Utilizing Modern Technology in Designing and Producing Bus Station Advertisements

By

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ABSTRACT:

It goes without saying that every age has its own tools and methods. In our age, using modern technology in designing bus stop advertisements attracts many of the public, especially that it is considered as one of the most important modern methods that supplement any advertising campaign. Modern technology has attained an important and effective role in designing bus stop ads, since its methods and capabilities have varied to gain many advantages lacked by designing ads using conventional methods, such as: audio, motion, interaction, 3D and more. This increases the effectiveness of the design and the implication of the advertising message. Thanks to the technological intervention and discovering new material and modern machinery, designers are finally able to present new designing dimensions at a high level of quality, perfection and rapidness to cope with the fast pace and consequent changes that characterize modern age. Despite the vast prevalence of bus stops in Egypt, many disadvantages are still existent in these Egyptian bus stops, which undermined good employment of bus stop advertisements and using modern technology in designing and producing bus stop ads up until now. This has been noticeably observed through the analytical study of the research.

Keywords:

Bus Stop: It is a place designed for passengers and inter-city travelers, which are built either on main road in cities or on high ways.

Technology: It is originally a Greek term composed of two words; "Techno" which means an art, profession or job and "logy" which means knowledge or method. This leads to the conclusion that "Technology" means "Technical Language" or "Applied Science of Professional Arts". The term was used for the first time in the seventeenth century England meant "The Study of Useful Arts".

Outdoor Advertisements: It is a form of unconventional ads that aim at reaching locations of the public using unusual ways. Different categories of outdoor ads have a common feature of getting the public exposed to them outside buildings and closed places.

Transit Advertising: It is a form of outdoor advertisements that relies on everything relating to public transports as a mean of advertising. It includes advertising displays inside and outside buses, trains and taxis, or those at bus stops, stations, airports and luggage carriages.

Technique: It is a combination of operations used already for producing a certain commodity, whereas "Technology" is the ability to create or select different techniques on one hand, and to reuse them on the other hand.

Introduction:

The role of modern technology has become important and effective in designing outdoor advertisements, especially bus stop ads. Thanks to the technological involvement and discovering new materials and modern machines, designers have become capable of presenting new designing dimensions, with a high level of quality, perfection and speed, coping with modern time which is characterized with rapidness and consequent changes. Modern technology has contributed in raising innovation and creativity levels in designing outdoor advertisements, which has led to entering a new advertising age.

Bus stop advertising has attained a remarkable significance in many countries around the world due to the success achieved by its advertising campaigns. However, and despite the vast prevalence of bus stops in Egypt and being one of the oldest techniques used by man for promoting commodities and services, the good employment of bus stop ads and using modern technology in designing and producing them have not yet emerged considerably enough in Egypt. This undermines this advertising technique among the other advertising communication ones despite its significance and ensured effectiveness.

Therefore, **The Importance of the Study** appears to highlight the importance of utilizing modern technology which helps advertisement designers innovate advertising ideas for designing bus stop ads.

Research Problem:

Advertisement designers do not use modern technology for bus stop advertising, which led to the superiority of bus stop advertisements in Arab and Non-Arab countries over those in Egypt.

Therefore, the research problem can be summarized in attempting to answer the following questions:

How can modern technology be utilized in innovating advertising ideas for designing advertisements that can be employed at bus stops, fit modern age audience and increase the effectiveness of communicating an advertising message?

The Importance of the Research:

The importance of this research is perceived when we consider the significant and effective role which can be played by bus stops as one of the effective advertising techniques when utilizing modern technology in innovating advertising ideas that can be employed properly.

Research Objective:

This research aims at attempting to confirm the importance of employing modern technology in designing bus stop advertisements.

Research Hypotheses:

This research assumes that using modern technology methods helps designers reach creative designing ideas for bus stop advertising that assist in communicating advertising messages effectively.

Research Methodology:

This research follows an analytical qualitative method in describing and analyzing samples of bus stop ads, and highlighting the effect of modern technology used in them (both Egyptian and foreign). It is followed by an applied experimental method in attempting to design it using modern technology in designing bus stop ads; an attempt to ensure the research hypothesis.

Research perimeters:

Time perimeters: Designing bus stoop ads during the third millennium and until the end of the research period.

