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There is a growing trend in advertising which has also proven to be a very effective advertising strategy. The Jell- O- Pudding advertisement in New York and the Sky TV advertisement in London have both been using Twitter feeds to empower their out of home advertisements and they have both been targeting daily commuters of train stations. By using digital media tools in their Out of Home Advertising Campaigns, outdoor advertisers were able to allow consumers to engage and interact with the digital advertisements. And the Sky TV ad was even helpful to commuters which doubled the purpose of their advertisement. Their ad was not only able to capture the attention of the audience but they were also able to communicate effectively the brand itself to the consumers. The adâ€™s easy access and quick response to its consumers were able to provide consumers a great service and also experience that will help increase their loyalty. And customer loyalty is always good for any business.

Train advertising is also most effective in reaching out to a wide range of audience by using cheap platforms that will not sacrifice the quality of the advertisement. And this form of advertising was also used by both the ad campaigns mentioned before. Millions of commuters use the transit system everyday which ensures a lot of exposure for the advertisement. Train Advertising also allows advertisements to stand independently for days and weeks to ensure repetitive advertising that can increase the recall rate of the advertisement. This medium for outdoor advertising is also able to provide various platforms for advertisers and advertising agencies to use. Their wide variety of cost-effective platforms will be able to provide for and help even small businesses with tight budgets. Another benefit of outdoor media advertising platforms is its ability to complement other media so that the consumers are constantly reminded of what your brand has to offer. Surely, advertisers and outdoor advertising agencies alike will be able to benefit a lot from this form and medium of advertising.

By merging together the benefits and uses of Digital Media and train advertising, creates successful advertising campaigns that will increase profits and make the investment worth it. Outdoor digital advertising is just starting to take over the out of home advertising industry. As more and more technologies are being developed, so will the outdoor advertising industry. In the future, more opportunities and possibilities will be available for advertising.

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