

# Emerging Trends in Out-Of-Home (OOH) Advertising: An Overview

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**Abstract:-** The trends in out-of-home (OOH) advertising have changed significantly during the past few decades. It has developed into a medium that can compete with all other forms of advertising in strength. Even though every other advertising sector has been battling to stay in business, this one has managed to stay secure. Businesses actually spend billions annually on outdoor advertising. Indeed, this type of advertising medium has advanced much from the simple roadside poster. The days of vinyl hoardings, flex hoardings, banners, etc. are over. The current generation is focused on the digital revolution, and as a result, communication is experiencing a paradigm shift in terms of style, creativity, and customization. Outdoor advertising was previously thought of as the only way to reach the greatest number of consumers, but with the development of digital out-of-home advertising concepts, the trends have changed significantly and are now an essential part of any promotional campaign that focuses on both consumer reach and engagement. This paper examines the new ways and trends in out-of-home (OOH) advertising, how these trends developed and took on different forms, as well as how these trends improve the efficiency of outdoor advertising.

**Keywords:** Advertising, Out-Of-Home, Trends, Effectiveness, Communication, Outdoors.

## 1. Introduction

With the growing population of the world, it is a natural thing that there is a great demand for products of all kinds. Because of the demand for items, it is clear that these products must be developed and introduced to the market. There is a consequent need to inform consumers about these numerous items. The idea of advertising is now in play. Advertising, often known as advertising, is a sort of commercial communication that also uses encouragement, persuasion, or manipulation of an audience (viewers, readers, or listeners; occasionally a particular group) to continue or do some new action. Although political and ideological advertising is equally popular, the targeted outcome is most frequently to influence consumer behaviour with respect to a commercial item.

Advertising could also serve to reassure staff members or stockholders about a company's viability or success. Sponsors typically pay for and distribute advertising messages using a variety of traditional media, including mass media like newspapers, magazines, television commercials, radio commercials, outdoor advertising, or direct mail, as well as new media like blogs, websites, or text messaging.

Today's consumers interact with a wide variety of media and technologies while they are away from home. As a result, the function of outdoor media has changed and evolved. The newest developments in outdoor advertising assist consumers in making decisions about products or services before making a purchase. Decision-making has been influenced by out-of-home media, and this change in lifestyle has affected how marketers design their advertising campaigns. The target audience is given a much better chance to see the message thanks to it.

There are now a lot fewer options for outdoor advertising than there formerly were. Nowadays, advertising is an adult profession. Advertising's inventiveness has been shown beyond a reasonable doubt. It is challenging to ignore the rising popularity of new trends in outdoor advertising in the age of the information explosion. The new

fashion illustrates more than the conventional outdoor advertising medium and has increased consumer purchasing power by generating need and desire for the goods.



**Figure 1. Mirzapur (Web series) Hoardings**

If you take a quick look around while driving, you'll see that there are many billboards vying for your attention. The majority of these billboards feature advertisements for new-age firms like Amazon, Netflix, Hotstar, Zee5, and others. This tendency can be seen throughout shows like "Game of Thrones" and "Mirzapur." Brands now invest more on it than they do in more conventional media like television, print, and radio. Marketers developed innovative new strategies for promoting brands. Outdoor media, also referred to as support media, is used to reach audiences that the primary media was unable to. However, for some businesses, this serves as their primary audience-facing advertising medium.

## **2. Out-Of-Home (OOH) Advertising**

Out-of-home advertising refers to any type of advertising that is displayed outside, including billboards, transport cards, and even skywriting by aircraft. According to the Outdoor Advertising Association of America, a few key definitions are as follows:

- Out-of-home media are “all media formats specifically intended to reach consumers outside the home”
- “A form of advertising (i.e. billboards, movie kiosks) which promotes a product or service, in high-traffic outside locations”.
- “An innovative, cost effective and direct consumer contact approach of advertising achieved through various activities to optimize the result of advertising”.

## **3. History**

There were few sources of advertising throughout the prehistoric era. Early humans used line drawings to communicate with a variety of people, such as when they were planning an attack. Drums and beats were often used as a kind of advertising to draw attention to a particular issue. The stages of media advertising advanced as the human brain started thinking more analytically and realistically, and they also arrived in a variety of options. The first type of advertising is outdoor advertising. In actuality, it dates back to the dawn of time. Ancient nations, notably Ancient Egypt, chiselled advertisements in the form of monuments as the first forms of outdoor advertising. There have been discoveries of hieroglyphics documenting the country's laws. Before entering, travellers were expected to pause and become familiar with the culture's norms. It can be considered an early example of outdoor advertising in this fashion. The people was informed about society and given knowledge by

means of signs and symbols. It was frequently utilised as a medium for mass communication to engage with customers. Outdoor advertising today is an improved version of the traditional strategy for reaching a sizable audience. Modern outdoor media include billboards, hoardings, posters, billboards, non-standard signs including roadside signs and highway advertising, advertising placed on public and private transit vehicles, and advertising displayed at rail, bus, and airport terminals. In the past, movies and consumer goods like cigarettes and soap were mostly advertised using outdoor media.