Place perimeters: Designing bus stop ads in Greater Cairo in Egypt.

Objective perimeters: Designing ads at Egypt's Public Transport Authority's bus stops.

Design advertisements at bus stations, as a form of outdoor advertising

We can define the bus station as follows:

It is a designed place where commuters or travellers between cities wait, which is placed either on public roads within the cities or highways.

Or it is a public product which is not owned by the individuals, but owned by the government, and is rented out to private companies for a fixed period, and the limited role of the government is only supervision, it is used by members of the community.
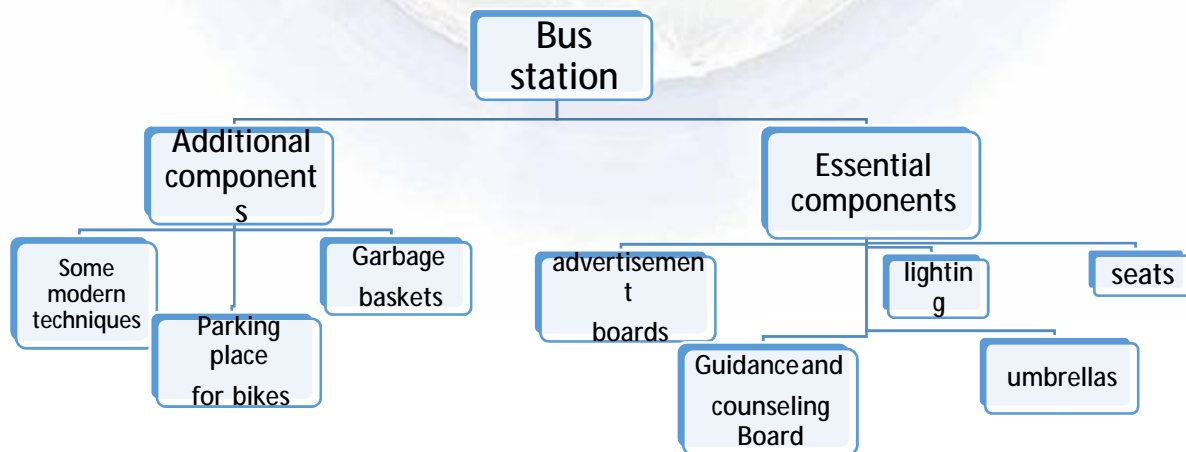
The bus station components:

Figure (1) bus station components(researcher design)

The design of outdoor advertisements:

The Outdoor advertising is the untraditional form of advertising which is aimed at reaching the whereabouts of the public through unusual ways, the audience members are exposed to outdoor advertising with its various classifications either outdoors or indoors, so the outdoor advertising is so different from television ads, radio or newspapers which are displayed behind closed doors.

Among the various classifications of outdoor advertising, we can list the two basic types as the following:-

- **Outdoor advertising**
- **Transit (Transport) Advertising**

We will focus on Transit (Transport) Advertising as it is the point of the study.

Transit (Transport) Advertising:

It is a form of outdoor advertising, which relies on the use of all the means of transport as a way to advertise, and this includes the means of advertising display which are inside and outside of buses, trains and taxis, or which are placed in the arrival stations, airports, baggage cars, and since it depends on the means of transport; so it can offer high levels of replication and access to the public throughout the day.

Forms of Transit (Transport) Advertising:

- **The Inner Advertisement**
- **The Outer Advertisement**

Advertising inside the bus stations:

It refers to the advertisements that are placed inside the airports, metro stations or bus stations, where they can be placed in front of the walls, or in frames, where they are illuminated from the back, and also includes the electronic or optical signals inside the stations, as well as the advertisements which are placed around the clock of the arrival stations, besides the use of the floor space to make a special display of advertisements.

Definition of technology:

The word technology is a Greek Origin term and it consists of two words; the first word is Techno, which means art or profession or craft, and the second word logy means knowledge or approach, and this means that the word technology means technical language, or applied knowledge of industrial arts, and it was used for the first time in England in the seventeenth century and was intended to study the useful arts.

Technology and Technique:

The technique is a set of methods, while the technology is a set of knowledge that is related to production and services, and aims to increase the production outcome.

