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Successful Advertising Campaigns by Harry Tan

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Successful Advertising Campaigns: SMRTâ€™s Media Hub Wall

Along the walkway between Orchard MRT Station and ION, spans 18 metres by 1.8 metres display panel featuring 6 LCD screens set on a large LED display panel. This large space which includes vibrant effects brings a whole new meaning to outdoor advertising. According to Teo Chew Hoon, SMRT Mediaâ€™s executive vice president of commercial and roads, Orchard Media Hub Wall offers a myriad of creative opportunities and positive returns for their advertising partners. Outdoor Advertisers can expect a platform which enables you to use light, motion and sound to produce ambient advertisements that will captivate your target audience.

High Visibility and Awareness

Due to its large space and strategic location, Out of Home Advertising has given the high possibility of exposure to numerous commuters passing by the Media Hub Wall at Orchard. Thereâ€™s no way anyone can ignore or miss something so big and flashy.

Engaging

With the television-like feature, commuters will be completely awestruck by whatever advertisement is displayed on that high-tech wall at Orchard station. Its flashy features will surely make anyone stop on their tracks.

Effective

Ambient advertising are Digital Media advertising campaigns that are presented on objects or places that are not usually expected to have advertisements. It is basically advertising that is different from the rest which is an effective way in pushing brand messages in front of consumers and has the ability to develop even better top of mind recall within target audiences. This also provides advertisers the ability to maintain brand awareness and produce mass attention or direct interaction with consumers during normal every day activities.

Experiential

This â€œthink outside the boxâ€• type of advertisement which enables you to interact with your consumer will definitely bring a whole new experience to them. It will also provide more information than what you can place on traditional advertisements.

Fighting for your consumersâ€™ attention has become very difficult due to our fast paced lifestyles and numerous competitive markets out there. Making your advertisements as loud and intrusive as possible will help you win and captivate the attention of your consumers. SMRT Media offers one of largest Outdoor Advertising solutions. With 2.6 million passengers at SMRT system every day, thatâ€™s 2.6 million possibilities for you to communicate your advertising and marketing messages. They also have an extensive transport network with a wide audience base which provides creative platforms to suit every budget and objective.

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SMRT Media is an a Outdoor Advertising Agency based in Singapore that offers reliable Outdoor Advertising Solutions. For a Effective Outdoor Media Advertising Campaigns, check: a http://smrtmedia.com.sg/

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