Outdoor Digital Advertising: the Digital Ageâ€™s Advertising Platform

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In the 2002 film Minority Report starring Tom Cruise, the Internet will not be the only thing watching us and getting information from us. Television will also be able to customize itself based on what it knows about us. In that futuristic world of the year 2054, advertisements will also be appearing in the air around us and talking directly to us. But the film has gradually turning into our reality. Multi-touch interfaces, retina scanners, electronic paper, and facial recognition advertising billboards are now being developed. And with the amazing speed of progress in the development of these technologies, I donâ€™t think we would have to wait until the year 2054 to witness the film come to life. These days, itâ€™s even normal to see Digital Billboards on highways. Outdoor digital advertising will eventually replace traditional advertising and itâ€™s no surprise because these outdoor digital media tools allows advertisers to be highly efficient in their targeting â€“ which is getting the message in front of the audience that really matters and tailoring that message according to the consumerâ€™s profile.

Outdoor digital advertising is part of a brand new, on-demand experience that reaches consumers across multiple touch-points. Advertisements that might start on one medium get broadened by other mediums and then reach, using public screens, right into where people are gathering. It is expected that spending in Outdoor Digital Media will grow up to $3.7 billion by 2013 and 9.4% by 2014. Digital out of home advertising is being referred to the fourth screen of consumers and includes everything from elevator news readers to digital billboards to gas station video panels. It represents a fast-growing and Effective Advertising opportunity for marketers and outdoor advertising agencies.

Outdoor digital advertising indeed has a lot of advantages but it is still a new market that some advertisers might be unprepared to handle. Some advertising agencies are not fully comfortable with this brand new medium and thus hesitate in integrating. There is a need to explain the technological and financial potential of Digital Media advertising so that advertisers would be able to measure their return on investment more accurately. It is also important for advertisers to keep in mind that even though outdoor digital media is eye-catching, advertisements would still need to be more interactive in order to effectively engage consumers. The concern of advertisers and marketers are no longer about where else they can advertise to reach consumers but how they can use the medium to reach the consumers. Having a futuristic world like that in the movies would be really cool and amazing, just as long as privacy issues would not be violated.

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