

Create Ambient Advertising (An Approach to Design a Creative Ambient Advertising)

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Abstract

In recent decades; consumers are exposed to a lot of advertising messages from different means of media channel which cause low attention rate towards advertising; therefore, marketers and advertisers increase their efforts in terms of finding new ways and creative methods in order to grab customers' attention to stand out from this clutter daily messages.

One of these creative smart tactics is ambient advertising. It is one of Guerrilla marketing strategies, which targets a certain audience in a creative, exciting, unexpected and memorable approach (this strategy is more suitable for small and medium projects which are executed in low budget). Accordingly, ambient advertising helps to highlight the message out to large communities with low budget. Thus, this paper is using a descriptive method to focus on ambient advertising and its media. Trying to encourage advertising designers and marketers to apply ambient advertising. In addition, this paper recommends a new approach to create ambient Ads designs by using experimental method to create ambient advertising designs.

Ambient advertising is all about creativity, and how effectively the advertiser is able to communicate the message to the consumers effectively. Therefore, this research applies chosen creative thinking techniques that are corresponding with design process to design a creative ambient advertising to present an approach, then an advertising assessment is conducted, through a survey to examine these ambient advert designs. This assessment is examining ambient advertising designs according to the character of creativity and the effectiveness of them... The results are presented with accepting average (between 78% to 89%). Thus, this is an approach that could be used to design creative ambient advertising, but it needs further research.

Keywords:

Ambient Advertising- Out of Home Advertising- Creativity-Advertising Effectiveness.

I. Introduction

In recent decades, consumers tend to pay low attention towards adverts, due to being exposed to clutter advert messages (6). Therefore, advertising needs unconventional ways to communicate effectively with target consumers. One of these ways is ambient adverts, Ambient advertising can be applied along with traditional means of advertisement or it can stand as a form of communication with low budget. It has a lot of means that extend from traditional media that are executed in a creative manner to digital media (7). The term 'ambient' means placing the ad at unusual places or unconventional places where recipients may not expect an advertisement to get recipient attention (1). Consumer's attention is evoked by Creativity. Creativity is one of the necessary factor for effective advertising (8, 6, 9,10,11). It is considered as a competitive advantage, as it is easy to remember and becomes popular. Creativity in

advertising leads to getting positive responses towards the advertisement and supporting the relationship between the brand and consumer (8). Additionally, creativity has a significant role in ambient advertising. Ambient advertising is characterized by creative method that has the ability to grab the consumer's attention with a memorable experience.

Some recent studies discuss ambient strategy through marketing viewpoint (12,13). Others discuss ambient strategy to explore its advantage and disadvantage (14- , 15, 16, 17), while others focus on the effects of the way of communicative methods among creative team-members to generate/develop ambient ideas in agencies and evaluation of virtual communication method (8). Another researches focus on ambient advert strategy, study its characteristics to explore the effect of it (18). Whereas no one of those research tried to find out how to create ambient advert design, which may help designers, in our developing country, to spread using this strategy especially with low budget projects.

2- Research Objectives; this research paper seeks:

- To study ambient advert strategy, it's means, and how its features work.
- To achieve a creative ambient advert designs that should help designers to communicate the advertising message effectively.

3- Statement of the Problem:

The concept of ambient refers to the non-conventional efforts, a way of thinking and ideas that create an immediate connection which resonate with the audience where a message can be placed. Thus, the problem of this paper can be formulated in the following questions:

- 1 - How does ambient advertising stand out from another one out of home advertisements?
- 2- How much ambient advert is expanded and applied on outdoor or out of home media?
- 2 - What are the creative dimensions/factors that have influence and use to judge on ambient advert designs?
- 3- How can we create an ambient advert design?

4- Hypotheses

- 1- Ambient advert means may include some branches of out of home advert.
- 2- Ambient advert as a creative advertisings grab attention and are more effective than traditional advertising.
- 3- The use of a chosen creative thinking techniques during design process can help to create ambient advert designs.

5- Methodology

This paper follows the descriptive method to explore ambient advertising strategy (how it works); its means and the role of creativity in ambient advertising. Then experimental method used in applying the suggestion approach.

6- Theoretical Framework

6-1- Ambient advertising:

Ambient advertising is one of Guerrilla Marketing' means. Guerrilla marketing concept was first developed by Jay Conrad Levinson's book in 1984, which the marketing efforts become more and more customer oriented, thus advertisers give emphasis to the performance of advertising activities which are applied by Guerrilla marketing. The aim of Guerrilla marketing strategy is to maximize the interest in goods and services. While advertising is being executed

with low budget. Ambient advertising achieves through differentiation, surprising, original and entertaining. Ambient advert concept became as a term for unconventional advertisement campaigns (7).