### **Outdoor Advertising**

To communicate with consumers, it was frequently employed as a medium for mass communication. The modern kind of outdoor advertising is an improvement on the traditional means of reaching a broad audience. The modern outdoor media includes outdoor advertising in a variety of formats, including posters, billboards, and hoardings; non-standard signage, like roadside signs and highway advertising; displayed on public and private transit vehicles, as well as at rail, bus, and airport terminals. In the past, movies and consumer goods like soaps and cigarettes were the main subjects of outdoor media.

Hoardings are divisive because they alter the landscape. However, they are widely employed. The first stepping stones for a budding artist are the frequent users of outside products like automobiles, beverages, fast-moving consumer goods, and movies. Outdoor advertising should rapidly grab people's attention. The first type of advertising is outdoor advertising. Various outdoor advertising formats, such as posters, billboards, hoardings, unusual signs, highway advertising, and at train and bus terminals, are all included in today's outdoor media. The majority of outdoor advertisements is static and fixed to roadways; however, as more people drive cars, as neighbourhoods become more dispersed, and as people become more mobile, more and more individuals on the go will view the outdoor advertisements. The burden of the statement is that exposure outside may be greater. On a highway, it is doubtful that you will miss a huge billboard or sign. Outdoor advertisements don't have a strong message. They are essentially the shortest that is conceivable, yet they are also the most striking and noticeable. The issue must be quickly understood. If not, it is a waste. They may essentially be positioned wherever else where there is a sizable open area that many people can observe. Even in the 19th century, marketers promoted their goods using hot air balloons. They are frequently "used to strengthen branding. Typically, under this situation, large images of well-known things such as perfumes and fashion logos come to mind. Signs advertising credit card companies, technology corporations, hotel chains, and of course airline companies are common in and around airports. These are all well-known businesses, and their outdoor advertisements serve to remind consumers of their existence and the benefits of using them. When compared to the benefits of the other media that advertisers might use, outdoor advertising has significantly diverse benefits. This form of advertising has evolved with time, much like all other advertising mediums, particularly in terms of its target audience. The basic purpose of outdoor advertising is to remind people. High-end consumer goods companies favour it, or they use it as a secondary strategy to repeat and reinforce print or television advertising campaigns on the roads leading to their points of sale. In the past, outdoor advertisements might remain in one spot for several weeks, months, or even years. These advertisements have repeating value because of their longer lifespans and prominent locations. There are many outdoor poster sizes ranging from "double crowns" to large boards also called billboards.

Aside from these features, other highly intriguing facts regarding outdoor advertising include the following: "Outdoor advertising's development and success is largely attributable to the medium's capacity to reach a more elusive and mobile consumer." This is the feature that really sets outdoor advertising apart from other forms of advertising, and it's also the feature that makes outdoor advertising so challenging for advertisers to abandon. It cannot be brushed aside or forgotten. It actually has no restrictions on inventiveness and is by no means out of date. Outdoor advertising is crucial for helping advertisers reach the more elusive and mobile customer in today's environment of fragmented media and ad-blocking technologies. In fact, according to the Outdoor Advertising Association of America, Inc. (OAAA), outdoor advertising is growing faster than any of the rest traditional media. Outdoor advertising is not only used to empower a product's image but it could also be seen as a "beacon of hope for crumbling city centers". Some outdoor advertisements, especially interactive ones, are very skillfully designed. High degrees of customer interaction enhance the processing of advertising messages, strengthening both brand attitudes and product perceptions, according to advertising studies. Other researches have demonstrated the

ineffectiveness of this particular form of advertising due to a lack of consumer processing. The outdoor advertisement's interactivity is important. The likelihood that a consumer will be affected by an advertisement decreases if he lacks incentive to view it. Even a public space that previously lacked any personality might be given a new look by outdoor advertisements. But despite that, some advertisers do wish to associate their outdoor advertisements with particular places. It's not always possible to do this. When it comes to this kind of advertising, there is a restriction that advertisers must deal with. Regulators and the general public exert pressure on the media to restrict or discontinue advertising in particular metropolitan areas and near scenic vistas.

#### 4. Types of Outdoor Advertising & Its Emerging Trends

**Billboards** Billboards in their most basic forms have been in use for generations. The most typical instance would be signs placed along pathways alerting people to an inn up ahead. The distance to the inn and its amenities would be communicated to travellers whether they were on foot, horseback, or being carried by a carriage.

