

Evolution of escalator and elevator advertising



In a noisy, media saturated and distracted consumer environment, the elevator and escalator advertisements ignites curiosity and fires demand for client brands through integrated alternative marketing technologies that authentically engage and truly influence consumers.

It work in helping clients reach consumers, surprising and unconventional ways.

The companies should take benefit of elevators by marketing their products and services. The elevator is always crowded with people, and these people may be one day will be a potential customers because of that advertisements. the elevator is transferring people every day. In some cases the transferring will continue 24/7 now in the 21st century the elevator advertisements is a successful tool for advertisement. In my opinion, it's the most effective tool in the new century. Because in the recent days, most people espically the young people

Don't like to read, watch the usuall advertisements and listen to radio advertisement. The elevator advertisements should be creative and attracting in the way that will take the people attention. In Saudi Arabia these kinds of advertisements are not popular. The elevator advertisements are not costly and actually it is a cost effective. In my opinion if use propably, it will make a reveloution in the advertisement world. A few numbers of researches has been conducted about this topic. The elevator advertisement is a powerful tool for attracting the people. Because they don't have any alternatives except looking to your advertisement. So there is no run away from getting the idea of your advertisement.

Type of elevator advertisements:

- Outside door advertising
- Inside the elevator using brochures or painting
- Outside (outdoor) media
- Inside (indoor) media
- Sounds (inside the elevator)
- On the elevator buttons (outside and inside)
- Creative and innovative advertisements (costly).

Outside (door)

We had put a media advertisements outside the elevator during the waiting time (period) for the elevator to come and transfer them. The survey shows that the majority of people are looking to the elevator advertisement and the media which we had put it there.

The survey shows that the majority of people are looking to the elevator advertisement and the media which we had put it outside the elevator during the waiting time (period) for the elevator to come and transfer them. So their eyes are always looking to the elevator door. Therefore, why we can't use this powerful tool and in my opinion the most effective tool to market our products or services.

(inside)

The majority of people show that they get board in the period of transferring. So why can't we give them something interesting like a media with music inside the elevator. Or we make the elevator more interesting with colours and brochures. Also in a survey we put an advertisement for a famous product

in the elevator for the sake of the research and we asked each one of the respondents whether it got their attention or not. And 93% of them saw that advertisements. So there is no run away from seeing the advertisement. And when we put a small screen for the media, it shows that 98% of the sample responds to that.

(Escalator advertising)

The majority shows that the escalator advertising is very attractive and it attract the eyes.

Types of escalator advertising:

There are many creative types of the escalator advertising and the most attractive on are:

- Beside the escalator using a brochures or any type of advertisements
- Between the esclators using painting or drowing
- On the escalator floor (steps) using a creative pictures on each one of the escalator steps
- Advertising using the media (TV) on the top of escalator in the way of going up or going down.
- Using the sound advertising between the way of transferring (it is not very effective)
- In the entrance and the exit of the essclator
- On the escalator handrails: (it enables advertisements, branding, and other decorative communication material to be easily applied to escalator handrails.)

Also the escalator and the elevator are usually crowded and the riders are always changing, so your advertising will be for a different variety of people and different kinds of people with different ages and also with different classes. So you will market your products or services for all the types of the people using an affordable and powerful tool for getting the riders' attentions.

What Escalator Owners Gain:

- Increased revenue at marginal cost
- Utilization of previously unproductive structures
- Better communication with riders
- Enhanced location aesthetics and ambiance, leading to stronger customer relations and increased ridership
- Minimal involvement from escalator owner!

What the Riders gain:

- Improved escalator appearance
- More interesting environments
- Source of “ food for thought”
- Antimicrobial protection for handrails, giving riders a sense of comfort and limiting riders' exposure to contagious disease

What the Advertisers gain:

- Opportunity to capture public attention with new advertising platform
- Marketing avenue provides high-impression frequency
- Innovative ad placement to beat other marketing noise
- New mode of marketing to drive client “ buzz”
- Long impression period as average rider is on escalator for 30 seconds
- Great medium for viral marketing

(it enables advertisements, branding, and other decorative communication material to be easily applied to escalator handrails. Easily communicate with riders at shopping malls, transit systems and airports during average rides of 30 seconds.)

