Investigation and Analysis of Commercial Outdoor Advertisement’s Influence on Public Space

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ABSTRACT: With the development of commercial economy, commercial advertisement has spread all over people's daily life. Outdoor advertisement is an important means of publicity and can be seen everywhere in life. Although commercial outdoor advertisement has played a promotional role, but it also brings some negative impacts on people's lives, such as visual pollution, space occupation and so on. Based on a survey of outdoor advertisement's influence on public spaces, this article elaborates the impact of outdoor advertisements on human settlements and their influence on occupation of public spaces.

KEYWORDS: Commercial economy; outdoor advertisement; public space; habitation

i. Current situation of outdoor commercial advertisement's influence on the habitation

Outdoor commercial advertisement's influence on the habitation is mainly reflected in two aspects: First is visual pollution, the second is public space occupation. From the cultural point of view, outdoor commercial advertisement rarely combines with urban culture or reflects the city characteristics, which makes the outdoor advertisement culture redundant and even vulgar.

(A)Visual pollution

Many current outdoor advertisements have a single form, are backward and low grade, the maintenance update is not timely and planning is not uniform. etc. An elegantly designed, brightly colored advertisement can give people a sense of beauty and make people feel good while realizing the publicity effect.

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However, the designs of outdoor commercial advertisements nowadays are not all good. Advertisements can hang outdoors for a long time, could wear and tear fast, advertisement update cycle is long so that it is difficult to give people a good feeling visually, and even cause people visual fatigue. And now in order to seek tall and magnificent image, the size of outdoor commercials billboards are built too large, blocking the people's sight, affecting residential building lighting, and seriously affecting the lives of residents. This kind of advertisement which blocks the sunshine and sight and can hardly present aesthetic impression is causing serious visual pollution.

(B) Occupy public space

In order to achieve the effect of publicity, Commercial outdoor advertisements are mostly placed in heavy traffic, vehicle-intensive areas. And many cities' initial planning did not leave enough space for these crowded, densely populated areas, which makes the already crowded city more crowded. And now there is no unified planning for outdoor commercial advertisement, indiscriminate construction is very common, land resources are not properly used, so that there is less room remaining for urban construction.

(C) It is not combined with urban culture and results in vulgar and miscellaneous culture

Urban culture is the sum of the spiritual and material wealth created by people during the course of daily life and social work. Outdoor commercial advertisement is an important cultural expression which can profoundly reflect cultural background of a city. Nowadays, however, outdoor advertisements are all commercial ones. Some vulgar advertisements even show no cultural characteristics at all, not to mention the combination with urban culture. This lead to the vulgarity of the outdoor advertisement culture, nor can it show any culture related to the urban cultural background. Visual pollution also affects the development of culture.

ii. Factors of outdoor commercial advertisements influencing audiences

As an important form of publicity, outdoor commercial advertisement is recognized by more and more commercial companies during the rapid development of commercial economy nowadays. Then we will discuss in detail the impact form and factors of commercial advertisement on the audience specifically from the outdoor media advertisement applications, innovative forms and colors, etc.

(A) Media Applications

Commercial outdoor advertisement has many forms of expression, there are constantly new media continue to be adopted in order to win the eyes. Using a reasonable medium can improve the grade of advertisement, and at the same time is able to attract people's attention, achieving the effect of publicity.[1] Outdoor commercial advertisement media mainly include the following categories: Poster: This is the most common type of outdoor advertisement, with characteristics of wide range coverage, low cost and so on. Generally, a bill or a poster
is posted on a fixed or non-fixed place such as an advertisement column, a building surface or an advertisement tower to promote related products. Street advertisement: street advertisement is one of the major outdoor advertisement media, refers to the independent light boxes, billboards and other forms on both sides of the road. It does not rely on any other external media, so it is a relatively independent media. Neon lighting advertisement: neon lighting advertisement is mainly used in the form of light to show ads, this form of advertisement can play the greatest role in the night, and shining lights can attract people's attention to achieve better publicity.
Window Advertisement: window advertisement is the most direct way to display the products in the street shops, and can be arranged on a small background, coupled with the effect of lighting, not only better displaying of goods, but also better attracting people's attention. Electronic screen advertisement: electronic screen advertisement is a relatively new form of advertisement, the larger displayer can better display goods, it also has a very good flexibility, you can always change the display of content and speed up the update of the flexible and artistic ads which can make good publicity.

(B) Creative style
As an important form of cultural transmission, outdoor advertisement with a good creative form can not only achieve better publicity, but also better attract the audience and enhance people's awareness towards advertisement. For outdoor advertisement innovation, many forms of innovation have emerged in the course of commercial economic development. Fundamentally speaking, it is more important for experience advertisement to provide meticulous care from the details for the audience and let them experience different kinds of feelings. In the era of various outdoor advertisements, distinctive creative ads are more able to grasp the eyes, so in the design and promotion of outdoor advertisement process, we should add more innovation to bring the audience a different experience in order to grasp the audience's attention and consuming points.

