

Final Report

Ambient Media

Discipline- Communication design

Category- Visual Communication Design

Element- Ambient Media

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Section- K



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 where 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 advertising 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.

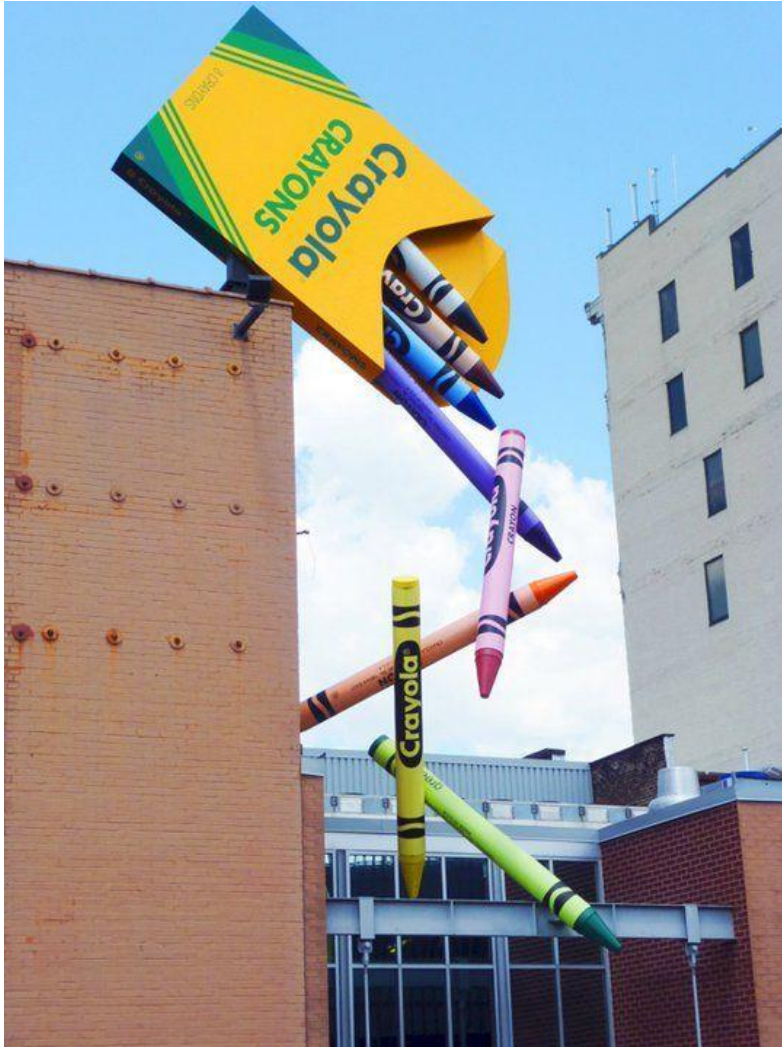
Q1) Why should brands consider Ambient Marketing?

ARGUMENT

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?

DISCUSSION

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 environments 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. Ambient media is surrounding social communication and the creation of emotions/mood.

Ambient media spans from web technology, mobile technology using protocol called ambience intelligence which uses digital technology to bring presence awareness in our surroundings. The development effectively adapts needs of the users and environment, with a planned mechanism for goal oriented behavior. Ambience intelligence makes the feeling that people feel where they want to be. The intelligence uses data accumulated 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 user experience, used as a form of expressive movement as a means of interaction. Their research investigated emotions, mood and effect on human behaviour such as influence reaction, using standardised variables 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 wavelength 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 authorised 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 behaviour such as gesture, location, position, posture based on proxemic patterns rooted in cultural background (Gilles 2007) a condition of human perception of space. In psychology, communication ranges from verbal and non-verbal, as an ambient environment factor during ambient media communication. Behaviour, reactions are observed or displayed by the observers in instances 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 derealization

Q3) What needs to be discussed when defining Ambient Media from a media cultural viewpoint?

DISCUSSION

Ambient media is a new form of media, which deals with media objects that mediate information throughout the natural environment of people. In ambient media environments, the media becomes part of daily life activities and environments – similar to location based services, where the physical world has a virtual digital overlay providing digital services for the consumer on a specific location.

As any new media environment, also ambient media environments enable a new form and way of communication and impact on human culture. This article should provide a first starting point for discussing the wide topic of ambient media, and introduce aspects that relate to the development of an ambient media culture.

