

## Anamorphic Illusion Technology and its Creative Applications in Digital out Door Advertising

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### **Abstract:**

Billboards have been used in advertising for years to display eye-catching campaigns. Nevertheless in the era of visual overload, where brand recognition is the ultimate goal, viewers are always in a hurry to even pay attention to any Stagnant images being displayed, as they became no longer appealing. One of the most significant changes that audiences in technologically progressive countries that are known for their exceptional technology such as China, South Korea and Japan, are picking up the trend of 3D billboards that integrates 3D technology, known as anamorsis or forced perspective to achieve a realistic effect to the advertising billboard. Anamorphic illusion technology brings 3D scenes to life and creates an immersive experience for viewers where objects seem to be coming out of the screen towards the viewer or floating in the air creating a memorable visual experience which is gradually becoming the “golden key” in the development of Digital Out of Home advertising. In recent years, when digital technology and innovative thinking came together; advertising creative strategies have quickly adapted to the new digital era and its visual language; new approaches to digital out-of-home campaigns have transformed the industry and changed the future of OOH Media through the astonishing 3D Anamorphic billboards where advertisers can turn an advertising idea into a striking visual experience. This paper explores the concept of Anamorphic illusion technology as a new format to outdoor advertising with a brief history of where it all started, and its creative integration with the latest digital outdoor screens to produce striking outdoor advertising that grabs the audience’s attention successfully to achieve a strong visual impact and how can anamorphic illusion technique turn an ordinary advertising idea into a great one that captivates people and influence their emotions. Afterwards, It looks closely into the world of 3D Digital billboards incorporating Anamorphic illusion technology to create impactful, immersive and attention-grabbing outdoor advertisements. Finding that 3D digital billboard along with anamorphic illusion technique offers graphic designers a huge space to express their creativity and turn the advertisement into art that creates create a memorable visual experience for the audience. These immersive experiences are the future; they step outside the box of traditional billboard advertising and they open a new door of many creative possibilities changing the traditional advertising approach, as brands discover new ways to innovate and engage with their audiences by creating memorable, relevant and valuable content that is always at the center of attention.

### **Keywords:**

Anamorphic Illusion technology, Forced perspective, Anamorphic Digital Billboards, The wow factor

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