(C) Color
Color is one of the most important expressions of outdoor advertisement, distinctive and characteristic colors can often attract the attention of the audience. Many large enterprises have their own exclusive colors, the audience may even directly identify products of competitors or identify the enterprises through the colors. So during the outdoor advertisement design and advertisement process, enterprise should have its own main color, so that the audience can quickly identify the company's products and identify the culture of this business in thousands of ads. Therefore, the color should not only be able to attract people's attention, but also to make the audience have a psychological sense of identity, the color will let the audience accept the products of this enterprise and accept this enterprise.
iii. The economic value and impact of outdoor commercial advertisement in the public space

(A) Outdoor advertisement can improve the level of urban beautification and reflect the city's cultural level

Outdoor advertisement, with its profound cultural connotation and product features, is an important decoration of modern city. Although the main role of commercial advertisement is to publicize the products of the enterprises and to promote consumption, but beautiful commercial advertisements can increase the style of the modern city, and the urban style and architectural features of the commercial advertisements can make people feel the excellent culture.[2] From this perspective, commercial outdoor advertisement is not only an integral part of business, but also an important manifestation form of commercial economic development, technological progress and cultural status. Many well-known outdoor billboards have become well-known signs of the region. Then an important kind value of outdoor commercial advertisement is reflected in its embodiment of urban culture, thereby promoting the commercial development of the entire city. Therefore, outdoor advertisement ill not only bring no damage to the city, but also will become part of urban construction.

High outdoor advertisement accessibility rate and good communication effects

As a traditional form of advertisement, outdoor advertisement can deliver information quickly and consistently, and its impact is very far-reaching. Even a piece of billboards now in prime locations is a hotly contested spot for famous companies, because the typical symbol of billboards can make a big business presence and deliver better business information. People may not be impressed with small commercial billboards along the road, but will have a deep memory of such giant billboards. Another example is the neon billboard, whose shiny lights can attract people's attention very quickly in a relatively single-colored environment so as to quickly establish people's awareness of the ads. With the accelerated pace of people's lives, strong visual impact of commercial advertisement can attract people's attention better. And commercial ads are mostly placed in huge human traffic areas, outdoor advertisement accessibility rate is very high and it will be observed by the majority. Especially in some tourist cities, the population flow rate in tourist cities is very high, so just a commercial billboard can achieve a higher publicity effect, making commercial advertisement reach a higher level of accessibility. According to the survey, outdoor advertisements have become the second largest media next to television in establishing brand awareness.[3]

(B) Outdoor commercial advertisement can spread long and the cost rate is very low

Outdoor advertisement is released around the clock, the dissemination of information is very durable, delivering brand and product information 24 hours a day. The durability of outdoor advertisement spread is far better than the television media. Advertisement messages are broadcast by the television media only during specific time periods, people can switch programs at any time to adjust the spread of advertisements. Outdoor advertisement is completely different from television media. Outdoor advertisement can be broadcast around
the clock, and people are not able to move outdoor commercials at will. Outdoor commercial advertisement can spread product information in a very long-lasting manner. And relatively speaking, the cost of outdoor commercial advertisement is very low, you can quickly deliver advertisement information using just a billboard or a large display. As we all known, the cost of television, newspapers, magazines and other media is very high, especially the television media, a short little video may be worth billions. The cost of outdoor advertisement is very low, the spread durability and speed of outdoor advertisement is not very low, so commercial outdoor advertisement can better reduce the publicity cost of enterprises and achieve better publicity effects. In the increasingly fierce market competition, the company forced to cut costs under the pressure of reality, the huge cost advantage has become one of the main the reasons why outdoor advertisement is favored of.

IV. Conclusion

Commercial outdoor advertisement has negative impact such as creating visual pollution and occupying more public space. However, these negative effects can improve the quality of outdoor advertisements by strengthening supervision of outdoor advertisements and reducing vulgar outdoor advertisements, so that the visual pollution will be reduced. For the problem of occupying public space, it is also possible to solve the problem of random space occupation by improving the planning level of urban outdoor advertisement. As an important manifestation form of urban culture, outdoor advertisement plays an important role in the development and realization of urban culture. And innovative outdoor advertisement will achieve better publicity effect. So outdoor advertisement can not only promote the development of urban culture, but also reflect the development level of a city, it can promote the development of enterprises and make the business economy have a good environment for development. Finally, propagation time of outdoor commercial advertisement is very long, accessibility rate is very high. It also has a lower cost compared with other forms of advertisement media. But this low cost has not greatly affected the spread of advertisement. So this outdoor commercial advertisement is a very suitable medium which can bring better economic prospects for the enterprise.

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