Ambient advertising aims to draw attention to a large number of recipients to the advertising message at moderately little costs. This is evoking surprising and a diffusion effects.

Sandra Belić and Emelie Jönsson 2012 (18) study explained the surprising effect which is evoked when ambient advertising is placed in an unusual location. According to it, the surprising feeling makes the recipients happy to tell friends about the experience. The starting of the diffusion effect, or word of mouth (WoM), is increasing the exposing to the advertising without increasing costs (17).

Means of attracting attention in ambient advert: Beside the factors of attracting attention in traditional advertising (as color congruence, the size....) ambient advertising has a special means as follows (19, 13):

- 1- Choosing the advert location (placement) as an unusual & unexpected location.
- 2- The usage of untraditional media, such as rubbish bins, lamps of the public lighting, Street furniture is located in such untraditional place to attract the attention to a potential recipient (16). A certain type of ambient advertising attracts consumers because of the context and environmental challenge to viewers, the context could deliver the message and the medium creates imagery and awareness of brand through images, colors and contexts imply certain meaning (9). Ambient advertising tactics include media channels which share facility devices such as mobile phones and public display monitors. Ambient advertisements are expected to positively react to the human movement and voices. Thus, modern perspective of ambient advertising makes it more innovative (14).

6-2 Creativity

According to Cambridge dictionary, creativity is defined as "the ability to produce original and unusual ideas, or to make something new or imaginative"(41). Creativity is mentioned in a lot of studies. First, Remziye Terka's study defines it as "the production of something original and valuable"(21). Next, Werner Reinartz and Peter Saffert (2013) define creativity according to the psychological aspect as "divergent thinking that refers to the ability to find unusual solutions to a problem" (22). Then Rotimi and Anthony classify creativity from the cognitive processes aspect through a combination of divergent thinking and relevance (23). Later, Adams' study (24) suggested creative thinking as "the ability to combine existing elements of knowledge or understanding in new ways".

The meaning of Creativity and innovation are often mentioned as the same thing. Though innovation using new methods to achieve something. Innovation is the implementation of creativity. It involves implementation and adaptation to apply creative solutions to problems and opportunities to enhance /use another's creative ideas (21). Creative ideas are the bricks which build the innovation. Now, innovation uses information and knowledge from different scientific areas and combines it in a new way (1). Thus, creativity is the ability to generate useful ideas and solutions to everyday problems and challenges. Creativity is the reason why particular agencies are preferred to others (22, 26)

Creativity is the main subject in an ambient advertisement tactics (17, 13), that enables you to find new ways to communicate the message, sometimes by (location), often with

unconventional methods (execution) and being first or only ad execution to do so (9), unexpected is the Main creativity factor, which refers to difference with other advertisements in the same product category and an unexpected solution or execution of the advertising narration (20). Advertising creativity works as an act that is able to produce effective surprise / unexpected. Academic research empirically linking creativity to effectiveness (9)

6-3- Ambient Advertising & Out of Home Advertising Media:

Advertising/ advert is defined as "any communication; message, any paid form of non-personal presentation and promotion of ideas, goods and services through mass media means by an identified sponsor, specifically intended to inform Persuade and/or remind and/or influence one or more people who receive them (2,41). This research supports the concept of ambient advertising belonging to the out-of-home(OOH) advertising subsector (14). OOH as a broad category includes the subcategories of street furniture, transit media, alternative media, and broadcast media (42). These categories are put together to form the ambient media category. Ambient media category is not limited to innovative print and pictorial media such as digital billboards, street furniture (static and multisensory), decoration on unusual surfaces in places, transit messages, graffiti, etc. as in (Figure 1). Thus it could include creative wall murals, billboards that seems creativity in design and execution (14).

This research adopted that ambient advertising includes but doesn't restrict to out of home advertising media, it's where creativity is existing and exploring in advertising. The secret of creative advertising power is to communicate that product efficiently and effectively (43). Practitioner of advertising view creativity as a core of the business, the objective is to make business more profitable through affective advertising in an effective manner (27).

