

Are the billboards effective in Yerevan?

Hovhannes Minasyan

Capstone

2017

Introduction

- Why this topic?

- Research

- Findings

- Analysis

Why this topic?

- Lack of research in Armenia
- A guide for advertisers
- Base point for future research

Research

Qualitative approach

- Observations
- Content analysis

Quantitative approach

- Surveys

Findings

- Effectiveness is heavily dependent on the content
- Effectiveness depends on the OTS rating
- Effectiveness depends on position

Conclusion

- No evident data
- Lack of resources
- The answer requires more research