

A Review over Outdoor Advertisement And Hoardings and Principals for Road User Safety

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Abstract : H.G. Wells once famously said that advertising was legalized lying. This reflects the dilemma on advertising and its effect on consumers. In an environment of zealous competition in the



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foreground of a market economy, advertisements often tend to exaggerate and misrepresent facts which ultimately affect impressionable minds. That is precisely what all legal systems must seek to address. Several countries have enacted comprehensive laws that govern and control advertising. Many countries in Europe restrict domestic advertising that target children below a certain age. In the UK, the Advertising Standards Authority lays down the standards for advertising in all kinds of media while all outdoor advertising is done with permission from the local town planning authorities. As for the US, the Federal Trade Commission is the relevant and the ultimate authority on the subject although local governments are allowed to enact their own regulations in this regard.

In India, the field of advertising is subject to a multiplicity of laws in the absence of a comprehensive statutory mechanism that would lay down ground rules in clear terms for advertising in the country.

Key Words : hordings, bill boards, safety, Indian codes etc.

Introduction : Road Side advertising can trace its lineage back to the earliest civilizations. Thousands of years ago, the Egyptians employed a tall stone obelisk to publicize laws and treaties. While formats have certainly changed as advertising ideas have evolved, outdoor advertising is still here.

In 1450, Johannes Gutenberg invented movable type printing, and advertising in the modern sense was launched in the form of the handbill. When the lithographic process was perfected in 1796, the illustrated poster became a reality. Gradually, measures were taken to ensure exposure of a message for a fixed period of time. In order to offer more desirable locations where traffic was heavy, bill posters began to erect their own structures. The large American style Billboards



headways and more variable traffic speeds compared to mid-block locations, the risk of road users getting involved in rear-end crashes is expected to be significantly higher.

b) SURROUNDING

Hoardings placed amidst multiple outdoor advertising signs may result in visual clutter. The visual clutter there is, the more likely drivers are to be distracted and fail to notice important traffic or information signs.

c) DESIGN, DISPLAY AND CONTENT

This may relate to a hoarding's advertising content, length of the message, colors, and size of the font etc. It is evident that drivers' fixation duration on the hoardings/billboard will vary depending on the advertising content/design being displayed. Advertising displays that have the potential to unduly distract drivers due to their design form, orientation or physical size, or iridescence, luster or brilliance of reflected light, shall not be permitted. Assessment shall be undertaken subjectively.

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