Modern Technologies and its Role in Promoting Ambient Advertising

Mai Mahmoud Radwan Sayoh

Associate professor, Department of Advertising, Faculty of Applied Arts, Damietta University,
Egypt, :maisayoh@du.edu.eg

Abstract:

Ambient advertising is a creative and innovative form of out-of-home advertising that aims to clearly surprise consumers by placing unexpected ads in unusual locations and using unexpected means. ambient advertising is used to attract the recipient's attention in unconventional ways, to stand out from the clutter of traditional advertising, and to create memorable experiences and engage audiences in unexpected environments, ultimately leading to increased brand awareness. The world has recently witnessed technological developments in the field of advertising, where technology has provided new and complex techniques. Technological techniques, with the help of modern devices and computer technologies, have helped overcome advertising clutter and place it outside traditional media, so that the advertisement presents a kind of product benefit in a clear way. When done well, advertisements are visually and intellectually creative. Despite being seen by a relatively small audience compared to other advertisements, they are still attractive to the target audience. The research problem lies in how to utilize modern technologies in designing an innovative ambient advertisement that is integrated with the surrounding environment. Ambient advertising also aims to identify the modern technologies used in ambient advertising and to move away from familiar advertisements for the recipient, making them stick in the recipient's mind, which helps in delivering the message to a large number of recipients.

The advertising landscape is undergoing a rapid transformation driven by significant advancements in technology. Traditional advertising methods are no longer sufficient to keep pace with this accelerated evolution. Instead, the strategic utilization of technology has become the most effective approach to reach target audiences in engaging and impactful ways. Modern technologies encompass a broad spectrum of tools, devices, and software applications that find utility across diverse domains. Within the specific context of advertising, these technologies play a pivotal role in ambient advertising, offering a bold and innovative approach to captivate audiences. Through compelling campaigns that transform ordinary spaces into extraordinary experiences, ambient advertising has become a powerful tool for attracting and engaging consumers.

contemporary technologies empower advertisers to personalize advertisements, aligning them precisely with the interests and preferences of individual recipients. This level of customization enhances advertising efficacy while mitigating audience disengagement. Illustrative examples of modern technologies employed in ambient advertising encompass Bluetooth applications, projection mapping, virtual reality, augmented reality, and computer-generated imagery. Social media platforms have emerged as pivotal channels in the contemporary advertising landscape, facilitating the rapid dissemination of ambient advertising content. Modern technologies serve as the bedrock of ambient advertising, empowering organizations to achieve their marketing objectives with greater efficiency and efficacy. As these technologies continue to evolve, we can anticipate a wave of innovations that will redefine the contours of ambient advertising in the years to come.

Research Problem: The research seeks to address the challenge of developing innovative ambient advertising that effectively utilize modern technologies to enhance audience engagement and environmental impact.

Research Objective: To identify and analyze innovative technologies employed in ambient advertising that deviate from conventional advertising norms, thereby creating a lasting impression on the audience.

Research significance: Utilizing modern technologies in ambient advertising to create a sense of wonder for the recipient

Research Methodology: The study employs a descriptive-analytical methodology to examine a collection of advertisements that utilize innovative technologies

Results : 1.The technological advancement of modern technologies has transformed the traditional form of ambient advertising, leading to increased audience engagement with the advertisement for a longer period, ensuring that the message reaches the target audience 2. The effective use of modern technologies in designing ambient advertisements has resulted in the production of visual content that captivates the

audience and encourages interaction 3. The integration of advertising with building architecture has transformed the environment surrounding the advertisement into advertising spaces and added aesthetic value to buildings 4. Modern technologies enable the use of digital platforms to deliver ambient advertisements, allowing for real-time updates to ad elements and interaction through digital platforms 5. Leveraging modern technologies in out-of-home advertising allows for more targeted messaging to viewers based on their preferences, demographics, location, and interests 6. Modern technologies are the cornerstone of ambient advertising, helping organizations achieve their marketing goals more effectively and efficiently. As these technologies continue to evolve, we can expect further innovations that will reshape the advertising industry in the future

References:

1- Ayse Nesrin Akoren(2015)Interaction of Outdoor Advertising Improved by Innovative Methods with Digital Art -Social and Behavioral Sciences 195 p803

2- Hutter, K. & Hoffmann, S. (2014). Surprise, surprise: Ambient media as promotion tool for retailers. Journal of Retailing, 90(1), p.93-110.

3- Megan Robyn Lee Yuen(2017) ,Ambient advertising: An examination of ad features influencing consumer engagement by Thesis Submitted to the University of Warwick for the degree of Doctor of Philosophy Warwick Business School March, p18.

4- Lukasz P. Wojciechowski, Katarína Fichnova(2022) New technologies and ambient marketing communication- Annales Universitatis Paedagogicae Cracoviensis- Studia de Cultura 14(2) .

5- Nahal Al-Hamidi(2022) Projection technology and its role in enriching digital design presentations in light of Saudi folk decorations - Journal of Fine Arts and Art Education - Volume Six - Issue Two - July AD 123p

6- Nikola Vangelov(2023)."Ambient Advertising in Metaverse Smart Cities," Smart Cities and Regional Development (SCRD) Journal, Smart-EDU Hub, vol. 7(1), pages 43-55, March.https://ideas.repec.org/a/pop/journl/v7y2023i1p43-55.html

7- Paisarn Arunchoknumlap(2023) THE IMPACT OF AUGMENTED REALITY (AR) ADVERTISING ON CONSUMER BEHAVIOR: A COMPARATIVE STUDY OF TRADITIONAL AND IMMERSIVE MARKETING APPROACHES JOURNAL OF MANAGEMENT SCIENCE SAKON NAKHON RAJABHAT UNIVERSITY e- Volume 3 No. p93.

8- Puspasari, C. (2012) Diffusion Innovation in Movies Development: Computer Generated Imagery, International Journal on Social Science Economics & Art, 2(4)p28.

9- Sahar Moustafa El- Labban, Maysoon Mohamed Qutp, Samar Hany Abu Donia(2024) , The Effectiveness of Augmented Reality Technology in the Airport Advertising Journal of design sciences and applied arts Volume 5 ,Issue 1 ,January 2024 p28 .

10- Shaimaa Abdel-Ati(2021) Employing CGI Technology in Advertising Design and Its Role in Achieving Competitive Advantage for Institutions An Analytical Study - Middle East Public Relations Research Journal - Published Research - Volume Nine - Issue Thirty-Two - April .

11- Sula, Tomas. (2018). Ambient media in advertising : importance of design in ambient media creation. December 2018p20.

12- https://doubletakeprojections.com/services/projection-advertising/

13- https://www.promobikes.co.uk/ambient_media/light_projection/-

14- https://econsultancy.com/14-examples-augmented-reality-brand-marketing-experiences

15- https://www.youtube.com/watch?v=KBGznF3bl8Q

16- https://www.facebook.com/reel/1925744334520898-

17- https://www.beautypackaging.com/contents/view_breaking_news/2023-08-17/maybellines-cgi-mascara-video--why-its-going-viral-again/42013

18- https://www.avinteractive.com/news/digital-signage-and-dooh/forced-perspective-3d-led-advertising-comes-london-15-07-2021/

19- https://doubletakeprojections.com/services/projection-advertising/