

**RESEARCH REPORT
ON**

**PERCEPTIONS AND ATTITUDES OF POTENTIAL
ADVERTISERS TOWARDS PROPOSED OUTDOOR BOARDS
IN ITM**

**PROJECT LEADER :
ENCIK MOHD ADNAN HASHIM**

RESEARCH ASSISTANTS :

- 1. Janet Jonathan Balong**
- 2. Noor Azmawi Abdul Aziz**
- 3. Mohamad Hisham**
- 4. Norintan Khalid**
- 5. Dayang Salahah Awang Madian**
- 6. Manjalina Ibrahim**
- 7. Musalmah Ahmad Murad**

**PRESENTED TO :
Research and Consultancy Centre
Institut Teknologi MARA
40450 Shah Alam
Selangor**

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Janet Jonathan Balong
Noor Azmawi Abdul Aziz
Mohamad Hisham
Norintan Khalid
Dayang Salahah Awang Madian
Manjalina Ibrahim
Musalmah Ahmad Murad
Abdul Razak Mohd Amin
Azreen Mohamed Yusup
Eddi Abdul Palak
Feroz Khan Yassin

Kamarul Azam Othman
Majumin Hanum Abdul Samad
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1.0 INTRODUCTION

The main campus of Institut Teknologi MARA (ITM) is evidently a large piece of land that boasts a community numbering close to 15,000 people. Over the years, its growth has been very encouraging, particularly in infrastructure development and student intake. With this progress, opportunities are abound for ITM to exploit its existing resources to earn some extra revenue.

In simple words, we are proposing that ITM opens its doors to those who wish to advertise in the campus, the fees charged will be ITM's profit . With proper management, the potential advertisement sites around ITM could be put to good and profitable use.

This study is conducted to find out the response of potential advertisers within the Shah Alam vicinity towards the possibility of buying advertisement space in the proposed outdoor boards in the campus.

As it is, advertising serves as a useful function of informing the public about the existence and characteristics of a product, service or image.

Though advertising may cost a lot of money, a skillfully used advertising campaign can be the cheapest means of reaching the market and communicating with consumers effectively.

1.01 Outdoor Advertising

Advertisements that use panels or boards found in shopping complexes, on public transportation, along the highways, in schools and other locations outside our homes are categorized under outdoor or out-of-home advertisements. Such advertisements normally have simple messages. They comprise any or all of the following elements; headline, brand name, logo and illustration. Their main targets are moving vehicles and people walking about in shopping complexes, bus stations and the like. Out- of- home advertising grew out of wall displays outside cinema theatres depicting forthcoming film shows back in the 1960s. It soon grew to include posters, shop signs and billboards along main roads.

a. *Billboard*

Of all forms of outdoor advertising in Malaysia, the most popular among the advertisers are the 48-sheet posters (display size: 10'X 20'), 96-sheet posters (display size: 10'X 40'), back lit light box (varying from 10'X 40' to 20'X 80'), spectacular tower signs or unipole elevated towers (starting from 20'X 80').