevards and squares, it is the part with the most open air. It can be said that outdoor advertisements that offer an effective image especially at night add color and magnificence to the Kızılay Square.



**Image 6:** Kızılay National Will Square

Considering that outdoor advertisements exhibited in New York Times Square are hosted by millions of domestic and foreign tourists annually due to the night lights and visual feast it offers, it is seen that outdoor advertisements of such large squares come to the fore especially at night. In Image 6, the Kızılay National Will Square is located. This square, which hosts more interesting advertisements with the developing technology, has started to show more spectacular media day by day.



**Image 7:** Example of Cylinder Advertising Tower

The areas of use of these channels, which have a total of six (6) advertisement surfaces, are generally the big squares of cities or the intersection points of important roads. The reason it is mostly used in these areas is that it can display advertisements for the target audience in every respect. These channels, where all their surfaces can be seen easily, are also among the reasons for intense preference by advertisers. In Image 7, there is a cylinder advertising tower that can be used 360 degrees.



**Image 8:** Building Front Advertising Example



Building facade advertisement boards are the type of advertisement made on the empty walls or glass surfaces of the buildings. Generally, it is a large-scale medium in size. It is one of the effective outdoor advertisements. The image is located in the middle of the Kızılay Square, which is regarded as the center and lifeblood of the city at Image 8. It is thought that the reason why the media does not display any advertisement at the date of review is the variable costs, the quality of the materials used in the channels, the high workmanship, and the advertising costs of the newest and high-tech channels. The high costs of some channels and the high prices demanded from the advertisers due to their location cause the demand for the channels to decrease, and in some periods these channels remain empty. Especially considering the fact that the advertising costs of the channels in the main arteries and boulevards are at the highest levels, it can be said that the lease or purchase of these channels is equally difficult for advertisers.



**Image 9:** Vinyl Poster Example

This advertising medium, which is not used or hanged on the under construction or abandoned buildings, is also used in the Kızılay National Will Square, and it is frequently preferred due to its frequent changes, flexibility, easy placement in different places, and being portable. As seen in the example of the vinyl poster exemplified in Image 9, these channels used both in the process of closing the image pollution underneath and displaying the advertisement are important elements of outdoor advertising.



**Image 10:** Racket Board Example

Paddle boards positioned on wide sidewalks are one of the most used channels of outdoor advertising. It can be said that these channels, which are used by lighting at night, mostly address pedestrians, while they have an impact on the target audience. Image 11 shows an example of a paddle board. These advertising areas, called rackets or CLPs, display advertisements that emphasize the meaning

and importance of occasional information, important days and weeks, as well as providing purchases. These channels, which are smaller than the billboards, are of great importance in order to directly address the target audience.



**Image 11:** Lighting of the Media on the Kızılay Mall

Outdoor advertisements in Kızılay Square add great mobility to the media, surrounded by colorful lights, especially at night. It can be said that the fact that millions of tourists visit the square at night during the night to see the outdoor advertisements displayed in the New York Times Square has become more interesting especially with the lights of the outdoor advertisements in the main squares of the city being active at night.



**Image 12:** Kızılay Square Megalight Example

The megalight located in Kızılay Square, which is located in Image 12, is designed in a larger size on higher legs compared to billboards that appeals to vehicle traffic. The megalights, which are positioned at the important points of view of the squares, convey their message to individuals and aim to carry the image of the advertiser to the upper levels. Megalights are channels that can effectively convey their message to the target audience at night as well as during the day. Especially the megalights in Kızılay Square are advertising channels that can reach the target audience without any doubt. Megalights enable to increase sales and promote the desired brand or organization in the most effective way. One of the most important criteria for outdoor advertising to be effective is that it can appeal to a wide audience. As seen in the megalight in Image 12, it can be accepted that the slogan “at the right place at the right time” has been successful in influencing the target audience, given that the majority of people have myopia, astigmatism or hyperopia.



