Using Digital Techniques As An Interactive Tools In Out Of Home Advertising

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Abstract

The last few years have witnessed large developments in out of home advertising industryin terms of form and content, the out of home advertising has showed a great ability inadapting to the new environment's requirements and the latest technologies, new styles and techniques appeared to cope with this rapid development of digital technologies which offer new opportunities to advertisers and open the door to more creative styles in advertising, some of digital means that have been used in out of home advertising are the global positioning systems (GPS), facial recognition, near field communication (NFC), Bluetooth, photo/video share on facebook or twitter, quick response codes (QR code), and augmented reality, due to these digital developments and it's interactive capabilities the consumer is now seeking information and selecting the appropriate one then exchanging messages with sender.

Using these digital interactive techniques in designing out of home advertising is going to distinguish it among the over-crowded advertising environment, in addition, the advertising will convert from just being a message notification to actually serving the consumer and even closing deals with him, according to the above, we can see the importance of using digital interactive techniques in the advertising communication process especially after the large and consequent developments in computer techniques and the circulation of electronic information, as these digital techniques are the basis in producing, presenting, and retrieving information by using the multimedia as a powerful and successful way to present the advertising message which it's effectiveness is increasing day by day closely to the technical progress.

*Keywords:*Digital techniques - Interactivity - Out of home advertising

I.INTRODUCTION

In The last decade, interacting between the advertiser and the consumer is becoming much more easier and faster due to the huge development in information and communication technology, accordingly, the advertising techniques had been changed especially with the appearance of the internet and social media as a new forms of interactive advertising, the accelerated growing of recent digital techniques ,that appeared after the internet as it's results, enables consumers and advertisers to make more deeper and meaningful conversations.

the mobile phone has become the most device of our time since it has replaced many other devices used before such as the camera ,the recorder, the music player, the radio, the video recorder , the compass and gaming devices, As a result of this development a decline in the role of some traditional media happened and some newer media replaced it, even surfing the internet using a pc is decreasing in return for increased surfing by mobiles and tablets.

The global pervasion of the recent digital techniques has created new consumer needs and established recognizable and acceptable patterns of presenting and purchasing products in this digital environment, however, it also led to a state of digital satiety among consumers because they got used to it, consequently there is a necessity of innovating new forms that have invisible technology or much simpler and closer to reality to attract consumer's attention again.

Research problem
The research is trying to answer the following question:

How to make the best benefit from the recent digital techniques in designing an attractive interactive out of home advertising to maximize its effect on the consumer which will lead to increased advertising effectiveness in this advertising saturation?

Objectives:
Emphasize the importance of using recent digital technologies in out of home advertising to add the interactivity element, which would affect the perception of the consumer and prolongs the period of the advertising takeover of the consumer's interest.

Methodology

Using thedescriptive method to know the different types of digital techniques used in designing out of home advertising outside Egypt and the rules of using it.

Results and Discussion:
The research found that the enormous development in digital technology in the last decade can be used effectively in out of home advertising design which will have a direct payoff to the success of advertising

It also illustrates the importance of being familiar with modern technologies that appear and are constantly evolving in the world around the designer to employ it effectively, This is because the examples that have been mentioned in the research used digital techniques that did not initially manufactured for advertising purposes but they are invested in advertising to add the interactivity and allow the consumer to actively participate in the making of the ad content.

The employment of modern digital technologies in out of home advertising add a lot of dazzling and surprise factors that increase the effectiveness of advertising, this is offering new opportunities for advertisers to deliver their message in a unique way that haunts consumers and captures their attention for a while during its interaction with the ad, which helps maintaining the mental image of the advertisement unlike traditional forms that familiar to the consumer and become unable to attract his attention.

Invisible technology is a great aspect in these recent digital technologies like touch screens or augmented reality as it introduce an immersive experiment to the consumer.

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Conclusion

The research showed that the recent digital developments in communication means have imposed radical and important changes in various fields, especially in the field of advertising, As it appeared that most consumers have a positive perception towards interactive out of home advertising, however, their awareness of the benefits of interactivity and the different types of interactive technologies has been weak, it is cleared that easy to use interactive technologies are those that have the greatest chances of success.

With the widespread use of mobile phones around the world in the current era and the emergence of the term "Smartphone" which offers a variety of services beyond making voice calls we find that most of digital interactive techniques is connected with the consumer usage of some mobile phone applications like in QR codes, NFC, Bluetooth, and augmented reality.

Furthermore, it demonstrated the importance of providing Monetary or entertainment value for the consumer to complete the interactive journey through these different digital technologies and gets a satisfying experience, the research found that if people are persuaded to interact and are not sufficiently rewarded, the effect can be negative, getting coupons or discounts is considered the main incentive that may push the consumer to interact with the advertisement, consumers benefit from an experience like a game or video/music content is also agreat incentive in interactive advertising.

Employing recent digital technologies in out of home advertising is still in its infancy as it has plenty of capabilities that have not fully utilized yet.

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