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The advantages of advance technology need no further explanation. Itâ€™s quite obvious that high technology gadgets have made our lives easier and the world a lot smaller. But what does this mean to the advertising and marketing especially in the Outdoor Advertising industry?

Itâ€™s personal

For one thing, digital marketing will be able to create a more personally relevant advertising experience for your target audience. With digital advertising campaigns, you will be able to provide tailor- made advertisements that will capture the attention of a particular customer and meet his or her needs. Take for example an enhanced digital billboard made in Japan with facial recognition technology which scans the personâ€™s age and gender to provide relevant advertisements. This allows advertisers and marketers improve their ability to effectively attract the attention of their target audiences.

Interactive

Outdoor Digital Media displays are able to catch the audience off guard with their innovative and creative campaign strategies. It also engages the audience effectively by allowing them to interact with the advertisements. Digital advertisements also create opportunities for consumers to personally affect not only the brand message but also the customer experience. Interactive advertisements will be able to increase the time spent with the advertisement which will build a more positive experience that will help persuade the consumer to take action. Advertisements are no longer just something to look at. Itâ€™s now something that you can actually communicate with and will be able to provide fun and surprising experiences to remember.

Lifelike

Lexus has recently turned Roosevelt Hotel into a 3D billboard and SMRT Media has recently collaborated with an advertiser to roll out a new digital platform that makes use of augmented reality. With the help of technology, advertisements are no longer limited to flat pieces of paper and bring a whole new meaning to â€œstanding outâ€• in terms of Digital Outdoor Advertising and marketing. Advertisers are now able to blend advertisements to the reality of the consumers which strengthens brand awareness and helps capture the customerâ€™s attention. These lifelike advertisements are a huge advantage in terms of helping differentiate your brand from the rest and will definitely create more buzz word from your customers. Advertisements that literally pop out from walls would definitely be hard to ignore.

It makes one wonder what our future might be with digital advertising. Will hologram advertisements become the next big thing? And what happens when it becomes hard to differentiate between whatâ€™s real and whatâ€™s not? Whatever the consequences of futuristic advertising may be, I expect that it will be most awesome and entertaining.

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