**Image 13:** On-Vehicle Presentation Example

On-board outdoor advertising channels are non-stationary mobile channels in a certain area. In the advertisement in the example given in Image 13, the aim is to increase social awareness by emphasizing the importance of giving blood in the social responsibility project. The fact that these mobile channels can be displaced optionally has made the advertisement or promotion more accessible to the target audience. The fact that this campaign is more visible makes the situation desired to be raised more effective and attractive and makes the media more preferable by advertisers or organizations. Considering that thousands of people pass by these vehicles every day, it can be said that the vehicle deployed in order to raise awareness has reached its target due to its preferred location. With the illumination of most of the outdoor advertisements in the Kızılay National Will Square, the channels become a visual feast, especially at night. Kızılay National Will Square, where all kinds of advertising channels take place, reveals the point where the variety of outdoor advertising is reached. The advertisements in the square deliver all kinds of advertisements, information and social responsibility projects to the consumer without any charge. One of the most important features of outdoor advertising is expense and content flexibility. It is a communication area with many alternatives since it contains many different types of media that advertisers and outdoor advertisers can rent or buy according to their budget.

#### **4.3. Opera Square**

It has many historical and cultural structures such as Opera Square, State Opera House, Ulus Youth Park, Ministry of Culture and Tourism, Ankara Painting and Sculpture Museum and Ethnography Museum in Ankara. It takes its name from the State Opera House in the square.



**Image 14:** Opera Square

Located in the middle of Ulus, which was formerly the center of Ankara, and Kızılay, which is the favorite center of Ankara, Opera Square is very important for Ankara as it used to be. Due to the fact that there are structures belonging to the first years of the Republic around, it has always been the focus of interest for local and foreign tourists, especially for cultural tours. Image 14 is located in Opera Square.



**Image 15:** Example of the Opera Square Building Facade Advertising Posters

It is an effective and preferred area for advertisers that these large-sized channels used in the deaf walls of buildings are clearly visible in many aspects of Opera Square. These channels, which aim to change the purchasing behavior by affecting people who are active outside, which have become the slogan of outdoor advertising, can reach consumers who continue their daily routine lives without difficulty. Among the advertisements that have spread to the square, the most effective and easily accessible building facade are advertising posters. Building facade advertisement posters are a versatile communication area both in terms of covering the unused and non-functional surface of the building and promoting the product to the target audience. The fact that these advertisements produced from portable materials such as tarpaulins can be changed more easily is an outdoor advertising medium preferred by both advertisers and advertisers.



**Image 16:** Example of Leyla Gencer Statue and Cylinder Advertising Tower (Opera House Entrance)

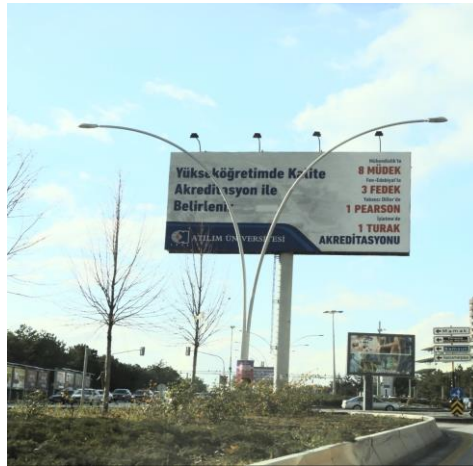
This statue located at the entrance of the opera house and the cylinder advertising tower behind it are promoting the games or the operettas. Considering the selective feature of outdoor advertising in perception, it can be said that this advertisement tower also makes announcements and promotions to the relevant people. This versatile advertising tower not only promotes the games and operetta played at that time, but also reflects future programs. In Image 16, the cylinder advertising tower is exemplified.



**Image 17:** Racket board / CLP Example (Opera Square)

Image 17 shows that the advertisement of a business located in the Opera Square, in front of the Melike Hatun Mosque, inside the Melike Hatun Underground Bazaar is exhibited on the paddle board. As with all other outdoor advertising channels, the purpose of influencing purchasing behavior is evident in this advertisement. In this example, the principle of easy accessibility of the advertised product of the outdoor advertisement is observed. Some outdoor advertising units are local and promote the products or services of the business or organization in the area where it is located. It can be said that this example also serves this purpose. Some outdoor ads are intended for immediate purchase, while others are intended to influence long-term purchasing behavior. As seen in the example in Image 17, the advertisement used in this medium displays content for immediate purchase.