The article shows different notions and discussions from a media cultural perspective that impacts on ambient media environments. It compiles the results of the discussions that took place during the 2nd meeting of the Nordic network “The Culture of Ubiquitous Information” in Helsinki on the 19th January 2011. It shall lead to an initial discussion of this aspect and provide new ways of thinking how ubiquitous computation will impact human culture and which impact theories of Martin Heidegger or Katherine Hayles have in this context.

With the introduction of ubiquitous computation, a new technology was emerging in the world of information processing. Ubiquitous computation is based on Mark Weiser's idea to embed computerised equipment seamlessly throughout our natural environment (Weiser, 1993). Humans would interact with the digital world while they are engaged in their daily activities without being aware about the information processing infrastructure. Similarly, the world of pervasive computation (NIST, n.d.) and ambient intelligence seeks to embed information systems throughout our daily life and activities (IST Advisory Group, 2003; Ducatel, Scapolo, Leijten, & Burgelman, 2001). Several of these three terms can be used synonymously for the same phenomenon.

Viewing this technological trend from the viewpoint of media, we can see a trend towards the emergence of a new media form: the media form of ambient media. Ambient media seek to embed media objects throughout our daily living environment to transmit information and media messages. The media object merges with human living objects. Many practical examples exist in research laboratories and in our practical life. Just a few very typical examples are smart homes, ambient interactive screens, location based services, and context aware devices. As ambient media are newly emerging, it's critical to understand the culture and social aspects of this new medium. Therefore, the viewpoint of ambient media within the scope of this research article is on cultural aspects of ambient media and the sociological aspects of this newly emerging media form.

McLuhan & Ambient Media

Ambient media follow the notion of Marshall McLuhan's thesis that technology determines social outcome. Firstly a new technology is developed and enables to extend a life model outside the mind. Thus, media extend human senses of sight, hearing, touch, and smell to generate ideas, a new perception of the world, new experiences, and emotions (McLuhan & Lapham, 1994). Ambient media as extensions of our bodies will affect our mind-set and have an impact on society and how it relates to our mental functions. While considering the content model for broadcasting, which developed from mass media (e.g., public service broadcasting), towards niche media (e.g., documentary channels), towards participatory media (e.g., social media) (Kueng, 2008). We are now in the age of ambient media, where media environments become smart and react on behalf of the consumer. This trend is depicted in the following-

Different trends in media-

Mass Media

- 1) 1950s onwards
- 2) Content offering to mass markets
- 3) Saturated, fragmented and aged market
- 4) Example- public service broadcasting

Niche Media

- 1) 1980s onwards
- 2) Content offerings to market segments
- 3) Continuous growth for specific market segments
- 4) Example- Mtv and history channel

Participatory Media

- 1) 2000s onwards
- 2) Consumers contributed content with emphasise on contact, community and the global village.
- 3) Strong growth and appeal to young audience
- 4) Example- youtube and facebook

Ambient Media

- 1) 2015 onwards
- 2) Personalised, smart, anytime, localised, context aware anytime content consisting of converging service spaces rather than single services
- 3) Example- location based services, smart edited videos personalised to the consumer context

CONCLUSION

An appropriate definition for ambient advertising or ambient media, however, seems elusive. Some say that it only denotes attention-grabbing events, while others believe that it's advertising done in channels other than TV, radio or posters. An acceptable definition for the word "ambient" in marketing is the placement of ads at seemingly unconventional places, thus utilising ambient media denotes the formats wherein ads are placed other than the usual media consumed by people everyday.

These media formats could be anything, from shopping trolleys, golf course holes, building windows, washrooms and urinals or even pizza boxes. While it could be anything from the aforementioned formats, ambient media becomes more effective when it is integrated with its environment when acting. This type of strategy is done either with traditional media or as a standalone.

Nowadays, the observed trend in ambient media advertising is having an absurdly large or small object that can raise curiosity among people, hence inspiring them to learn more about the brand behind it. With the help of companies such as Revolution360, you can implement a striking ambient marketing strategy that can help in conveying your message to your audience.

The general rule of thumb for effectively utilising ambient media is to choose the best media format and couple it with an equally effective message that reflects your brand. Ambient advertising doesn't always have to be done outside; it could be placed anywhere and everywhere. Ambient media is a new way for you to think of how you can get your message across in ways that are surprising, shocking or funny.

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