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The key to making an advertisement help businesses gain customers and increase their revenues is by having that â€œcall to actionâ€• factor through interactive advertising. Interactive advertising uses onlin or offline interactive media to communicate with consumers and promotes products, brands, services, and public service announcements from corporate or political groups. This type of advertising draws people in by requiring the customersâ€™ participation and letting them play with the tools provided by the advertiser or the Advertising Agency. Thus making customers spend more time with the advertisement and lengthen the exposure to the advertisement.

There are four goals for motivating the viewer or the consumer to become a participant of the interactive out of home advertising. The first one is by promoting autonomy to the consumers through the outdoor advertising. Consumers who were allowed to participate will feel less likely that the message has been forced upon them. This will decrease their resistance to the message and increase their motivation in doing what the advertisement is telling them to do. It is natural for people to seek control over their lives. They donâ€™t want others dictating them on how to live their lives. Through interactive outdoor advertising, advertisers and Out of Home Media Owners will be able to persuade consumers in a less aggressive and less intrusive way.

Another goal is to create a sense of discovery. As consumers come to a realization through the advertisement, the message that is presented to them would feel more important and real. Interactive outdoor advertising will allow consumers to relate to the ad which in turn will increase chances of Effective Advertising. And speaking of relating to an ad, personal relevance is another goal for interactive outdoor advertising. In order for an ad to effectively persuade the consumer, the advertisement should first be relevant to the consumerâ€™s needs. When consumers are engaged and encouraged to participate with an ad, this will provide them the opportunity to change the message to suit themselves. Allowing consumers to do so will make the advertisement interesting, consequential and relevant.

The last goal, cognitive dissonance, touches on peopleâ€™s tendency to seek harmony within themselves. This refers to their preference to have connectedness or relatedness when it comes to their thoughts, feelings and actions. As consumers take action or participate through interactive outdoor advertising, it increases the likelihood that they will change their thoughts and feelings to go along with the action.

Interactivity within outdoor advertising should foster imaginary and emotional connection to the persuasive message. The goal of advertising should be to get consumers to do something in response to the ad they have just seen. Getting the consumer to interact with the brand message will make the message more effective. There is no need to invest big on Digital Media and other expensive tools just to create interactive ads. For advertisers and advertising agencies, the focus should be on how the stimulus in the advertisement interacts with the viewerâ€™s real-life experiences and thus affect his behavior in a purchasing situation.

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