Stand out with Outdoor Digital Advertising by Harry Tan

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Consumers are constantly bombarded with advertisements nowadays that they have developed an instinct to turn away from them. And with numerous marketers and out there competing for the consumerâ€™s attention, standing out and getting noticed will be an extremely difficult task. But consumers will want to look a little longer with this new form of outdoor digital Marketing And Advertising: holograms.

Forever 21, a leading fashion retailer, released eight holographic fashion shows around the world which was conceived and produced with the help of space150. Itâ€™s a runway with no live models. Holographic models, wearing designs from Forever 21â€™s new line, walked the runway and then disappeared into starbursts. They also climbed invisible staircases that light up under their feet. This campaign will be able to provide consumers a new and exciting brand experience. Itâ€™s amazing what we can do and provide consumers these days thanks to digital media.

And this is not the first outdoor digital advertising for Forever 21. Last year, they also built a 61- foot wide outdoor LED billboard developed by D3 LED which featured a three dimensional construction of the number 21 projecting out from the main portion of the display. The interior of each number has an integrated LED display that plays synchronized video creating a seamless image with the main screen. The digital billboard features 3 young models that tease and entice pedestrians to stop and pose for a picture. Each model takes a turn walking onto the screen and attracting attention by smiling, pointing, and gently coaxing people to stop for a moment. A photo of the crowd below is then taken using a Polaroid camera which includes a flash effect. Then moments later, the model reveals the image on the screen which delights the crowd.

This outdoor digital advertising campaign done by Forever 21 that uses state of the art outdoor digital media was able to engage people through the use of well executed interactive content that literally stopped people on their tracks. Incorporating outdoor digital media with engaging campaigns is a great way for the brand to connect with its consumer. This ability to communicate the brand towards the consumers in a new and exciting way will translate to higher sales for the brand.

Outdoor advertising is the oldest medium of advertising but digital media technology has brought it to the present and modernized it into outdoor digital advertising like Advertising Billboard. These technologies will be useful for creating new ways for outdoor advertisers and outdoor Advertisement Agencies to reach the consumers better.

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SMRTMedia, a a Taxi Advertising Agencyoffers creative a Taxi Advertising Displayfor effective and high quality outdoor advertising campaigns.

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