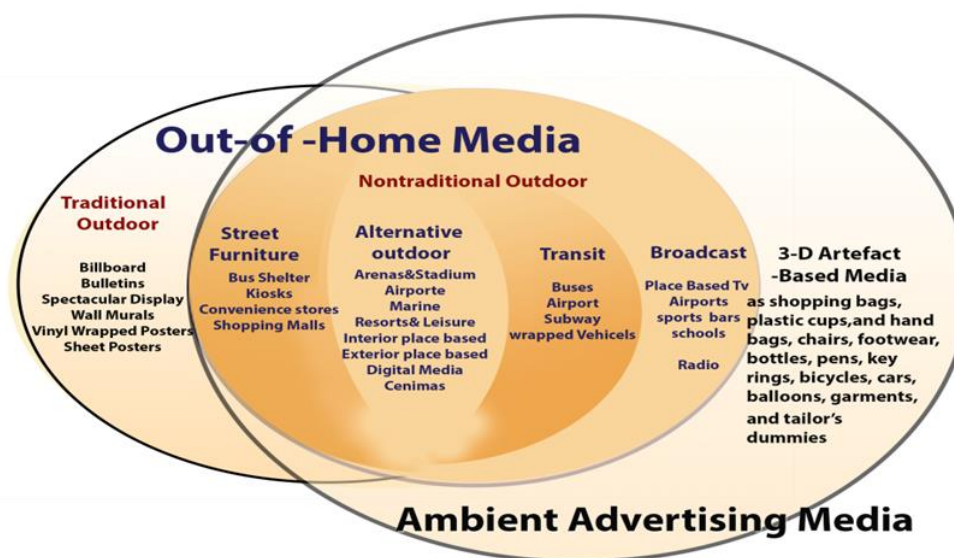


Figure [1] researcher work, describes Ambient advertising media category and explores that it is belonging to the out-of-home advertising subsector in addition to 3-D artefact and any creative media that depend on unusual place. (Researcher's work according to outdoor advertising association and Anodo-2017)

6- 4-Creativite Advertising and Dimensions of Creativity:

Creative advertising is a special form of creativity and differs from others in its originality and imagination must operate within a goal-directed and problem solving context, such as creating awareness, interest, desire, and action (AIDA) (28). There must be something new, imaginative,

different, or unique. These components are generally referred to as 'divergence' which is the most fundamental characteristic of "ad creativity". The divergent thinking produced must solve a problem or have some type of 'relevance' (10). Thus, creativity is when a solution comes to a problem through a combination of divergent thinking and relevance (23).

In psychology literature, divergent thinking is sometimes used as a synonym for creativity. Convergent & Divergent thinking is one of the creative theories. Convergent thinking involves aiming for a solution that is applicable to any problem. Whereas, divergent thinking involves creative generation of multiple answers to a set of problems (45). Thus, creative advertising is those that are perceived to be divergent and relevant (10). The divergent must solve a problem. It can be explored in relation to design elements of the ad (layout and design, celebrity spokespeople, unusual graphics, etc...). Relevance can be thought where some aspect of an advertisement is important, meaningful, or valuable to the customer. Relevance would be expected to be related to the brand informative property of the ad (e.g. was useful information attained as clever copy, showing new uses for the product, unusual transformations of the product, etc).

Creative Advertising is the art of introducing new and meaningful relationships among previously unrelated things in a manner that is relevant, believable, aesthetically. The usage of previously existing items, materials and concepts, in a new way (29).

Creative advertising dimensions are extracted by Mercanti-Guérin (30) such as novelty and relevance. Another two dimensions can be identified as humor and well craftiness or execution. In other words, these two dimensions are related to higher levels of creativity, creative advertising's value, and some meaningful relevance. Humor enhances approval. Humor enhances liking (The link between humor and brand liking is stronger than for any of the other factors) (20). According to Robert W. Weisberg divergent thinking is the basic component of creative thinking, which is built on fluent, flexible, and original thinking. (5- pg488).

Robert E. Smith focused on creative dimensions or determination as originality, fluency, flexibility, and elaboration, synthesis and artistic value. The well-known creativity assessment is Torrance Tests of Creative Thinking (1974). Which was according to divergent and relevant. It has used scoring along the previous dimensions (22 & 3). **These dimensions could be explained as follows:**

1- Originality

Originality (novelty) is the degree in which an advertisement differs from the viewers' expectations (20). Original advertising is a key to stand out from the competitive and clutter ads. Original ads are much memorable for the advertised brand (22) by applying unique visual or verbal solutions. An original advertising includes some elements that are uncommon or surprising, or that in un-commonplace. Originality/Novelty can be seen in composition of design element, its ability to cross the border of object, or unconventional connection with environment (16).

2- Elaboration

Elaboration refers to the completion of a creative idea and the inclusion of detail given (unexpected details or extend simple ideas) and the effectiveness of a word such as slogan or a word moves from being something concrete to something abstract. Elaboration carries an idea to completion, it makes something real by its contextual detail, understandable, or/and aesthetically pleasing. (22&31).

3 - Fluency

It refers to the number of relevant ideas in a response to a given question. Fluency are built by brainstorming. Fluency is the ability to generate lots of ideas., which unleashes the creative ideas.

4- Flexibility

Flexibility is the ability to look at a subject from a different perspective (31). An ad smoothly links to a range of different uses or ideas (22). flexibility can be achieved through unexpected juxtapositions, such as combining different senses, time periods, people, or places (31).

5- Synthesis

This dimension of creativity is about blending or connecting normally unrelated objects or ideas.

