Draft One
Ambient Media

Ambient marketing is a way of promoting products or services using unusual locations or items and their elements to your advantage as a communication channel. It involves creative advertising messaging, interacting with the target audience, and should affect consumers on an emotional level.

Ambient advertising evolved as a concept because it has a lasting impact on the minds of consumers which makes it more effective. Ambient advertising is all about creativity, and how effectively the advertiser is able to communicate the message to the consumers.

The term 'ambient' means placing the ad at unusual places or unconventional places were you wouldn't expect an advertisement. Ambient advertising can be done along with traditional means of advertisement or as a standalone form of communication.

The idea behind ambient advertising is to surprise consumers with its placement. For example, advertising behind a car is not unusual, but using wiper as a part of adverting will look something different and will throw an element of surprise in the minds of consumers.

Ambient advertising makes an impact because it is intelligently placed, has a wow factor to it, makes a direct impact on the mind of consumers, effective way of communicating the message across to target consumers etc.

The first thing that will catch your eye when you are looking at an ambient advertisement would be its unusual location. The second characteristics of such an advertising is the fact that there is no repetition.

Another thing which is important is the execution. How well the ad is being executed, or does it really creating an impact that was required for effective communication. Does it really have a wow factor? All these things are taken into consideration while designing an ambient advertising campaign.

Q1) Why should brands consider Ambient Marketing?

According to MarketingWeek, 65% of UK consumers say that diversity in advertising formats is important to them. This indicates that modern marketers think not only about traditional ads but non-standard ways to promote their product as well. When conventional advertising is no longer surprising enough, ambient marketing comes to the rescue.

The term 'ambient media' appeared in Great Britain in the 1990s and was defined as visual advertising in uncommon places. When developing an ambient ad, it is important to pay considerable attention to creativity and use an unconventional approach to provide deeper contact with prospects and customers. It is important that people passing by, stop, look at it, and tell their friends about what they saw.

Example-1
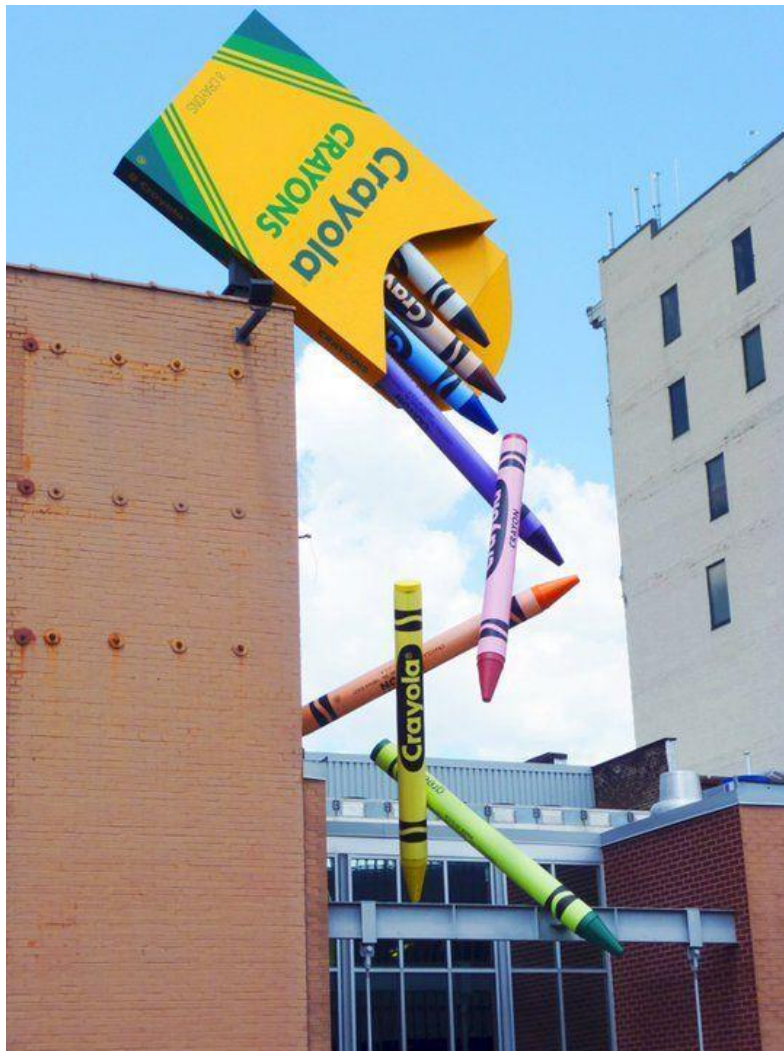
Imagine walking down the street in your city, looking up and finding a huge pack of Crayola crayons falling off the roof of a building. This would surely grab your attention. Not only that, a message with such a strong visual impact would help increase awareness of the brand and the product, even if just out of curiosity, perhaps pushing us to do some research on that brand. And even if we won't immediately buy that pack of crayons, surely such a message is able to leave a mark on us, activating the brand recognition and association mechanism on later occasions.

