

# MODERN TECHNOLOGY AS A FACTOR IN THE DEVELOPMENT OF OUTDOOR ADVERTISING

K. A. Kilizhekova

National Research Tomsk Polytechnic University

**Language advisor: O.M. Demidova, senior lecturer, Department of Foreign Languages Institute of Social and Humanitarian Technologies, Institute of Social and Humanitarian Technologies.**

**Abstract:** The current trend in the development of advertising techniques directed towards the optimization of production processes, reduces cost of the final product, its environmental impact and cost effectiveness. New technologies of outdoor advertising appear one after another, expanding advertising and production companies.

**Keywords:** 3D projection, out-of-home, outdoor advertising, billboards, marketing.

Advertising products and the enterprise - is the most important part of the complex marketing campaigns, unique data output to the user. Advertising is largely shaping the man, his lifestyle, and also forms the modern language. Outdoor advertising is one of the oldest methods of product promotion, but in terms of technology development, it rises to a whole new rate. A car appears to drive across the iconic Santa Monica Clock Tower in a six-story-high 3D ad and shows up moments later on YouTube. Billboards change their messages based on the time of the day and weather conditions. Vacant storefronts become multimedia branding opportunities, with windows turned into interactive signs for photo sharing. Outdoor advertising - something special.

Out-of-home (OOH) advertisers are raising the stakes in the quest to get consumer attention. The goal is to make OOH even more engaging for consumers. In many cases, this means coming up with creative ways for people to interact with what they often view as a static medium. It's a classic conundrum for OOH to combine one of the oldest forms of advertising—the poster—with many of the newest technologies (Landers, 2010). Outdoor advertising - one of the most flexible and convenient way of advertising, but also - one of the most convenient features to make contact with the consumer and convey to him the specific information about the product and its brand.

OOH ad spending has been growing consistently since recovery from the recession in 2010. According to Kantar Media, U.S. outdoor advertising expenditures increased 6.5 percent to \$3.755 billion in 2011 from \$3.509 billion in 2010. This is not just a U.S. phenomenon. Globally, OOH's forecasted annual growth rate of 7.9 percent through will be a faster pace than ad industry growth overall, according to MagnaGlobal. This growth is the byproduct of a number of factors. Consumers today face more OOH messages than ever before. More building faces are now being dedicated to commercial outdoor ads; transit systems are pushing for more revenue from ads on trains, buses; and low-cost, high-impact digital screens and easily accessible networks are putting messages in fast-food restaurants, and just about everywhere else (Feil, 2012).

With all this noise, the challenge for OOH is to deliver high-impact, disruptive and engaging messages. And smart phones are becoming critical components of these campaigns. In fact, in many cases, the ads themselves are simply becoming points of entry for mobile and social programs. Consider some recent OOH campaigns.

The Santa Monica Clock Tower stunt was a way for Hyundai to draw attention to its youth-focused Veloster subcompact. The 3D projection—combined with a soundtrack from DJ Porter Robinson—had a broader audience than just passers-by on the promenade, as people immediately started recording the event on their smartphones and posting it on social media.

As a part of its Real Flex campaign, Reebok used out-of-home formats and social media educate consumers about the sneaker's "Running Buddy" technology. Interactive storefronts allowed passers-by to take pictures of themselves as "running buddies" and share them via Facebook and email. The campaign has counted about 60 million impressions New York and Los Angeles, and interactive showcases recorded more than 20,000 images. In Philadelphia, the Giant grocery chain, with virtual

grocery store Peapod, courts commuters with signage at train stations that encourages people to order items for home delivery. Each sign is basically a virtual store shelf, and commuters just need to scan or tap in codes to place orders directly from the sign. The campaign, started this past March, has been so successful that Peapod will be expanding it to other markets, including Chicago. At the same time, more traditional billboard campaigns are being transformed by digital technology (Waits, 2011). In many cases, this allows advertisers to alter campaigns and messaging based on time of day, weather, demand and a variety of other factors. Basically, they get the opportunity to target more finely at the same cost as what previously was static.

In Tampa, billboards promoting the local Fox affiliate change based on the time of day and the night's programs. This way, an afternoon drive-time campaign can highlight a special report on that evening's newscast, or promote a special episode or premiere coming up during prime-time.

Similarly, McDonald's has changed its billboard messages depending on the outside temperature. During cold weather, it promotes its hot coffee drinks, and during warm weather, it changes to its iced drinks. Morning drive time ads can target breakfast specials; afternoon commutes focus on deals related to take-home salads and dinner times.

Digital updates allow OOH ads to focus as much on content as they do on brand messaging. Yet success depends on content quality (Maasakker, 2012). Out-of-home providers are investing more in their editorial teams to ensure that information is resonating. In the network of screens it manages at health clubs nationwide, Zoom Media & Marketing combines separate fields: a clock for timing workouts, play-lists of musical artists, and health and fitness information. Dan Levi, Zoom Media's SVP Digital Media & Strategic Partnerships, says that visual elements are more effective when combined with fresh, timely content. This blending ensures that viewers' attention is on screens when ads appear. "It's not about gimmicks," says Levi. "It's about providing tangible value so viewers want to keep looking."

National CineMedia's president of sales & marketing Cliff Marks says that engagement stems from emotional attachment. "It is about associating or wanting to associate with something that's important to you," says Marks. "We believe that there's a heightened engagement when emotion is attached to what you're watching." We're becoming a society that's simultaneously saturated with advertising and is savvier about its techniques. Advertisers will continue to innovate how their messages are delivered, and direct those messages in smarter, more novel and more highly-targeted ways.

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Kilizhekova Christina Arkadyevna – Student at the Institute of Socially Humanitarian Technologies of TPU.

E-mail: [bond.jam@mail.ru](mailto:bond.jam@mail.ru)