6- Artistic value

Artistic Value refers to aesthetically appealing. It comes true in the quality of construction as the color palette. If the ad has music it should be memorable. Due to the artistic value, the advertizing has been viewed as a piece of art (10).

6-5 Effectiveness of Creative Advertising:

Creative advertisements are significantly more effective than normal advertisements in terms of developing more positive advertisement attitude (32). Till and Baack (33) explained that creative advertising obtains significantly brand recall and are more memorable than conventional. In the other hand contributors in advertising industry reveal in Ang, H. S., Lee (2007) study that creative advertisements being more novel, meaningful and emotional this type of advertisement perceived as more favorable and cause a positive brand attitude with effect on purchasing intent (34). Effectiveness of advertising campaigns is measured by reaching the target indexes of sales volume, market share, awareness and consumer preferences, i.e. achievement of all planned goals and objectives (35).

Effective advertising can make people do what the advertiser wants them to do (29). Effectiveness of an advert is the combination of impact and retention of it. Impact of the ad is to attract attention while retention/recall is meant to stay in people's minds (21). The placement/location is playing a significant role in advertising recall as a part of its effectiveness. In addition to, other effective factors of advertising include: size, color, and images. which affect the viewers' attention, brand attitudes, memory of the brand information, as well as purchase intention (36).

6-6- Creative thinking techniques

Creative thinking is another basic feature which leads to creativity; it is the ability to link incongruent fields of knowledge which helping in finding a solution for complicated problems. It helps in finding an appropriate and a new view in solving problems. Thus, creative thinking is considered as the key aspect in the creative process which is personal and subjective character (1).

1- Mind mapping

LA MOTIVATION

- 1. NECESSITE**
 - physiologique
 - psychologique
 - social
 - conscience
- 2. DESIRS**
 - physiologique
 - psychologique
 - social
 - conscience
- 3. PLAISIR**
 - physiologique
 - psychologique
 - social
 - conscience
- 4. CONSTRUCTION**
 - physiologique
 - psychologique
 - social
 - conscience
- 5. CONSCIENCE**
 - physiologique
 - psychologique
 - social
 - conscience
- 6. PRESENCE**
 - physiologique
 - psychologique
 - social
 - conscience

Figure (2) from <https://www.lateralaction.com> website

1st Phase: It starts with a brainstorming to mention all relevant aspects to the problem. A lot of visual references are used according to the potential concept and strategies. This map is the primary cognitive map, which explains all the problematic areas in brief outlines.

3rd Phase: Where the arrangement of context according to the value of objects to express the strategy (49).

This technique works well as a design tool and problem analysis tool. In this technique we use what; who; where; why; when and how. **They include a sub questions as:** What is being done? what is being achieved? etc. **Who?** Who does it?□Why this person/group? Who else could do it. etc... (47)

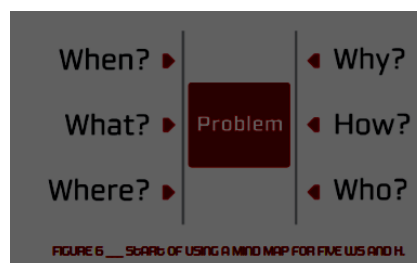


Figure (3) from <http://www.d4s-sbs.org> (38)

Figure (3) from <http://www.d4s-sbs.org>

7- Methodology

7-1- Approach Steps

This research argues that creativity and design process are a high degree engaged in a way that is controlled and directed by the process¹ (4). Thus, to reach an approach to design creative ambient advert ,the researcher followed design thinking steps [which are in Figure (4)] through a creative thinking technique process as follows :

- This approach was applied with 20 students in creative advertising media curriculum.

- **Phase 1-** We defined the problem as:

(Design a creative ambient advertising using the around/suitable place according to different chosen projects)

- **Phase 2-** In this research paper, students utilize mind mapping technique (as a creative thinking technique) to explore their gathered information, trying to get benefits from associations among branches. They started by putting the problem according to their own project in the middle, then release the information in branches.

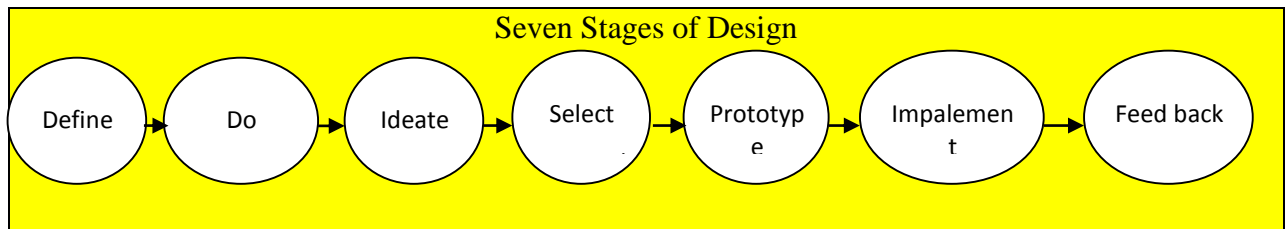


Figure 4, Exploring design process steps which is followed in this research from DESIGN THINKING book

- **Phase 3-** Subsequently, they should answer Ws H questions. from mind mapping. The answer defined according to students' mind map, as follows:

- Who? (e.g. who is the client? the answer introduced gathered elements; the nature of the product or service; their color scheme etc...)