Making potentially viral content

In addition to reminding us of the brand, if we found a pack of crayons on the roof of a building, in all likelihood one of the first things we would do would be taking out our

smartphone and snapping some pictures to add to our stories, perhaps tagging the company, or to share with our contacts. And sharing, especially on social platforms, can make a content viral, spreading a brand or product to a potentially unlimited audience.

Non-intrusiveness

As paradoxical as it may seem, despite the fact that an ambient marketing campaign is created with the aim of attracting attention in a disruptive way, this format is less intrusive than, for example, a pop-up that interrupts us while we're reading an online article: it is the consumer who decides whether or not to give it attention, and to what extent. If we think back to what we said at the beginning of this article, that is, that the average user is subjected to an enormous amount of advertising every day, the fact that ambient advertising does not force users to see it – interrupting the fruition of a content or an activity – could play in our favour, especially in terms of branding.

Reaching a wider audience

ambient marketing, being usually placed in high-traffic areas, allows us to reach a wider audience, which gets even wider if we count the digital shares from both the brand and, above all, the customers.

Example-2

To celebrate the release of the third season of the series Money Heist (La Casa de Papel), Netflix has transformed the famous middle finger statue by Maurizio Cattelan, located in Milan's stock exchange headquarter Piazza Affari, into an extension of a statue of the red-hooded and Dali-masked thief made famous by the series. Furthermore, two nights before the official release, the first two episodes were aired in the square, surprising more than 5,000 fans, who gathered in front of the statue to watch them.

Over the entire launch period, July 18-22, more than 57,300 social posts were published, generating over 1.6 million interactions.

But this isn't Netflix's only ambient marketing campaign. Precisely because of the success that this type of advertising has, the leading internet TV company increasingly invests in innovative communication and marketing strategies. The most recent dates back to a few days ago: to promote the Sherlock Homes' spin-off "The Irregulars", Netflix installed on the facade of the Baker Street subway station a flock of ravens, which is a particular detail of

one of the characters in the series. In addition, a statue of the detective, also covered with ravens, was installed in front of the station.

Argument

Ambient ads are considered a more effective way to promote a product than conventional outdoor advertising. Studies have shown that billboard advertisers have a vehicle passenger's attention for about six seconds while creative advertising can increase this indicator up to a minute or even more. Also, it helps improve the ad's effectiveness and can be an integral part of social media marketing. On the one hand, brands can create an unconventional ad and share it on social networks using a hashtag. On the other hand, people can take pictures, make videos of this creative advertising and share it on social media using the brand's hashtag, and thereby build brand awareness.

Q2) What is the impact of ambient media in media consumption and audience behaviour?

As advertising media content transcends with technology, human innovation rises to human to information technology interphase. Ambient advertising is unique communication between physical environments or computer modeled environment and strong customer engagement

that sticks in the mind of the consumer in the audience for a long time. As traditional media influences more interests are given to attention grabbing strategies. Dictionary.com defines ambient as surrounding, social communication and the creation of emotions/mood.

In the research in 2006
there are concerns for media message to be integrated to all media including ambient media. To properly define the concept of ambient media based on research is communication in our surrounding or environment by producing presence awareness and feedback; behavior, reaction, participation.

Ambient media spans from web technology, mobile technology using protocol called ambience intelligence which uses digital technology to bring presence awareness in our surrounding. The development (seminaronly.com) effectively adapts needs of the users and environment, with planned mechanism for goal oriented behavior. Ambience intelligence makes the feeling that people feel where they want to be. The intelligence uses data cumulated from history and information communicated that benefits the users. So ambient media uses ambient intelligence to transmit visual images that alter perception, changes reality to produce desired goal which includes purchase, behavior, sale, advocate, and sign up.. etc.

But these can be done through ambience intelligence; the exchange will have a stream wave of sense data that surrounds the environment, understand that stream or wave will be called ambience wave, which will factor the process of ambient intelligence through ambience media also these waves can be used in designing communication messages for advertising, print, television, billboards, LED billboards, PR etc. there are new design of virtual communication channel by ambient, where adverts can relate to a previous vacation or your bedroom photo relates to teenage fantasies.

