





What is interactive
Outdoor
Advertising?

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- ▶ In the beginning, advertising was basic. It was about selling, letting people know about your product, how much it cost, and how to use it. Yes, it was that basic. But now, it has become more of an entertainment as advertisers work harder to deliver creative work. When it comes to outdoor advertising, creatives go all the way. By that, I mean they come up with the most surprising ideas and even go as far as to interact with the audience.

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- ▶ Now, interactive outdoor advertising has become a thing. Before we dig into the subject though, let's take a look at the definition of the word interactive. According to the Cambridge English Dictionary, it's an adjective that refers to the action of involving communication between people or reactions between things that work together. In our case, it's advertising that involves communication or reaction between the outdoor ad and the audience. There are two categories of outdoor interactive advertising: non-digital and digital.


Non-Digital Interactive OOH

- ▶ There are many types of non-digital interactive OOH, and we will be exploring the most interesting ones.


Ambient

- ▶ Ambient advertising is about placing ads on unusual objects or at unexpected places to grab the attention of the audience. It sometimes gets interactive, especially when it is on-street furniture people can sit on or lean on. Let's take a look at some great ambient interactive OOH.




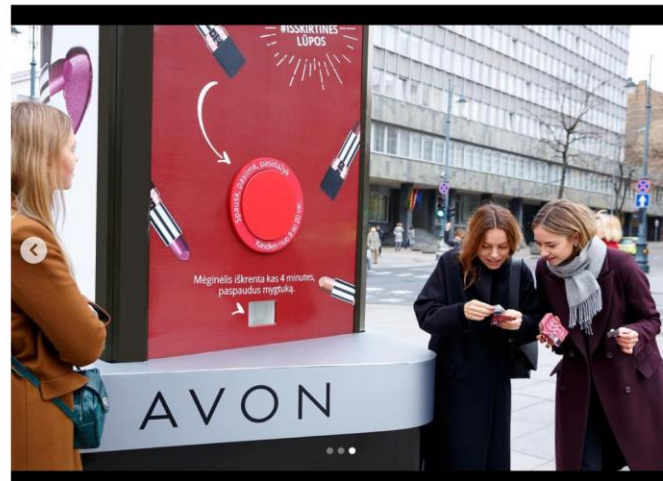
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- ▶ The first one is the IBM “Smart Ideas for Smarter Cities” campaign. With this campaign, the brand was trying to promote fostering smart ideas by proceeding another way. Instead of just making billboards with lever lines, they chose to demonstrate what they mean by smart ideas. They installed functional designs with which people could interact in a practical way.



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- ▶ Another example of creative interactive ambient is IKEA's ball pool interactive advertising. To celebrate the opening of their new store in Mulhouse, France, IKEA built a giant ball pool in the colors of the brand, located in the Town square of the city. It was also to pay homage to the town's Olympic swimmers. Seven athletes of the Mulhouse Olympic Natation Club participated in the event held for the occasion and competed against each other in the ball pool. Residents were welcome to live in and enjoy the pool as well



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- ▶ Let's look at one more before moving on, the Dragon Qu'est video game's bubble-popping promotion. For the promotion of the game, advertisers put in place an interactive wall of Bubble wrap in one of Tokyo's busiest subway stations. It turned out to be very effective, because it drew in commuters of all ages, turning their usually boring wait for the train into an epic bubble-popping battle. It wasn't the kind of battle that pit people against each other. Instead, the 100,000 slimes battle in Shinjuku challenged people to work together. The prizes were given away online to the gamers when all of the bubbles had been popped.



Product Dispensers


- ▶ These are just like ambients, the audience interacts with the ad and receives physical rewards for it. You can call it a more sophisticated way to sample the product. It's a rather clever technique; the other has been overused. By the other, I mean having sales representative stand in the streets trying to convince people of the benefits of their products. Why not let them get curious and see for themselves?
- ▶ The first example I thought of is actually one of my favorites. Avon installed giant lipsticks in the city of Vilnius, and customers were supposed to press a button to Receive free lipsticks. What better way to make people remember your brand? They get to sample it without anyone pestering them about its benefits. They can make their conclusion after testing it. And let's be honest, who doesn't like free stuff?

Life is better with cake


Mr.
KIPLING

Exquisite pastries



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- ▶ The third example is another one of my favorites: the sweet interactive billboard. For its campaign “Life is Better with Cake,” Mr. Kipling set up a giant billboard ad in London, made mostly of cake. The billboard was perfect for making a statement, a tasty one at that. It looked like a mosaic with lots of colorful cake squares. But he had to find a way to inform the audience about it so that the delicious cakes don’t go to waste, so he turned to social media. The company sent out tweets to alert cake lovers that they can stop by and grab a bite. The billboard was taken apart piece by piece as the squares of cake were handed out to hungry Londoners.



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- ▶ the beer dispensing billboard— another Londonian brilliant interactive advertisement made by Carlsberg this time. The billboard was equipped with a tap through which the public could get a cup of fresh beer for free. However, people could get only one cup each, for obvious reasons. Also, the brand hired a guard dressed as a civilian to make sure that everything went smoothly. This was a smart way of making people crave their product and come back for more, or in this case, buy for more. Well done, Carlsberg!