- Why? (e.g. to create a coherent visual identity).

(The previous questions are easy to achieve from mind mapping but the following items need brainstorming).

- What? (e.g. what is the message of their advert; the suggested slogans and what is the suitable visual).

- Who? (e.g. who should be the interest to define the target consumers)

- Where? (e.g. where is the place of ambient advertising which is applicable to define the chosen place and why)

- How? (e.g. to refine ambient advertising design implementation).

-**Phase 4:** Every student begins with a self -brainstorming technique to explore his/her own ideas. Every student thumbnails his ideas in order to reach an out of the box idea.

-**Phase 5:** Brainstorming is done in small groups (about 6 students). Each group discusses different designs. Every student works on his design problem in a prototype which we assumed it will resolve the defined problem. The next table introduces some random prototypes samples of students' work. These prototypes are designed after applying the previous phases, they had been designed by more than one ambient media tools as follows:



Figure (5) sample 1

This prototype design is placed in unusual place, which was a square that next to the clinical center. We defined the target audience and their needs. This design objectives were explored one of the clinical services, through creating an interesting visual solution to target audience.



Figure (6) sample 2

This prototype uses bus shelter design to live with Oreo biscuit. We used unusual chairs, moving biscuits which are hanged up from the ceiling, changed the construction of the shelter to a semi- circle to be an unusual design.



Figure (7) sample 3

This billboard is designed for camping tools campaign. This design is a mix between 2D and 3D forms. The objective was exploring the wide space inside this tent.



Figure (8) sample 4

Usage wall murals to advert Gorilla glue and its function to adhesive hard things as bricks. It's designed between 2D and 3D elements



Figure (9) sample 5

Double billboard used unusual picture that supports the ability of gym members. Designer used unconventional connection (unusual context) with billboard environment.



Figure (10) sample 6

Mural Wall advertising is about clinical center that has devices to eliminate fats. The idea is to destroy as these bricks.

Assessment Prototype Designs

After refining the ambient advert design to be accepted as a prototype is done. This step aims to decide and judge if an advertisement is creative or not. Researcher is going to do a creativity assessment on the proposed ambient advertising. This assessment is gathered from (10) Robert E. Smith study and Ad Eval Pre-Test assessment (37) for advertizing. The last one is extracted from Robert E. Smith study. Robert E. Smith was built upon on (22,3) Torrance Tests of Creative Thinking 1974(TTCT)). This assessment is examining the context of advertising according to determined dimensions (six remain indicators of ad divergence of Creativity Assessment). which was designed according to the last suggestion approach. The focal point is assessing the creativity according to its dimensions in section [6-4]. Additionally, how much these adverts samples will be effective. Ad Eval assessment gives clear direction to estimate the impact and effectiveness, through factors as: the ideas communicated in the advertising, ideas significance, individual's reactions to the creative advert before production, motivation, interest, Brand recall and delivery of messages.

In creativity assessment, researcher omitted fluency dimension because this survey measures the proposed designs after the prototype step not in thumbnail and before implementation of step in design process. There were 10 experts participate in this survey, one of them was a professor, two of them were associated professor, two lecturers and five teaching assistant. Every question has five degrees to evaluate.

Reliability Statistics			
Cronbach's Alpha	Effectiveness	Value	1.000
		N of Items	1 ^a
	Creativity	Value	1.000
		N of Items	1 ^b
	Total N of Items		5

a. The items are: Total_ALL, b. The items are: Total_ALL

First of all, reliability assessment has done by using Cronbach's Alpha statistics. Which reveals best acceptable value in both assessments. The internal consistency scores values more than .90 and this indicates high internal consistency. Internal consistency refers to the measure of how closely items in the survey related to a set of items as a group.

Correlation Between Forms	.941
Spearman-Brown Coefficient	.970
	.970

The correlation between forms represent high consistency between every question and the objective of the survey form.

Later, Spearman-Brown Coefficient test has been done because of omitted factors in the original test. Thus, it needs to measure the test accuracy, which reveals good correlation in the test. Pearson Correlation is done (its value .651). Researchers has found a significant **correlation** between effectiveness and creativity factors. This is corresponding with previous studies [32,35].