Instead of promoting many of the items that are found today, posted signs along the side of the road functioned to help travellers find food and shelter. Billboard advertising didn't become widely used until the automobile was developed. Pioneering marketers recognised that there was a great chance to exploit large lengths of road to advertise products as the creation and growth of automobiles. Automobiles, after all, promoted travel and mobility. As a result, it became necessary to let passengers know what to anticipate in terms of landmarks, sights, and hospitality along the way.

New trends of billboards are as follow:

**3D Billboard** As the industry grows, more distinctive new trends in outdoor advertising may be predicted. 3D components and visually appealing characteristics have emerged. A 3D billboard is a regular advertising billboard that additionally has a third, three-dimensional dimension (e.g., paper-crafts, 3D installations or real objects). According to two studies, 3D posters increase both unaided and assisted ad recall while also increasing consumer attention to the commercial. In some cases, 3D billboards can outperform static and even digital ones. Due to their amazing visuals and pop-up book-like techniques, 3D billboards are gaining significant influence in the world of outdoor advertising. Mediums such as bus shelters, vehicle wraps, and wallscapes also use 3D elements to enhance their advertising and create more memorable experiences.



Figure 2. 3D Billboard

A skill-based game called Watch'N'Play was introduced by a domestic OTT platform called Hotstar during the most recent IPL season. It allowed fans to test their cricket knowledge while watching the matches, with the possibility to win a car or prizes worth Rs 10 lakh with each game of the season. Hotstar produced successful 3D unique outdoor advertisements across metros and mini metros around the nation to raise awareness of the game.



**Transit** Transit-based outdoor advertising refers to signs placed on moving vehicles and in public transit hubs including airports, bus terminals, and other locations. While consumers are travelling, this type of advertising catches their attention and brings in money for the advertiser as well as the government, which charges a rent for renting out this space. A transit form may be shown on, inside, or at an airport, a bus station, a train station, a rail system, a subway, a plane's exterior and interior, a truck side, a taxi, etc.



**Figure 3. Advertisement inside Metro Station (Transit)**

By utilising props and other components that may connect to their glass and metal frames, transit shelters make use of 3D billboards to encourage social interaction among commuters who are idly waiting. The transit shelter can have 3D elements constructed on top of it, inside of it, or all around it, waiting for travellers to view their striking effects. By using illumination in 3D vinyl, bus wraps can also incorporate 3D components. These wraps specialise in producing an intense moment with passengers getting on or just passing the bus on the street.

**Mobile:** One of the forms of out-of-home advertising is the mobile billboard. Around 1850, when street railways first featured advertising, outdoor advertising began to take off. These moving billboards attracted the attention of a sizable audience of street and trolley users.



**Figure 4. First horse Transit**



**Figure 5. 3D Mobile billboard**

Today, the best way to connect with important urban consumers is through moving advertising. Increasingly more people are using mobile billboards as a result of the new trend of 3D influences. The ability of 3D mobile billboards to pass by a specific place while displaying a realistic-looking product example and its vehicle specifications makes them excellent for advertising new products. The 3D element in this case is typically mounted on top of the vehicle to give the impression that it is carrying and presenting the advertisement on its shoulders.

## Digital Billboards

The entire field of advertising is altered by digital technology. In the days before digital technology, carefully hand-painted billboards were the norm. However, printed and painted materials using computers started to become the norm in the 1990s. Completely digital billboards with LED lighting have gained popularity more recently, in the first decade of the 2000s. Technology has made it possible for billboards to include sophisticated sensors or even to scroll through a number of images quickly.



Figure 6. Digital Billboard by Life Insurance Corporation of India

In a given amount of time, the digital billboards show hundreds of different advertisements. You may use your advertising to make a powerful message because digital has given the medium a creative boost. Brands compete for a space in prominent locales as the use of digital billboards grows. Digital billboards are therefore among the most in-demand types of outdoor advertising.



Figure 7. Digital Billboard by BMW

BMW's creative firm, WCRS, has created an out-of-home illumination advertising campaign to advertise the BMW i3, which is marketed as the world's first premium completely electric vehicle, as seen in image no. VII. This eye-catching ad uses "Halo" lighting in specially built, customised billboards to produce an after-dark glow effect around 2D cutouts of the i3. These digital billboards have a very high level of audience attraction.