Modern technology and the design of bus stations advertisements:

Tomorrow's world is now available; Technology has become dominant on all aspects of science, art and particularly the advertising. In the past, outdoor advertising, especially bus stations advertisements were implemented through primitive ways, but now, due to the modern technology, the advertisement has transformed from the traditional billboard into a printed billboard and then non-traditional, then the video and then the digital advertising board, with several features, including interactive, movement and the ability to update the content , outdoor advertising has become in general, bus station advertisements in particular, the most prevalent way of advertising following the Internet advertising more than the other advertising media such as radio, television, newspapers and magazines.

Modern forms for the production of bus station advertisements:

In light of the tremendous competition between products today, designers thought about how to produce innovative ads to attract the attention of the audience, among the vast amount of advertising they are exposed, using the modern technology, and the following presentation and analysis of some of the advertising models that used modern technology:

1. Three-dimensional bus station advertising:

 Three-dimensional shapes are used in bus stations advertisements as an effective attraction due to their large size and effective appearance, as in Sample (1).

Sample (1)shows that three-dimensional advertisement surrounded the entire station as the station was designed in the form of gas cooker oven and a thermal wire was placed at the top of the roof of station, in order to emphasize the idea of feeling the warmth

2. Advertisements with modern technological materials as in Sample (2).

Sample (2) shows that the advertisement has been implemented from a material grabbing the clothes of people who are waiting at the station to attract their attention to the new product of the company.

3. Interactive Advertisements:

They are presentations which promote products and services, those presentations were selected by syncretism means involving joint action between consumers and producers, Interactive Advertising takes many different forms in order to excite the curiosity of the recipient to participate and learn more information as shown in Sample (3).

3-1 use motion sensors inside the station:

Sample (3) Use Sensors keep track of the receiver's eye , We see that as long as the woman looks at the advertising panel, the insects remain away from food , once she turns her face to the other side the insects gather around food again.

المؤتمر الدولي **الرابع** لكلية الفنون التطبيقية
الفنون التطبيقية
(إبداع - تصميم - إنتاج - تنافسية)
٢٩-٢٨ فبراير ٢٠١٦

مجلة
التصميم
الدولية

3.2 scratch the billboard to get the final form of the advertisement, as shown in Sample (4).

Sample (4) we find that the receiver should clear the billboard with his hands until he gets on advertising in its final form, in order to know the health message of the advertisement.

3.3 An advertisement of which the receiver should touch the screen to interact with the ad, as shown in Sample (4).

Sample (4)enlarged an image of the outside world and the celestial bodies just by touching the screen and choose what the receiver wants to see and bring it closer as he pleases.

4. Addition of some elements of sound and motion:

Both the sound and movement are considered new and influential elements of the advertisement, as they give the design a realism and credibility to confirm the idea of the ad, as shown in Sample (5).

Sample (5) demonstrates the use of the sound by clicking on the blue circle at the bottom of the design to launch a spray of water from the top of the ad and listening to medical information, to announce about the opening of the new medical television station.

5. Use an energy source inside the bus station, as shown in the Sample (6).

Sample (6) demonstrates the use of heat source within the advertising billboard to give a sense of warmth.

The analytical study of the research:

The following are the analytical and field study which were conducted by the researcher at the bus stations in Cairo (since it has the largest amount of population all over the country (Egypt) nearly 21 million people, about 20% of them use the bus every day, the study has been conducted at the following areas (Dokki - El Haram – El Muhandseen - Maadi - Nasr city - Heliopolis) in the period from (2012 - 2015).

شكل يوضح أحد محطات الأتوبيس ولا يوجد بها لوحة إعلانات

شكل يوضح النموذج الجيد والتقليدي للإعلانات الضوئية على محطات الأتوبيس بالقاهرة

شكل يوضح وجود لوحة توجيهية وإرشاد دون وجود محطة للأتوبيس

شكل يوضح أحد محطات الأتوبيس ولا يوجد بها لوحة توجيه وإرشاد

شكل يوضح أحد محطات الأتوبيس ونقف أمامها مباشرة مجموعة من السيارات تعوق رؤية الركاب المنتظرين بالمحطة للأتوبيس وهو قادم مما اضطر بعضهم للخروج على الطريق لركوب الأتوبيس

Sample (7) demonstrates the most prominent drawbacks which found in the Egyptian bus station(taken byresearcher)

The outcomes of the analytical study:

Through the analytical study, the researcher has observed the following:

1. The lack of ads in most of the stations, if found you see that it is a very traditional design depends on the billboard in the station only.

