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Digital Billboards?. Thatâ€™s the thing of the past already. Today, itâ€™s all touch screens, WiFi, GPS, ar 3D. We have all seen it in the movies: transparent monitors that allow its users to maneuver data with the touch of a finger, talking houses, and holograms. What seem so impossible years ago and what seems like something from a science fiction fantasy novel is now becoming a reality. Sooner or later, we will find ourselves completely transformed into The Jetsons , The Robinsons or the folks from Wall- E. And itâ€™s all pretty exciting really. I find it extremely fascinating on how far we have evolved from primitive human beings to a citizen that is constantly thriving in technology.

What does this mean for the advertising industry? 3D holographic platforms and other Digital Media panel advertisements that pop- up just when you need it, imagine a customer who is currently watching a sports program and right after your favorite player shoots a winning goal and takes out a bottle of water, a very timely ad for Pocari Sweat pops up on the bottom of your screen (or a hologram, whichever you prefer). Or a time when you open your fridge and a hologram of voice calls out to you to go buy some McDonalds.

Digital advertising and marketing are not a thing of the past anymore. Dozens of advertising campaigns are using Bluetooth, motion sensor, location- based and other tech devices to create more engaging and experiential advertisements for customers. With technology, indoor and outdoor advertisers can come up with effective Outdoor Media Advertising strategies that can target more efficiently their audiences and tailor their advertisements according to the customerâ€™s preferences.

Although this makes the job of advertisers easier doesnâ€™t mean that they can slack off easily. There is still that element of creativity and surprise that you have to consider. Itâ€™s important to keep in mind that technologies are just tools for creating successful Outdoor Media advertising campaigns. The success of your advertisements would still depend on your strategy, message, and ability to persuade your customers.

We are just at the beginning of the digital age. There will be a lot more new inventions in the future and the possibilities for advertising and marketing are endless. Right now, Out of Home Media Owners are just beginning to open up for advertising platforms. With their digital billboards, LCD screens, and AR platforms â€“ this is just a preview of whatâ€™s to come in the future.

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