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Adidas has currently installed punching bags in Chinese subway stations as part of the campaign. Their aim was to have the first advertisement in history that people can kick, punch and trample. Itâ€™s a great way to engage consumers and allow them to interact with your advertisement without making use of technology. Itâ€™s an innovative campaign and very effective just as long as that it wonâ€™t provoke any unnecessary rage that people can direct to other people.

Another advertisement, this one by Newcastle, is also very creative. A billboard adorned with beer bottle caps that seem pretty ordinary during the day but when night sits in, a whole new picture is revealed. The technique for this creative Digital Media ad is that the beer bottle caps create a shadow when night comes and a light is shone upon it. It really captured the peopleâ€™s attention and itâ€™s a great way to target your consumers. The timing was perfect because the shadow that shows up at night aims directly at consumers having fun at night and looking for a great drink.

These two Outdoor Advertising campaigns were really innovative and completely captured the attention of the audience. These really show different types of effective advertising that stands out from the rest.

People expect Train Advertising to be limited to sticker and poster, but Adidas thought outside the box by bringing something unexpected and surprising their audiences. Who would have thought that youâ€™d be able to see a punching bag on a subway? Their advertisement also enabled their audiences to interact which gave them an experience that engages them to take action. It was a really good execution of innovative advertising.

The billboard was also something new. It also surprised its consumers and made use of different elements. They thought outside of the box and were able stand out without making use of technologies. Instead they made use of things that people wouldnâ€™t expect like bottle caps and light. It also created a story but at the same time kept the advertisement simple and clean.

There are a lot of outdoor advertising techniques that can help you stand out without costing much. It helps to look at all the possibilities and learn to think differently and creatively. Technology is not the only solution to capturing your audienceâ€™s attention. Keeping things simple but surprising and different at the same time will help your immediately pop up from the background. SMRT Media offers one of the largest outdoor advertising solutions in Singapore by making use of their wide network system of trains, buses and taxis. Outdoor Media Owners like these can help you come up with advertisements that help you stand above your competition.

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