

Five reasons why digital street pole ads are way of future

Offering a fresh new approach to out of home advertising, ADreach has launched digital street pole ads in Africa. The poles are set to change the face of this advertising medium and are likely to become a key element in a brand's marketing strategy going forward. They offer five reasons as to why they are the way of the future.

Here are five reasons why digital Street Pole Ads are the way of the future:

1. They are cost effective - with multiple runs throughout the day, marketers are able to have their brands active on a frequent and consistent basis.
2. State of the art technology boosts your brand - These digital platforms harness the power of technology by bringing the very latest in high quality advertising to customers throughout the day.
3. Easy to transition, update or change ads - with digital street pole ads it is easy to transition, update or change ads when and if circumstances necessitate. Without delays in time to print material and rig, an ad can be up and active in a very short time, allowing marketers to respond and adjust to the brand's immediate marketing needs; during a sale or new launch period



for example.

4. Crystal clear image quality and colour palette to enhance a campaign – an ad is guaranteed to stand out with sharp, bold and highly effectual digital displays.
5. Public service in cities of the future - digital street pole ads have the potential to offer a strategic and beneficial service in the context of smart cities in the future. They are a platform, which can be used to interact and engage with communities through their reach and real time capabilities. Communicate quickly and simply during times of emergency, give traffic or accident warnings, or even alert residents to upcoming events.

Digital street pole ads offer communities and customers alike a fresh, relevant and engaging approach to advertising. Enhancing both the brand and the areas they serve, these platforms are set to change the OOH landscape in South Africa and across the African continent forever.

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