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During ancient times, the Egyptians used their huge buildings and monuments to advertise their laws. But building huge buildings just for the sake of advertising is too expensive so people used simple papers instead. At first there was only black and white ink. Then color was introduced. Then we began using posters and billboards. When technology was introduced, advertisers began using digital billboards and platforms. And now, advertisers have been using a wide variety of digital technology to completely revolutionize out of home Marketing And Advertising. From touch screens, phone apps, augmented reality and even 4D. Out of home advertising like Taxi Cab Advertising may be the oldest form of media but it is still able to reinvent itself to adapt to modern times.

Take for example a Ralph Lauren 4D campaigns that were able to use advanced video mapping technology for their advertisements. They combined fifteen scenes and incorporated art, fashion, music and fragrance into a nighttime light show that lasted for seven minutes. For the first time, outdoor advertising is not confined to a screen, box or small handheld device. This allowed outdoor advertisers and outdoor Advertisement Agencies to provide their target audience a unique experience by making them feel a wide range of emotions. This experience featured a scene of images that are more than four stories tall. The advertisement was able to make the images come to life as they appeared as though they are extending out toward the audience with background music and the illusion of a blowing breeze. This new form of outdoor advertising was able to appeal to all five senses instead of the traditional sight and feel only. One feature of the Ralph Lauren ad was that it misted its fragrance into the air and therefore was able to appeal to the sense of smell of the audience.

Through out of home advertising, advertisers and Marketing And Advertising Agencies are able to provide their audience a larger than life interactive experience which will allow the brand to reach the consumers in a unique and memorable way. Outdoor advertising is proving to be the best message platform for reaching out to active consumers. Many advertisers and Ad Agency are running to this medium of advertising because of the various opportunities and possibilities that the advance of innovative technologies provide. Agencies who seek creativity are discovering the power and potentials outdoor digital media.  Creative advertisements on billboards, street furniture, transit and alternative format are more effective in inspiring consumers to remember the brand especially at the point of sale.

Outdoor digital advertising is expected to continue to grow during the next years. When technology and creativity is combined in an advertisement, it can create an interactive experience the will be able to meet and exceed the consumersâ€™ expectations.

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SMRTMedia, a Ad Agencyin Singapore, offers a Bus Stop Advertisements, a Taxi Cab Advertisingas two of their various a Marketing And AdvertisingCampaigns and Strategies.

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