#### **4.4. Turan Güneş, Mevlana and GMK (Gazi Mustafa Kemal) Boulevards**



**Image 18:** Roarboard Ad Example

Having the largest dimensions stably positioned among the advertising channels, the roadboard advertising medium is one of the most effective advertising areas. These channels, which are mostly positioned to appeal to vehicle traffic, are located at the side of the highway.



**Image 19:** Racket Board Example

In the example in Image 19, it is seen that this paddle board, which is located on the wide sidewalk on Gazi Mustafa Kemal Boulevard, is placed closer to the road side of the pavement so that both pedestrian and vehicle traffic can reach the target audience. For the target audience to reach easily, paddle boards with their carefully selected positions have standard dimensions and are among the most frequently used outdoor advertising channels.



**Image 20:** Example of Megalight

The megalight road on Turan Güneş Boulevard, exemplified in Image 20, is located at an important point of view and is located in an area that can be clearly seen by the target audience. It is also seen in this example that megalights, which do not have a specified standard, are positioned to affect people who are active in vehicle traffic and pedestrian traffic. The fact that the advertiser is the district municipality where Turan Güneş Boulevard is located reflects the locality feature of the outdoor advertisements.



**Image 21:** Example of Billboard

Billboards located almost everywhere in the city are the most widely used channels of outdoor advertising. The advertising posters on the billboards can be the promotion of the products or services of the companies, as well as advertising content in different areas such as health, transportation, messages of non-governmental organizations, the formation of a political party and the promotion of the political leader. Such advertisements can be interesting, about the person or topics on the agenda. Billboard outdoor advertising is exemplified in Image 21. In the example that this poster, which is exhibited in the media on Mevlana Boulevard, is exhibited in all the billboards located along the boulevard, it is aimed to increase the exposure time to the advertisement and affect the target audience. For this purpose, it is seen that many of the outdoor advertisements display the same advertisement in different or side-by-side channels. This helps to reinforce and strengthen the perception and make the advertisement permanent. Repetition is an effective marketing method for persuading the target audience to buy.



**Image 22:** Megalight and Roarboard Example

In the example in Image 22, it can be said that projective techniques are used. These are advertisement models in which the focus is determined according to the product model, lifestyle and the socio-cultural structure of the target audience. These are advertisements aimed at those who live in the region where the advertisement takes place, aiming to promote the works, products or services in that region. Although the use of two channels together has reduced the effect of the advertisement, its location on the boulevard can draw attention to at least one channel considering vehicle traffic and pedestrian traffic. Megalight and roarboard are the vehicles with the largest exhibition areas among outdoor advertising channels. From this aspect, it can be said that they are effective and permanent.



**Image 23:** Example of Vinyl Advertising Poster

It is seen that the vinyl advertising poster exemplified in Image 23, the bridges on the busy and crowded boulevards and streets of the city have also turned into an outdoor advertising medium. Vinyl posters placed on the upper parts of the underpasses to ease vehicle traffic at intersections have also become a very attractive medium for advertisers. Vinyl advertising posters on the bridge are preferred because they are easy to use, can be easily replaced and replaced, and can attract the attention of the target audience at a high level. Thus, there is a versatile usage. These bridges that serve pedestrian or vehicle traffic are also effective outdoor advertising channels.

## **5. Discussion and Conclusion**

Outdoor advertising was born from the communication requirements that started in ancient civilizations, and has reached today, and has become a sector today. Outdoor advertising has an effective and rapid progress, from the shapes drawn on the cave stone walls in the early days of humanity, to those who want to promote and purchase goods and products on streets and streets, to advertising messages that meet the target audience through digital screens today.

The first answer that comes to mind when it comes to the open air is generally all kinds of spaces outside the closed areas. Outdoor channels, which initially served as support within the advertising sector, have progressed over time with the impact of the developing technology and have become an advertising sector in itself. In the beginning, when advertising was mentioned, advertising banners hanging sloppily on the signs or on the walls came to mind. However, with the influence of digital platforms today, it has created a new and powerful image as an ambitious application place of almost limitless creative ideas with its many media. It is seen that these advertising media have evolved into fun tools that can attract the attention of the public rather than just promoting a product or service or delivering information to the target audience.

