

Dynamic 3D digital billboard ads between realistic impact and build brand awareness

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Abstract:

Modern technological developments in the sciences and arts of communication, advertising presentations have become one of the attractive and enjoyable means that increase the attention of the recipient. Contributing to finding solutions that integrate technology into the field of advertising with great effectiveness and efficiency for the purpose of development has become a mental process that leads to original and creative results. Originality is a key component of creative thinking. The most dynamic driver for achieving a positive impression on the recipient is dynamic 3D digital advertising technology (Billboard) is one of the technologies that enhances creative thinking. It is an innovative technology in the field of advertising that aims to attract the attention of consumers with its ability to create a realistic and interesting effect in addition to building awareness in a more effective way about the brand, which in turn contributes to developing values. Creativity in the advertising field. Dynamic 3D digital billboards create a visual experience that motivates consumers to better remember the brand and enhance their connection with it by combining billboard advertising with dynamic 3D technology, and the end result is more attractive compared to billboards.

Research Problem: The main research question revolves around "How to employ Dynamic 3D digital billboard advertisements to enhance creative thinking in advertising and effectively build brand awareness"?

Research Objectives: This study aims to investigate the use of Dynamic 3D digital billboard advertisements to enhance creative thinking in advertising. It also aims to identify the factors that influence achieving the desired balance between realistic impact and brand awareness.

Significance of the Research: This research clarifies the capabilities of Dynamic 3D digital billboard advertisements and their role in enhancing advertising creativity, building brand awareness, and their impact on the advertising industry.

Research Methodology: The researcher adopts a descriptive-analytical methodology to verify the research hypotheses, analyze the results, and discuss them.

Results: Dynamic 3D digital billboards play a pivotal role in achieving a realistic impact and establishing brand awareness by presenting the product in a dynamic 3D form. Dynamic 3D digital billboards are more captivating, engaging, and appealing compared to traditional advertising methods. Technological advancements in advertising have significantly impacted the field of advertising. The utilization of Dynamic 3D digital billboards represents an evolution in advertising design and production strategies. Employing Dynamic 3D digital billboards facilitates achieving effective communication with the audience with greater efficiency than traditional methods.

Keywords:

Innovative Creative Thinking, The role of technology in enhancing the creative thinking of the advertising designer, 3D dynamic digital billboard advertisements, Visual impact, Dynamic shape realism.

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