

Секция «Реклама в США и Великобритании: настоящее и перспективы развития»
High technologies in modern outdoor-advertising on the example of the USA.

Киселев Владислав Дмитриевич

Студент (бакалавр)

Национальный исследовательский университет «Высшая школа экономики» - Нижний Новгород, Нижний Новгород, Россия

E-mail: vdkiselev1@gmail.com

Recent statistics shows that big companies still spend big amounts of money on advertising. However, increasing amounts of money spent on advertising does not mean they been spent carefully. As it is shown in the research made by "Nielsen" in 2015 the global trust in advertising is the following: 1) The most trusted source of information for people is people they know, at 92%. 2) People giving their opinion on the internet at 70%.

So to impress customers, to draw their attention big companies invest tremendous amounts of money in advertising development. That is how "intelligent" outdoor-advertising was born recently. For example, ordinary billboards, which remain one of the most widespread type of outdoor-advertising to the day, became digital not so long ago, but just year or two ago they became "intelligent";

Seth Fineberg from "Advertising Age" shows that in San Francisco, CA, Cisco has placed an Internet-connected billboard on Rt. 101 near San Francisco International airport that will deliver specific messaging based on a driver's speed in order to highlight what it calls "the Internet of everything." - their upcoming event. The main point here is that an "intelligent billboard" shows you the message based on your speed. For example, if a driver is moving under 22 miles per hour (which is highly likely in the area) they will see a message stating, "The Internet of Everything is changing this billboard based on your speed. So you see only what you have time to read. Sorry about the slow going." [1] The higher the speed the shorter the message.

Another example of outdoor-advertising evolution can be the development of posters people see in the streets and bus stops. The fact of development of "intelligent" advertising is reflected in the research made by John Still(The Guardian) in 2015. He conducts an example of the technology used in one of the districts of Brooklyn, NY, that adapts to people's reaction on the advertisement they see on the poster. It tracks people's emotions. This will help find out the best version of the advertisement among all the range of the posters the company has. [2]

Generally speaking, each of these examples shows that high demand of programmers and engineers will take the place in the advertising world in the near future. Considering the fact that soon enough the world will see the sudden breakout of the virtual and augmented realities the value of technicians and programmers is becoming undeniable. Every day technologies progress to help people in much many ways than they could before. It is today, when they stand out and become an integral part of advertising world.

Источники и литература

- 1) <http://adage.com/article/btob/cisco-launches-connected-billboard-san-francisco/293168/>
- 2) <http://www.theguardian.com/media-network/2015/jul/27/artificial-intelligence-future-advertising-saatchi-clearchannel>