Ambient environment and emotional communication; (Michell and Jiantina 2009) have been designed for users experience, used as a form of expressive movement as a means of interaction. Their research investigated emotions, mood and effect on human behavior such as movements, distinguishing the relationships between object and users.

And Using Tangible user Interphase TUI through sensing and manipulating of environment through objects, sense and spaces. Although the research focuses on ambient environment, gestures that happen to humans after emotional interaction, this explains some aspects under 3 in research question; creating an smart environment or ambient to influence reaction, using standardized variable under specific environmental factors. In an ambient environment (Micheal and Jiantina, 2009) explained various motion movements effects and its reaction to emotion like sadness, involved slow movements directed downwards while angry is fast, sudden these motion are used to alter perception, change of lighting colour, music is also used to communicate between the receiver and senders.

The research did not investigate that various properties like temperature, humidity in the surrounding or environment affects the ambience within the observer and the physical environment, also, its distinction that colour, intensity, temperature; atmosphere density of an environment have molecules of waves and thought interactions are altered another aspect the research expressed are gestures and its contexts within the effect of ambient properties and conditions in colour, lightening, and sound can indeed enhance the ambience that the senders sends , light wave have various intensity and wave length that it emits, as colour with its own properties.

Gilles, (2007) view of space in ambient communications is that devices are not really needed but what matters is content of the ambient communication as the device may disappear in the background during the communication process. Gilles also mentioned ambient in a natural environment or an artificial environment designed by communication engineers, as devices also play a vital role, (Gille (2007) they allow communication between the observer and the device through sensing. He also mentioned content communication which is the authorized stream captured or rendered though counter phase communication system and control mechanism He did not investigate on the stream molecules and waves in the audiovisual stream, but on the periphery of the visual images.

His "spatial interaction" on ambient communication, involves face to face and activities that
surround the environment (Gilles 2007) by altering human behavior such a gesture, location, position, posture based on proxemic patterns rooted in cultural background (Gilles 2007) a condition of human perception of space. I did like his zoom control analysis which monitors the motion of camera with respect to proximity between the users and the interface devices and also angle at which to monitor movements as they move away from the interphase. Quoting number four of proposed research question that investigates how to produce replicable variable that will
be standardized as Gilles explain the exchange using sensors and sensing, proxemic would also be looked at during the wave stream exchange of the ambient molecule. In psychology, communication range from verbal and non-verbal, as an ambient environment factor during ambient media communication. Behavior, reactions are observed or displayed by the observers in instance where phobia, obsession and

hysteria or environmental allergies of the waves occur etc. I will conduct interrogative research in these areas as well as in disorders that occur during depersonalization and de-realization

Q3) What is the difference between guerrilla marketing and ambient marketing?

Guerilla Marketing

The special thing about guerrilla marketing is that it is implemented in unexpected places with the clear aim of surprising the audience. This explains why the key element in any guerrilla marketing action is creativity. The idea tends to consist in turning an everyday situation or object into a new experience that will be engraved in the memory of everyone involved.

The aim is to make a big impression on the user or consumer but with a small budget, which is often linked on the scope of the action. This type of marketing tends to reach a wide audience that the competition may not have access to, meaning the brand is broadening its visibility.

Another of the advantages of guerrilla marketing is establishing much more direct and dynamic contact with consumers.

This type of marketing does not necessarily take place in public areas. Although we are used to seeing it in the street, the truth is that any context can be good for some guerrilla marketing action.

Ambient Marketing
Bringing the brand or product straight to the consumer – that could be considered the goal of street marketing. To achieve that goal, companies carry out all kinds of actions in the street and in public places.
One of the key ingredients is inventiveness because, regardless of how low your street marketing budget is, it is paramount to deliver something special and unique to the consumer.
All these promotions, communication actions and advertising campaigns in urban areas and public spaces generally feature an item or action that will impress onlookers and catch their eye.
Another good thing about these strategies is that they can be deployed jointly or separately and that, as long as the actions meet the requirements we mentioned above, they will be hugely beneficial to the company.
Bear in mind that all these offline actions should be backed by online tactics to ensure they penetrate all your different channels so you can leverage the advantages of each one. This could involve designing a website or virtual store, launching an email marketing strategy, etc.

Combining offline and online marketing will open up a whole new world of advantages and success for your campaign.