This assessment reveals the percentage of creativity factors and the mean value of every factor contribution which indicates the variability of every creative dimension within 50 degrees.

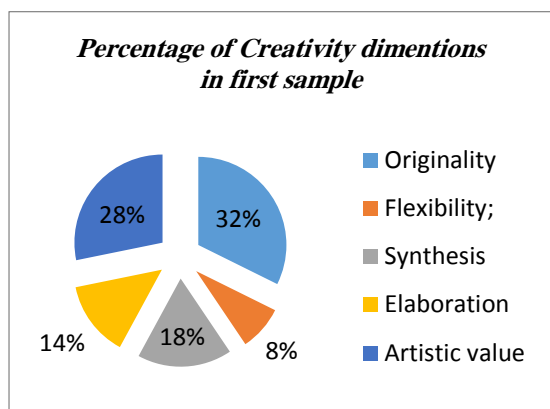


Figure (11) Sample 1

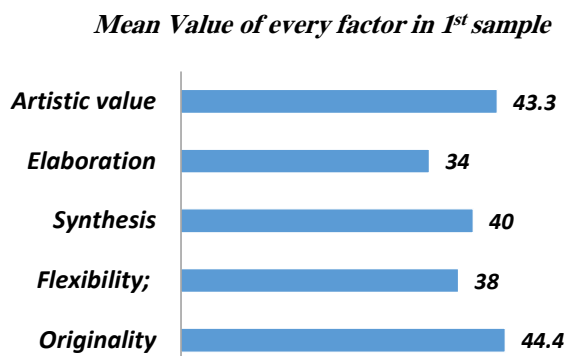


Figure (12) The mean value of creative dimensions for the first sample

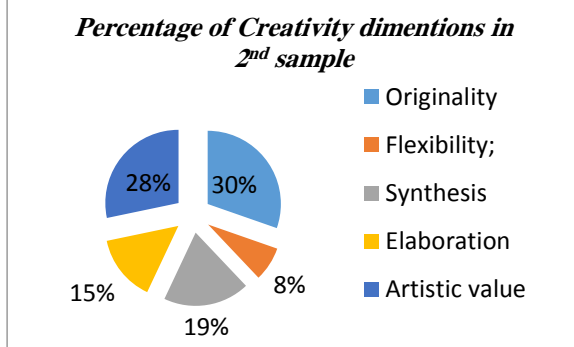


Figure (13) Sample 2

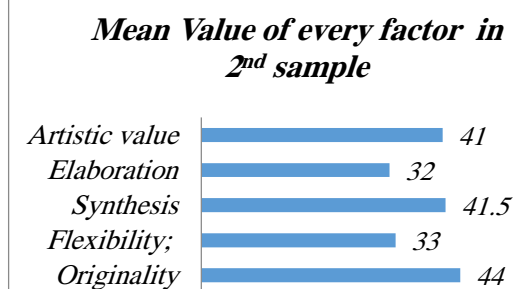


Figure (14)

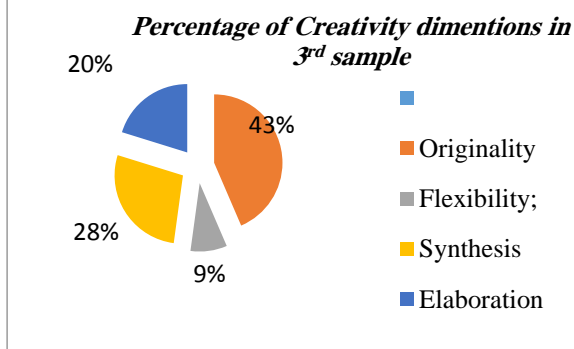


Figure (15) Sample3

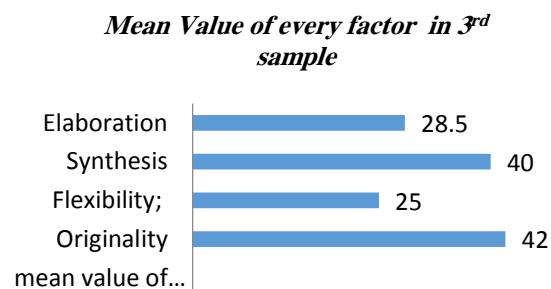


Figure (16)

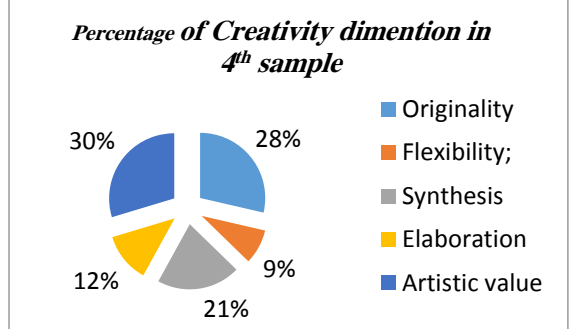


Figure (17)