2. Multiplicity of stations forms and shapes and implement them randomly without relying on the international standards, as well as the lack of uniformity in the form of bus stations.

3. The lack of maintenance and periodic follow-up of the stations which leads to damage their contents as a result of exposure to environmental factors, despite the presence of management and control.

4. The lack of nighttime lighting in most stations.

5. The existence of negative behavior of the public towards stations including (noncompliance to the places allocated for waiting, standing directly in front of the station, the destruction of some of the station components either by smashing their contents or by writing on them and blurring their features).

6. The absence of guidance and counseling panels in most stations, If found, they are unclear, Other times there are guidance and counseling panels without the existence of stations.

7. Some of the stations lack adequate space for waiting, forcing people to stand on the road.

The applied study of the research:

Through the theoretical study and after studying and analyzing the development of advertisement on Cairo bus stations in Egypt, as well as the studying and analyzing the models of the ads on bus stations outside Egypt, The researcher has proposed some models that combine the global standards for the establishment of the station components in addition to the best and distinctive ideas for getting the best design of advertisements.

The first applied model:

The idea of the advertisement depends on the entertainment for those who are waiting at the station, so the researcher has designed the station seats in the form of Cans which are belonging to the company and placing the company's logo on them, and the researcher has also placed the magnetized coverings of the company's products which are fixed in the billboard in the form of a game, writing "Now Play and Win", all those just for the entertainment for people waiting at the station through the competition to win the game found in the side billboard.

Sample (8)

The second applied model:

The idea of the advertisement depends on the entertainment for those who are waiting at the station, as the researcher relied on the cubes as a unit to build the station, so he has designed the station seats as if it was built and assembled with cubes from Lego company for children, then they are fixed on the floor of the station, which is also designed in the form of cubes, as well as the roof of the station, with placing the anthropomorphic Logo of the company which is lighting at night at the top of the station roof , then this was completed through the side panel in which has been placed by a picture of a set of cubes in the form of a game and write in the bottom of the ad the word "tractor", then asked people who are waiting at the station to find the shape of the tractor and configure it with cubes.

Sample (9)

The Findings:

1. The lack of studies and research related to the use of modern technology at advertising design on bus stations in Egypt, Which led to the superiority of advertising on bus stations in foreign countries than those in Egypt, as that emerged during the field study.

2. The Lack or rudimentary of ads designs on bus stations, as well as not using the technological means in the design and production of the advertisement, through analytical study, conducted by the researcher .

3. By virtue of modern technology, the stations ads have become the fastest growing advertising, following the announcement via the Internet, more than advertising across other advertising media such as radio, television, newspapers and magazines, this information has appeared through reviewing the modelsof bus stations advertising abroad.

4. By virtue of modern technology, the advertising designer was able to detect attractive design dimensions which had a main and very important aspect at delivering the message of the advertisement to the recipient, this information has appeared through reviewing the modelsof bus stations advertising abroad.

5. The raw material, sound, motion, interactivity and other technological elements has an important and effective role in using advertisement as a kind of entertainment for the recipient, this information has appeared through reviewing the modelsof bus stations advertising abroad.

Recommendations:

1. The benefit from modern technology used at bus stations abroad, and applying what commensurate with the nature of the Egyptian recipient as well as the nature of the Egyptian environment.

2- The designers, who are specialized in the design and implementation of advertising, participate in the development of the stations design specifications.

3. Develop strict laws to keep the bus stations from the deliberate destruction or damage, as well as placing great emphasis on the follow-up and maintenance procedures to increase the life of the station in addition to avoid damaging of the station contents as a result of exposure to various weather factors.

4. The advertising designer should seek to develop his skills in line with the time and place in which he lives.

5. The design of the bus station should be commensurate with the area surrounding it, so it looks like a part of the place to serve the ad idea.

6. The dependence on solar cells as a power source inside the station.