

INNOVATIONS IN OUTDOOR ADVERTISING

N. Ye. Kosolap – group MK-71

S.V. Podolkova - EL adviser

Outdoor advertising includes various types of promotional displays, from highway billboards to transit posters and arena placement, all geared towards communicating a message to the public.

The traditional billboard display may be the main element of outdoor advertising campaigns, but like any industry and particularly any advertising method the medium is evolving all the time. New advances in outdoor advertising have not been technological wonders or major diversions from the norm, but have been logical evolutions of the standard method of putting a big message on a big billboard.

Let us look at some changes to outdoor advertising methods. One of the major transformations in outdoor advertising came with the method of putting the announcement on a moving vehicle. This took the clever step of transporting the advertising around a route or around several routes rather than having it static in one prominent position. The trick is very logical: a roadside billboard sits in one place and is seen by everyone it passes. A bus, for instance, moves from place to place, and the ad is therefore viewed not just by those who pass by it, but by those whom it passes in transit. The concept opened the door for a variety of interpretations of the theme. Many companies, in particular, one famous energy drinks manufacturer has taken to supplying reps with cars that are built to look like the product. Incidentally, a well known importer of oranges took this to an extreme by creating a car that was an orange on wheels.

Technology, has, of course, become involved in the area of outdoor advertising, and in many examples the billboard has become an ever changing device that can be used to show different ads in rotation.