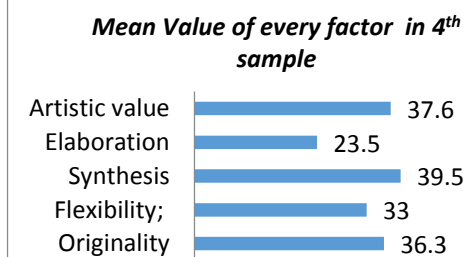


Figure (18)

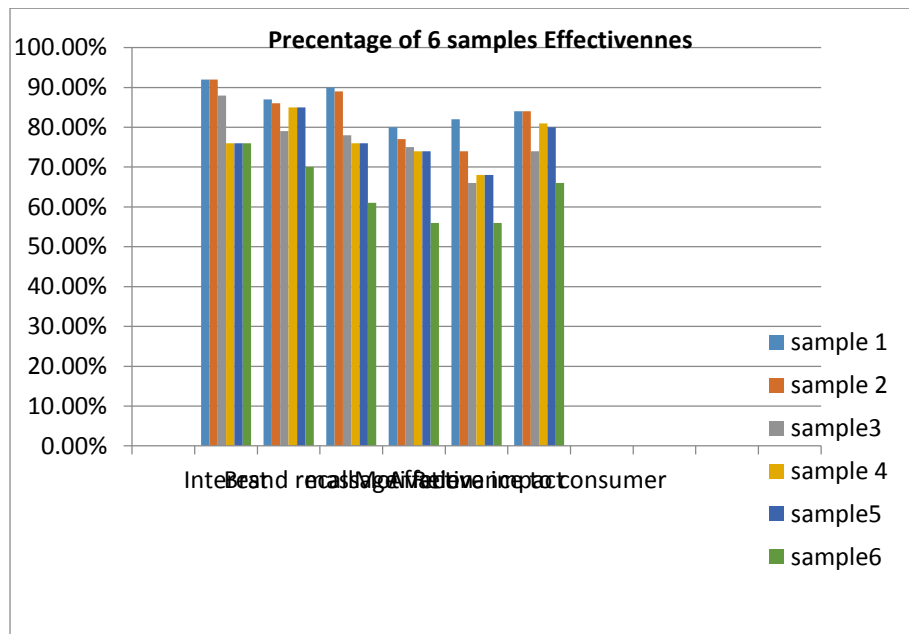
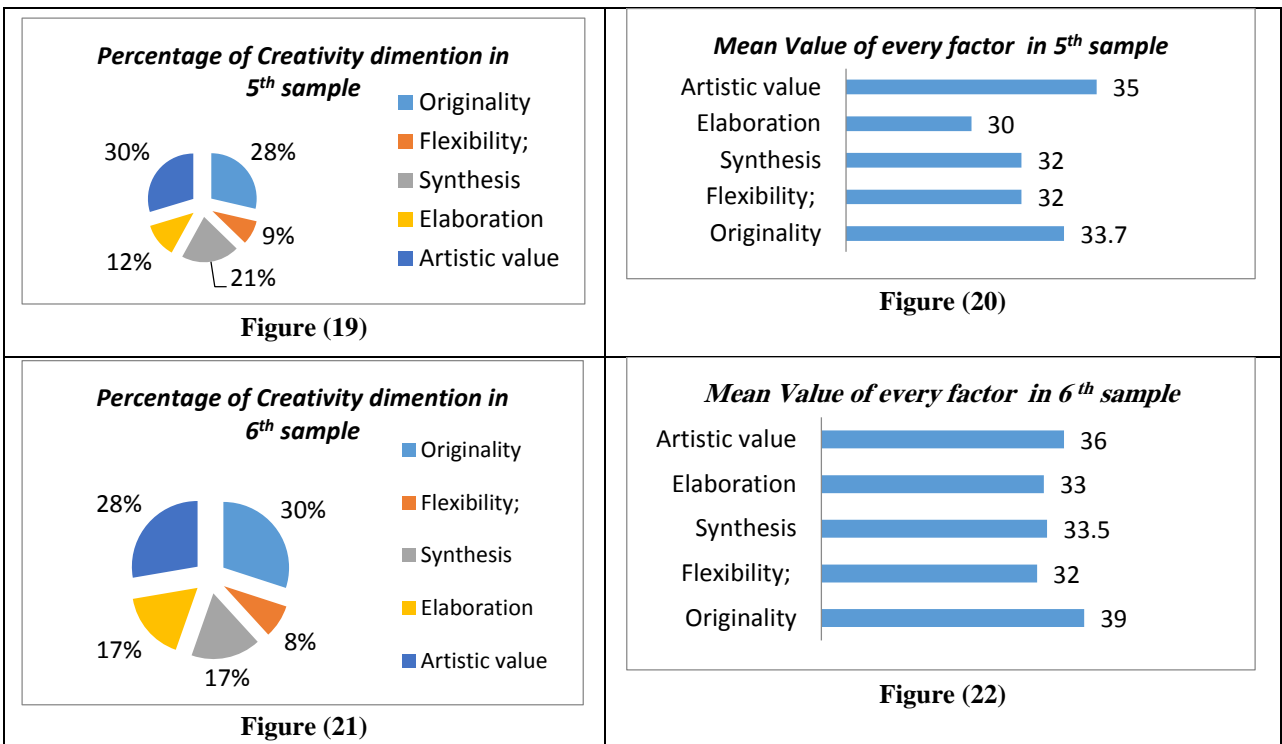


