Article published on December 12th 2011 | Business

Augmented reality (AR) has the ability to change the way we view the world. It is a technology that blurs the line between what is real and what is computer- generated by enhancing what we see, hear, feel and smell. But smart phones are not the only ones who are making use of this type of technology to give users a whole new experience. Outdoor Advertising campaigns have also seen the advantages of using augmented reality technology in providing interactive experiences for their audiences.

At the underpass in Orchard MRT Station in Singapore, commuters are introduced to a new kind of innovative advertising and marketing. Changi Airport Group (CAG) partnered with SMRT Media to launch an interactive multimedia game called â€œMillion Dollar Grab.â€• Their advertisement at the Media Hub Wall makes use of the latest virtual reality technology to give audiences a fun experience while promoting their services. This is the first time wherein augmented reality or AR is introduced to SMRT Mediaâ€™s digital platform. SMRT Media has been progressively improving their digital platforms by coming up with new and innovative solutions to help advertisers deliver experiential Digital Outdoor Advertising campaigns.

Augmented reality (AR) is a new approach to advertising and marketing which allows advertisers to connect further with their customers. This will enable them to engage their audiences more effectively and thus make successful advertising campaigns. It also provides advertisers a competitive advantage by showing how they differentiate from their competitors and how they stand out from the rest.

Augmented reality is a creative platform that not only immediately captures the attention of commuters passing but also gives them an opportunity to interact and engage with your brand or product. It literally stops them on their tracks and encourages them to stay and listen to your campaign messages. And this is what effective Out of Home Advertising is all about. It is having the ability to capture your audience, engage them, and persuade them to take action. Once you have established good rapport by attracting and interacting with your audience, persuading them to purchase your products or services will be easy.

Compared to simple billboard advertising and other traditional forms of advertising and marketing, augmented reality (AR) advertising brings something new and more effective. Society is progressing fast and it will become increasingly difficult to fight for their attention. Coming up with new and innovative solutions and strategies for your Outdoor Media Advertising campaigns will help advertisers win their audiences. This new way of digital advertising shows how advance we have become in terms of technology and it will also predict the possibilities of our future.

Article Source:
http://www.articleside.com/business-articles/experiential-advertising-campaigns.htm - Article Side

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Article Keywords:
Advertising Agency,Advertising Agencies,Outdoor Advertising,Outdoor Advertising Agencies,Outdoor Digital Media,Outdoor Digital Advertising

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