

## **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.