# The Future of out of home Advertising by Harry Tan

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Advertising is still experiencing the beginning of its transformation. Can you imagine advertisements that can perform tricks such as allowing passersby to participate in a poll via their smart phones and the billboard will regularly update poll results throughout the day? Or billboards that automatically adjust its copy based on changing highway traffic patterns and paper- thin sheets of plastic that generate HD quality video yet are flexible enough to wrap around subway station columns. These innovations are only part of the appeal of out of home advertising. Now more than ever, out of home Marketing And Advertising aligns with 21st century consumers. People are always on the go and they want content in short bursts. Consumers will be able to get a quick image or a piece of knowledge and then they move on.

Out of home advertising is able to prove its efficiency and effectiveness because recent research shows that it boasts historically low CPMs (cost per thousand impressions) and a higher global ROI compared to other forms of media. Each dollar spent on out of home advertising returned an average of $2.80 in sales which is significantly better than TV or print advertising. Itâ€™s everywhere you want to be and with digitization there are screens popping up everywhere. Out of home advertising can be highly customizable solution for any type of advertiser or marketer.

Although out of home advertising is the oldest medium of advertising, it is still evolving in todayâ€™s modern digital age. Itâ€™s a lifestyle and environment media wherein there is a great opportunity to reach consumers with a pure message anywhere they may be on the path to purchase. Further advances in mobile technology will provide more opportunities and possibilities for this medium. Consumers can use their smart phones to conduct mobile searches and scan QR codes or UPC barcodes in stores to call up product reviews. Location- based advertising is also one of the biggest growth areas for advertising.

Out of home advertising like Taxi Advertising Display will only continue to get better as technologies improve but the biggest opportunity lies in interactivity. For example, texting from a bus shelter to download a coupon provides the brand a vertical link to the consumer thus providing real value for both the advertiser and the consumer. Out of home advertising such as Advertisements on Cars is also hard to ignore so advertisers and marketers wonâ€™t have to worry about whether the consumer is actually watching TV while the brandâ€™s commercial appears or is looking at the website that has the brandâ€™s online ad. Through this medium, the advertisement is always in the consumerâ€™s face and they wonâ€™t be able to turn it off.  More than half of those who noticed advertisements were able to recall the message and 41 percent of those made a connection between the ad and a purchase they made. Majority of shoppers also found advertisements as a useful way to lean about products.

The future of out of home advertising will be filled with opportunities and possibilities thanks to new technologies. Advertisers and marketers will be able to come up with fresh and new techniques and strategies for reaching and communicating with the consumers better.

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