It is observed that industrial product design is also a major factor in shaping different designs in outdoor advertisements in order to reach the most effective way of advertising messages created by advertisers through advertising agencies. Industrial product design, which is engaged in the creative application of outdoor advertising, has been the most important factor not only in the printed version of the outdoor advertising environments, but also in the transformation of three-dimensional, remarkable designs.

It has been observed in the examinations made during the research that it has become difficult to reach new generations with the increasing population, and the media used as an outdoor advertising tool have differentiated and the variety has increased with the emergence of new introductions, different promotional purposes and tools. This effective advertising space, which has a special place in the advertising sector, took time to break down the negative thoughts about outdoor advertising. Outdoor advertising, which was originally made with walls or printed posters, moved to professional channels over time and managed to minimize this perception. Billboards, advertising towers, vinyl posters and other channels have replaced the posters that have been torn on the walls, scribbled or thrown to the ground, and these media have even gained an interesting and attractive appearance decorated with colored lights. With the changing time, the environments where individuals spend more time are out of the home, and outdoor advertisements have become more important and active than before. These channels, which are interactive with individuals, have succeeded in catching everyone interested in advertising and became an inevitable advertising space.

As a result; in this research conducted on the main squares and boulevards of Ankara in outdoor advertisements; The fact that outdoor channels are shaped according to the location of the area, the types of channels used for pedestrian and vehicle traffic has been encountered, and it has been revealed that almost all the channels used are illuminated for 24 hours to be effective, these lightings



make both the aesthetics of the night view and increase the safety of streets and streets. In this context, the general findings of the study can be listed as follows:

- When evaluated in general, it is thought that strategies developed with new technologies play an effective role in creating new and original ideas in the outdoor advertising medium and the success of advertising campaigns.
- When the research examined the scope of Turkey and world examples ambience, guerrillas, new concepts and methods, such as interactivity comes to the fore.
- Developing technological opportunities, original, creative and innovative ideas have enabled the development and spread of outdoor advertising media, and the ambience, digital and interactive applications aiming to attract attention in this medium, which is distinguished as stationary or transit outdoor advertising in the samples examined within the scope of the research, draw attention.
- It was determined that outdoor advertisements, which were examined within the scope of the research and located in the important squares of Ankara, were designed and implemented by following the developing technology. In the examples included in the review, it was determined that especially the ambience advertisement applications were dominant.
- The locations of the outdoor advertisements located in the important squares of Ankara have also been found to be selected by developing strategies to attract the attention of the consumers and they are located especially in the regions with pedestrian and vehicle traffic.
- When the outdoor advertisements in the squares and boulevards in Ankara examined within the scope of the research are evaluated in general, it is noteworthy that there are many different areas for advertisers to rent or buy according to the budget. Therefore, it has been determined that there are many alternatives for outdoor advertisers.
- It has been observed that outdoor advertisements close the visual pollution caused by unused derelict buildings or buildings under construction and a usage area has been created for this purpose in the squares in Ankara.
- Some of the media seen in the samples examined are considered to have high costs or the demand of the advertisers due to their low demand, and some media in the areas are left empty and the areas that remain empty constitute image pollution.
- It has been determined that outdoor advertisements adorning Ankara squares and boulevards are not only used for consumption purposes, but also include campaigns or advertisements with social awareness, meaning and importance of important days and weeks, and national elements.
- As it is flexible in terms of budget and content, it can be said that outdoor advertisements have become widespread in important squares and boulevards of Ankara, and this area is tried to be developed by using new technologies.
- It has been observed that the number of repetitions of the advertising content, which is located in areas with heavy traffic of vehicles and pedestrians in some boulevards, has been strategically increased and the target audience is prolonged by extending the exposure time to the advertisement. Considering that repetition plays a convincing role in the purchasing behavior of the target audience, it is thought that the strategies in this direction are rich in the success of outdoor advertisements in Ankara squares and boulevards.

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