Strategies for Digital Billboard Advertising by Harry Tan

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In this day and age, where technology is already a big part of our lives, it only makes sense that we incorporate these technologies as a new method of advertising. Digital billboard advertising is a relatively new technique that offers the flexibility and speed of digital computing to the constantly changing world of marketing and visual communication. Whether it be notifying drivers of impending changes in road safety conditions or informing customers of the latest money-saving deal, digital billboard advertising is an efficient, practical method of releasing information. And here are a few strategies for this modern medium of outdoor advertising.

1. LED Displays

The first strategy for Digital Billboard Advertising is to use LED displays. LED displays have been used for a number of years to display information. It stands for Light Emitting Diode. You can see such displays outside of most banks in the tall display signs that show information such as the date, weather or announcements regarding the bank. The letters and number appear to scroll across an electronic board. And inside the display is a computer that turns small lights on and off in an order that produces this readout. Even though advancements have been made in LED light technology, these, however, mostly impact the size of the lights themselves. With smaller lights, the complexity of information can be increased.

2. Networked flat screen TVs

Flat screen TVs are no longer for your home only. You can also use it Advertising and Marketing. Advertisers and marketers use this medium to display current events, important information, news, and of course, for business promotion. Concerto, Xibo and EnQii are just some of the examples of software solutions for setting up a network of television screens that disseminate information across an entire community. By connecting all of these output devices to a network, altering information on a large scale becomes much simpler. They can be seen in highways, Subway Advertising wherein they are placed on terminals and train tunnels, and even in Airport Advertising.

3. Computer generated holograph

Although it is not as common as the other forms of digital billboard advertising, holographic displays have the ability to catch the eye perhaps more effectively than other elements due to their immersed, three-dimensional quality. Holographs are created using lights and lasers that serve to make up the illusion that a three-dimensional object is present in an environment. A moving virtual person could appear in a store to answer questions or direct you toward an important sale. Or a computer generated cartoon character could approach children and lecture them on safety upon entering a theme park or playground. The only reason that this advertising technique is not as popular is because of the time involved in developing realistic 3D projections and the cost associated with expensive multi-projection units. But as the demand for more Effective Advertising increases, Iâ€™m sure that this technique will come in handy especially for those wanting a unique and incredibly eye-catching advertisement for their business.

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a Best Advertising Agency, SMRTMedia, located in Singapore, has a wide range of Outdoor a Advertising and Marketingcampaigns that can exposes businesses to target audience through SMRTMediaâ€™s Effective Advertisingstrategies.

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