Figure 24 Average of Effectiveness Factors in all 6 prototypes design.

- Prototypes Samples assessment towards effectiveness have values between 67% to 83%.
- The effectiveness assessment reveals grabbing attention between 74% to 85%(good value).

Discussion:

Creativity plays a significant role in advertising industry, where customers are exposed to daily cluttering messages, which cause difficulties in grabbing recipients' attention. Therefore, creative methods are needed. Ambient advert is one of these smart methods, which belongs to Guerrilla marketing, ambient features that focus on grabbing attention with low budget (which needed in our developing country). Ambient advertising features as surprising, unexpected

media and unexpected details that make a special experience for customers. This special experience affects on spreading the brand advertising and brand recall.

Studying ambient features and media tools concluded that ambient advertising media includes "Out of Home" media. It also extended to any media tools that include creativity. After Applying the approach steps, researcher applies a survey to assess prototype designs.

The percentage of creativity for first sample design was 89; for 2nd sample design was 87; for 3rd sample design was 82.2; for 4th sample design was 83; for 5th sample design was 78; for 6th sample design was 84.2. Figures from 11 to 22 reveal that creativity dimensions which are reached in different percentage more than 75% and this is a good value.

The first one obtains highest value. In order to, the placement and the medium (a booth in a square, which gives a chance to explore more details than the other media), while the second value was to the second prototype. This design used the bus shelter to feel the mood of the Oreo biscuits. The unusual and different details in bus shelter makes it unique.

Although Sample 3 and sample 5 are applied on the same traditional media "Billboard" but the high creative value is achieved in sample 3. This result reveals the role of originality of the idea and the execution of the sample 3 (artistic value).

The low percentage is obtained by flexibility factor, which measures different ideas in this design, and this factor has a low consideration according to out of home nature, which needs simple expression of ideas. The second lower value is obtained by elaboration factor. It refers to unexpected details and real contextual detail and that wasn't achieved in samples 4 and 3.

In accordance with Mean Value of different factors, originality was obtainable in high percentage that indicates the idea expression (uniqueness, out of stereotype) and this is corresponding with researches (20) that support originality factor as a main contributor in creativity to stand out from other adverts. The suggestion placement of this prototype offered the opportunity to explore the idea. Then second value was artistic value, which refers to ad execution and ad distinctive verbally and visually. According to (Chan, Kara 2013) this factors is correlating with advertising effectiveness.

In accordance with Mean Value of different factors and the average percentage of effectiveness assessment, the researcher observes the follows:

- Interest factor has obtained high value specially in samples 1&2 (they have the highest value in creative assessment and this is corresponding with previous theoretical study which connected advertising creativity with its effectiveness).
- Samples 1&2 achieved the highest values in all factors. sample 6 has got the lowest degree in mean value comparing with the rest of prototype samples and this is matching with its degree in mean value in creative dimensions.

Results

1. Advertising creativity is the art of introducing new and meaningful relationships among unrelated things in a new manner that has relevancy, uniqueness, and aesthetics.
2. Ambient advert is depending on creativity to grab attention and evoke it's features as surprising and entertainment to stand out from competitors.
3. Ambient advertising media extends to any Out of Home media that include creativity.
4. Choosing unexpected location and untraditional media play a significant role in attracting attention to ambient advert.

5. Ambient advertising media is not limited to non-traditional of Out of Home advertising media but it extends to media that creativity is being explored.
6. Usage mind mapping and Ws H question as creative thinking techniques during design process could represent an approach to create Ambient advert design.
7. The questionnaire of the survey has got some high value degrees in reliability so that it could use in assessing the creativity in ambient advertising.
8. The high values that have been obtained in assessments declare that: this approach could be used to design a creative ambient advertising.
9. Usage of this approach is reaching for creative ambient designs which could have effective impact.

For further work: This suggested approach needs further research in order to be valid in creating ambient advertising design.

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