Figure 8. Digital Billboard by Jabong



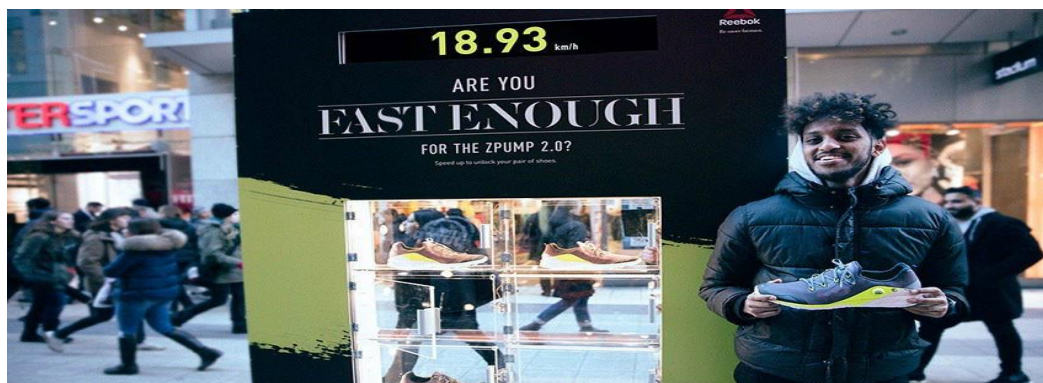
For its Big Brand Sale, which took place from July 27 to 30, Jabong more recently debuted a cutting-edge Digital OOH promotion. The #OutOfTheWorld OOH ad included lighted 3D celestial cutouts, such as rockets and spaceships, as part of a motorised installation that suggested there was no gravity in space. The website also featured a ticker that continuously updated the number of hours until the event's "start date" and "start time."

**Street furniture:** It is the collective name for a variety of installed items or equipment on streets and roadways. Advertising on street furniture is primarily done to draw attention from those walking by, shopping, going to work, etc. The displays are typically at eye level and placed strategically at the curb side, drawing attention from drivers as well. Walls, bicycle racks, benches, bus and tram shelters, convenience store advertising, information kiosks, newsstands, pedestrian panels, telephone booths, post boxes, street lamps, traffic barriers, and more are among the different types of street furniture that are used for outdoor advertising.



**Figure 9. Street Furniture Advertising by Kitkat**

Interactive Billboards Today, outdoor advertising with interactive elements adds a whole new level of engagement for businesses willing to make the extra effort. Being able to interact with an advertisement on a billboard is different from simply looking at it Here is an example of a Reebok interactive billboard for their ZPump 2.0 shoes. The ZPump sneakers were displayed on an interactive billboard with a speed camera that was installed in 2016. Then, passersby were urged to pass the speed camera and attempt to reach a speed of up to 10.5 miles per hour. New Reebok ZPump 2.0 shoes were given to everyone who made the objective.



**Figure 10. Interactive Billboard by Reebok**

**Augmented Reality** Billboards Technology has made it possible for new trends to emerge, such as more innovative and cutting-edge billboard advertisements. With the help of advanced technical breakthroughs like augmented reality, firms are able to contact consumers in entirely new ways through interactive advertising. Customers experience AR ads as interesting video games when they interact with them. Customers are subsequently motivated to make purchases as a result of the emotional connection that is created. Unsurprisingly, establishing an emotional bond with a customer is a powerful strategy for raising brand recognition. AR advertisements are ideal not only for driving sales but also for enhancing a company's reputation because people are more likely to remember businesses they have positive associations with.



**Figure 11. Augmented Reality Billboard**

A "virtual fitting room" has been developed by a Timberland retailer. Customers could "try on" various outfits and accessories after snapping a photo of their face to see how they looked.

**Alternative** Consumers who see advertisements in alternative locations are engaging in non-traditional forms of advertising. Various instruments in the shape of things and specific places are employed for this format, including aerial, beach advertising, blimps and custom hot air balloons, cartons and cups, lifts, elevators, tickets, gas stations, parking garages, vending cart umbrellas, etc.

## 5. Conclusion

There were few options for out-of-home advertising now, unlike in the past. We all see these advertisements numerous times each day, which makes outdoor advertising today more effective than ever. Since they can now reach a wider audience and develop a stronger brand, they are all more effective. These tendencies were originally regarded as trends, but we now know them as OOH advertising kinds. Though it can be challenging to start a new trend, OOH has developed over time and now comes in several forms. Trends endure if they're successful. The world of today is a digital one. Every company strives to present or launch its goods or services in fresh, original methods. As new fashion trends and technological advancements strengthen outdoor advertising, its potential keeps growing. These changes have pushed the limits of out-of-home advertising over the years. Due to its high level of interactivity, creativity, and innovation, outdoor advertising is now more effective because it will pique audiences' interests. These patterns show more than the conventional forms of advertising. It has increased the consumer's spending power and developed needs and desires for the goods.

These trends have a strong physical presence that has consistently succeeded in giving the general audience an entirely immersive experience. Emerging trends in out-of-home advertising have the "stopping power" to draw in a sizable audience. The digital billboards' content is of a high caliber. It greatly aids in brand awareness and remember. The best technique to spread brand awareness is through it as well. Now, corporations are approaching outdoor advertising from a fresh perspective, believing that anything can be successful if you apply enough creativity to it. Over the years, outdoor advertising has seen significant change. But there's even more anticipation for the future.

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