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Creative Billboard Outdoor Advertising by Harry Tan

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Most advertisements these days use advance technology and large screens. Never would you expect to see a billboard as repulsive as Lady Gagaâ€™s Meat Dress. I mean, who would ever think of making an advertisement that would make people want to look away and vomit? The goal of any Billboard Advertising and marketing campaign should be the complete opposite, right? But thatâ€™s what Warner Bros. Pictures did. And hey! It worked! To promote the upcoming movie â€œContagionâ€• directed by Steven Soderbergh, Warner Bros. Pictures hired microbiologists and immunologists to create their super contagious, disgusting and one- of- a- kind billboard made of growing bacteria and placed it in an abandoned storefront window in Toronto. The scientist used live bacteria and allowed it to grow and spell out the name of the movie on the billboard. As expected, passersby were both revolted and amazed by their campaign but the good news was that they were given free passes to see Contagion and other themed prizes. Sweet!

What made their billboard work? Well first of all, itâ€™s because weâ€™re all so used to seeing clean and flashy billboard that it has become pretty mundane. Their outside the box idea is so fresh and different compared to the rest of the billboard we have been exposed to. Plus, it is so creative and cleverly executed. Itâ€™s pretty amazing to witness real live bacteria grow and spell out a word. And this really was an effective Out of Home Advertising campaign since they were able to deliver their message effectively to the public.

Contagion is an action- thriller about a deadly disease that is sweeping through the nation and killing anybody. Making a billboard out of diseases and placing it in an abandoned store sends out a clear message of what the movie is about and what the audience can expect from it. And that is really what makes up successful advertising campaigns. It is having the ability to surprise your audience, send your message loud and clear, and having that â€œcall- to- actionâ€• factor. And the Contagion ad ha all that. With the bacteria, the setting and the free movie passes. Personally, I canâ€™t wait to see that movie despite the infectious diseases that they have been growing on their billboards.

Creating successful advertising campaigns does not necessarily mean that you have to use all the latest gadgets or creating a gigantic billboard to get noticed. All it takes is a creative idea, a clever execution, and a simple solution. Having the right platform and being at the right place at the right time can make all the difference in an advertisement. Out of Home Media Owners can provide the solutions advertisers need to create outstanding campaigns with their strategically placed platforms and innovative ideas.

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