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Reach Consumers Better with Outdoor Digital Advertising by Harry Tan

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Thanks to new technologies we now have QR codes, Near- Field Communication (NFC), Augmented Reality (AR), gesture- based interaction, social media integration, multiuser, multi- touch screen interfaces and projection mapping to help us with our advertising. Outdoor digital advertising allows advertisements to have a significant impact on the consumer thus driving their engagement for brands beyond the physical locations the media are in. A well- executed campaign can generate a significant amount of buzz for the brand. An outdoor digital Marketing And Advertising campaign can reach a few thousand people in a specific location but when incorporated with an outdoor event, it can be increase the brandâ€™s reach online and provide the brand with greater. When a brand is able to connect with consumers in a meaningful way, it will have a greater impact.

When advertisers create digital campaigns, they will be able to see a long- term impact of a single place- based outdoor digital advertising. Advertisers and Marketing And Advertising Agencies will be able to monitor usage trends and click- through streams and see real- time feedback. This type of ROI and metrics will provide bigger value to the medium and to the brand involved.

Advertisements will also be able to reach consumers better when they stay fresh and unique. Itâ€™s important to have a consistent and pervasive attitude about creating content where the advertiser or the Ad Agency is always trying new things.

In todayâ€™s digital age, advertisers can now merge mobile technologies and outdoor digital advertising. Mobile technologies will be able to extend the digital out of home advertising experience by presenting information to the consumers in new ways. Augmented Reality or AR can enhance information for users by adding real- time interactive overlays on top of real- life locations while the Near- Field Communications or NFC ecosystem is also rapidly evolving and providing new opportunities for advertisers to reach the consumers better. More than 28 percent of smart phones will be NFC- enabled by the year 2015 plus there are new technologies evolving such as facial recognition and location- based mobile services.

There are a lot of new developments in mobile technology that will have a significant impact on outdoor digital advertising. Mobile is becoming the preferred device for consumers when they are outside their homes, so outdoor advertising will have to adapt to this change in order to stay relevant with the consumers. This form of advertising will be able to drive incremental growth for outdoor digital advertising.

Advertisers and marketers can reach the consumers better with outdoor digital advertising such as Subway Advertisements because it can drive online buzz for the brand, make the advertisement more appealing and entertaining, blend social interaction with the advertisement and the brand, and also blend the digital and the physical world together. This is how advertising will be in the next few years and expect that more opportunities and possibilities will be given to advertisers as more technologies are being developed and updated. By being able to reach the consumers better, advertisers will be able to communicate the brand message more effectively.

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