

# INFLUENCE OF AMBIENT MEDIA TECHNOLOGIES ON THE CITY IMAGE FORMATION

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**Abstract:** The paper demonstrates the importance of innovative advertising tools and explains the nature of Ambient Media. It analyses the influence of Ambient Media on the image of a city.

**Key words:** advertising, Ambient Media, nonstandard, media, urban environment, message.

Traditional advertising channels are loaded; there is a process of the so-called media inflation and the parallel ban on the certain goods advertising in the traditional media. The current situation makes advertisers look for new approaches to their consumers. New term is emerging in marketing communications - Ambient Media (in English – “surrounding”). New channels of influence on consumers are called in this way; the advertising finds its viewers or listeners in many unexpected places, making its way through the overall flow of advertising messages. New media is beginning to emerge everywhere. For example, we can see the media at gas stations, pharmacies, supermarkets, food outlets, offices, places of study, cinemas, fitness centers, dressing rooms, beauty salons, in any place where a person can be during his lifetime.

Ambient Media is one of the modern trends in social and commercial advertising. A distinguishing feature of this approach is the applying of the environment, where the greatest concentration of the target audience is. Ambient Media advertising can be called as ads beyond the scope of posters, placards and banners. Nowadays the advertising market is becoming increasingly saturated with information that consumers are simply unable to accept and comprehend properly. In order to solve this problem there is a need to find and apply the unusual solution for the product campaign. Ambient Media solves such problems and offers unusual and effective approach.

In history there are many examples of non-standard advertising since antiquity. So in ancient Greece the creator posted the inscription on his fabricating ceramic vase which reported by whom and when it was manufactured. So manufacturer's fame and the fame of the city where it was manufactured rested on his artworks. Foreign merchants could know about the master and hit the road for the purchase, seeing the exact address on a vase. It was quite a successful approach in advertising, when there was no possibility of electronic media (Ambient Media как эффективное решение продвижения продуктов на современном российском рекламном рынке [сайт]. URL <http://elib.krasu.ru/bitstream/2311/6471/1/s019-014.pdf>).

Another interesting example is the disposal of the negative attitude to potatoes in France. Minister Turgot ordered to put guards around the potato fields. “If it is guarded it means that something is really valuable” - people thought and soon potatoes became one of the most popular products. In 1797 Napoleon Bonaparte did a great advertisement of his currency and country: he spread the news that one of the 5-franc coins contained a check for a million francs payable to the bearer. An unusual advertising was used in the 18th century in our country because of the prohibition on the promotion of products and services. This especially influenced on the press. A vivid example was the using of hidden advertising in “Northern Bee” - the first private edition. Due to the ban on the

advertising of goods, the newspaper owner left the ban on advertising by telling casually in his articles about the dentist in the street, about the brand of tobacco.

One of the examples of the Ambient Media applying in Russia is placing a huge banner on a side of a house, which clearly illustrates the results of the safety neglect of houses with a gas pipeline. Consequences of the explosion are shown on the banner and the illusion is created that the house is really destroyed as a graphic image actually becomes the part of an existing object. This approach really makes an impression on the viewer, tourists and visitors notice that the city has a relatively high level of mentality if there are care and diligence to warn each other.

One striking feature of Ambient Media is that the man to whom this advertising message or campaign is addressed can become a partner. Thus, feeling that it is something “imposed” without actual desires is disappeared. To advertise eastern cuisine restaurant in Yekaterinburg a special shield with a plurality of holes was made and it had a form of a dragon. All project participants were given a kit of bamboo sticks. Participants had the opportunity to make a wish leaving in the shield one of the sticks and keeping the other as it was possible to get a 10% discount in the restaurant. There were so many people who wanted to make a wish and to have lunch with a discount that very quickly all the places of the restaurant had been filled and turned out in interesting relief of bamboo sticks in the shape of a dragon. This action was well remembered by many residents of the city and the resulting dragon pleased every passer-by for a long time. Accordingly to it, advertising campaign didn't play only crucial role in promoting the new restaurant but also helped to decorate the city adding a new attraction.

The social aspect of advertising is very important because Ambient Media occupies in it a special place. Typically, in everyday life people ignore messages related to other people's problems. An unconventional approach to advertising in such cases helps to draw public attention to a particular social problem. Here is an example of the Moscow campaign which tried to raise funds for the Orthodox service “Mercy”. This project was made to draw attention to the so-called bus “Mercy”, which had worked for eight years on the streets of Moscow, providing medical, social and psychological support to homeless. Non-standard address for pedestrians had been written by hand on a piece of cardboard, which became a symbolic attribute of homeless around the world: “Do you think I will spend all on vodka? Well, then transfer money to the bus “Mercy”, they really help”. Boxes with inscriptions were placed inside a transparent blocks and were allocated in busy streets in the central district of Moscow. It should be noted that this action had a huge success and a great response from the audience.

Ambient Media technology is becoming increasingly popular among advertisers. Any place is used for non-standard advertising approaches. For example, it may be noted that the agency “Primedia” offers to advertise in the restrooms located in public places, in the showers of sports clubs, as well as putting the advertisement on the mirror in the dressing rooms of shopping centers in Moscow, St. Petersburg, Yekaterinburg and Nizhny Novgorod. Such promotions don't just deliver the message to potential or existing customer, but also become an integral part of the image and the face of the city. Ambient Media trick is that advertising slips between the cases; the main goal is to make the urban environment more vivid and colorful.

Some airlines offer to use for advertising their aircrafts. For example, the airline S7 is used for this purpose. The plane rental period is from one to three years, the airline won't repaint the plane twice a year. The cost of renting of one surface is about \$ 300 thousand per year. Head of the department of Optimum Media OMD special projects says: “Airplanes are an image of advertising, it could be used as a support to the major advertising campaign brands, for example, for banks. Perhaps, in three months our client's image branding will appear on the body of the aircraft” (Кричите громче! Помогает ли Ambient Media российской рекламе [сайт]. URL <http://www.adme.ru/articles/krichite-gromche-pomogaet-li-ambient-media-rossijskoj-reklame-7400/>).

In Moscow the customer can use ice rinks, benches in parks and even Christmas trees for brand advertising. Company “Nestle” was the first among the major advertisers who put ads on park benches in Moscow. Then such publicity was applied for promotion juice “Good” and mayonnaise “Calve”. Now advertising “MTC” and “Moscow potatoes” are placed on Moscow park benches. Company “Unilever” bought several boards around the Christmas trees for its brand “Calve” to create a holiday mood. “Siemens” strenuously uses city ice rinks to alert the target audience about updates and promotions. All these placements were held within organized large-scale advertising campaigns in

media. Indeed it is a bright episode and an unobtrusive way for advertising. And again it is worth noting that the urban environment becomes more bright and welcoming for residents and tourists of the city (Помогает ли Ambient Media российской рекламе [сайт]. URL <http://m-marketing.ru/articles/info/article106.html>).

Today innovative solutions are becoming the most effective communication with the consumer both in the commercial and the social advertising market. To draw attention to the modern human by means of advertising is currently quite difficult and Ambient Media is a very effective tool in this situation. Now Ambient Media is the most popular in Europe. For Russia this is quite a new phenomenon, but it has managed to interest large companies and organizations as we have seen. Time shows up how effective and successful the further Ambient Media development in Russia will be. In the West Ambient Media networking was started by small companies. But as soon as the efficiency of the media has been proved, large multinational corporations connected to it. The Russian market is moving in the same direction.

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