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Train Advertising like No Other by [Harry Tan](#)

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If you are thinking that train advertising is only about posters and sticker, then you are wrong. Aside from wrapping the whole train and even the train station itself, there are other options or platforms that advertisers can use. Instead of settling for simple stickers, why not try using Digital Outdoor Media or transforming the entire train to provide potential consumers a different and memorable experience that will push them to buy whatever it is you are selling?

Going all out on Train Advertising may be too risky and costly. So let's start with simple and easy changes like turning train railings in Tokyo into light sabers to promote a Star Wars movie. A simple change in what people ordinarily see every day has the potential to create a huge impact. The idea for this ad campaign is simple yet fun and creative. It also allows commuters to experience holding a light saber which is really cool especially for all the Star Wars fanatics out there. The idea is to give the audience a taste of what is to come and how it feels like. And if that taste is worth remembering for the person, then that person will surely turn into a positive result for advertising.

And if you are not satisfied with just changing the hand railings then you can opt to change the whole interior of the train just like what Ikea did on Japan's (again) train station. Ikea didn't stop at just changing a part of the train. They also changed the seats, walls and windows to create a great and relaxing experience for Japanese commuters. And what a great way to showcase their expertise on interior design! Just looking at the comfortable couches, colorful wallpapers and matching window shades makes me want to ride that train just because it looks like a place I could live in.

But if you are not into interior designing trains for advertising and are keen on using technology to capture your audience, well there is no need to worry. Trains can also be used for Digital Outdoor Advertising. Why not put television screens on trains so that commuters can watch commercials while waiting for their stop? Or you could also use LED projectors on tunnels for advertisements that commuters can watch outside the train's windows just like what they did in New York City's transit system. This is truly eye catching and will make advertisements look like they were a part of the outside environment. What is really great with train advertising is that it allows you to use every nook and cranny of trains and train stations to advertise. You don't need to lock up your ads in a box.

Out of Home Advertising doesn't have to be the same old boring techniques that people use since ages ago. And it doesn't have to always be about technology. Sometimes it just takes a simple and yet outstanding idea to generate the audience's interest and give you positive results.

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[Harry Tan](#) - About Author:

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