Outdoor Digital Advertising is the Future of Advertising by Harry Tan

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Advertising is more than just billboards anymore because static billboards will soon become a thing of the past. With the merging of digital media and out of home advertising, consumers will be exposed to customized and fully interactive forms of multimedia. Billboards are becoming more mobile, personal, and tailored to the specific needs of the consumer. Even outdoor advertising agencies are noticing this emerging change in the industry. Back in 2010, 24.4 billion dollars were invested in outdoor Digital Media advertising. And it is estimated that this year, investments on Outdoor Digital Advertising will expand by 8.3 percent which will be about 26.4 billion dollars. There was also an investment of 2.6 billion dollars back in 2010 for outdoor digital media platforms such as billboards and it is expected to double in 5 years with 5.2 billion dollars by the year 2015.

Why is it so effective? It is because 49 percent of consumers stop and interact with digital media advertisements while 13 percent of consumers stopping to watch plasma screen advertisements and 4 percent stop to look at poster advertisements. 70 percent of consumers that interacted with digital outdoor advertising also told another person about the advertisement within just 72 hours and 18 percent of consumers told even seven or more people. The results of digital ads such as Digital Billboards, have caused advertisers and marketers to turn to these new forms of Out of Home Advertising because they have seen the effectiveness of these ads and their return on investment.

It is predicted that 9 out of 10 out of home advertisements will be digital by the end of the decade which will give birth to even more outdoor digital advertising. Outdoor advertising will soon be tailored to the situations of customers through contextual advertising. Advertisements will soon be creating environmental advertising by involving all the five senses of the consumers. Holographic video, sound, lighting and smell integration will be used to develop a new ad experience that will create a lasting effect on the consumerâ€™s memory of the ad experience. Near field communications or NFC which is a group of short- range wireless technologies currently used in some smart phones will pave the way for a new means of out of home advertising. Outdoor advertisements will be able to provide well- tailored and effective ads to consumers and potential consumers. And with the use of outdoor digital media tools, advertisers and marketers will be able to create personalized advertisements using the consumerâ€™s detailed profiles from their public social media profiles. Outdoor advertisers, marketers and even Out of Home Media Owners will be able to turn out of home advertisements into the ultimate form of user interaction. Digital and high- tech outdoor advertisements are the future of Effective Advertising.

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SMRT Media, a Top Advertising Agency based in Singapore, offers wide range of Effective a Advertising Campaigns. You can visit the a Top Advertising Agency site: http://smrtmedia.com.sg/

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