Methodology:

Sampling: 571 in the major cities of Saudi Arabia

197 In the western region (Jeddah, Makkah, Al Madinah and Al Taif)

123 in the middle region

106 in the eastern region

86 in the northern region

59 in the southern region

The unit of analysis will be the people who are using the elevators and escalators regularly such as the people who are working in the shopping malls, airports, office building and hotels in the most crowded and busiest places.

A questionair was used to collect the data from the respondents.

The people who are going to take the left will be extracted by this Ideas and creativity. In the short time those advertisments will push them to read, see or listen to the advertising. Mostly the mirror in the elevator was catch the attention of the riders and they spent time for watching themselves.

sometimes they will spent time watching the riders shows, looking to the floor screen in the elevator or seeing the people faces.

<https://assignbuster.com/evolution-of-escalator-and-elevator-advertising/>

It is the most effective for attracting the customers' attention. Simply the riders are the stressed audience and they are surrounded by this media to entertain them. It is the key for a successful marketing. If used properly in the crowded elevators and escalator, it will be the most affordable and powerful tool for marketing your products or services.

The most ideal locations for escalator and elevator advertisements (advertising):

- Transportation hubs,
- convention centers,
- offices buildings
- hospitals,
- hotels,
- department stores,
- airports,
- sports arenas,
- shopping malls and more.
- train stations,
- shopping centres

It is innovative and creative

It is the best alternatives of other marketing strategies.

Escalator Steps enables advertising, branding, and other decorative communication material to be easily applied to existing escalator steps.

Easily communicate with customers in high density locations using this high impact medium.

It is an innovative media solution.

Why Advertising on Escalators?

Benefits to Advertisers using Escalator Step Advertising

- Multi-Impact Impression- Usage of Steps Escalator graphics will result in a high impact rate to pedestrians. Pedestrians will see as many as 50 steps as they ride escalators for over 30 seconds.
- Unrestricted Message Space- Aap! Global can tailor installation of graphic to popular escalator step models providing advertisers with large, high impact advertising spaces.
- High Impact- Influence point of purchase shoppers – escalator step graphics do not compete with traditional media and capture audience attention before entering points of purchase.
- Targeted- Escalator are usually located at points of purchase.
- Easy to Use- Aap! Steps fit easily in existing properties with minimal owner involvement.
- Non-Traditional- Aap! Steps invites non traditional firms to place adverts in the out-of-home segment

It is enjoyable up close or from a distance

Benefits to Properties

Aap! Step is a unique, dynamic, scrolling advertising display which provides a source of incremental non-rental revenue while aesthetically enhancing and modernizing a property.

Companies can now put their advertisements in the hands of millions of economically active customers during average 30 second escalator rides.

Escalator Handrail Advertising provides advertisers with an extremely effective new media, property owners with an additional revenue stream or branding opportunity and escalator riders with an engaging handrail that improves safety and comfort.

The intelligent use of the elevators and taking benefits of the empty spaces.

Your advertisements will achieve your goals.

Some of the ads are boring but these kinds of ads are different from others.

It is not boring

Property owners:

Property owners have the opportunity to utilise Escalator or Elevator Media to generate new revenues from advertising sales, or as an effective way to increase internal branding or communications with escalator riders.

As a new revenue stream:

Escalated Advertising, via selling Escalator or Elevator Media to advertisers, offers property groups the opportunity to generate substantial advertising revenue with no risk.

Advantages to Property owners

In addition to making existing structures profitable, Escalator or the elevator Media, enhances the appearance, location aesthetics and also improves rider safety and comfort.

For the companies which are always looking for highly effective and fresh media opportunities. Escalator and elevator Advertising provides a unique solution.

the Creative looks on the elevator and escalator will really grabs peoples attention

Escalator and elevator Advertising dominates the environment, providing cut through even in a cluttered shopping centre.

Reasons Escalator Handrail Media is a first choice for advertisers.

Escalator Handrail Media offers significant advantages over traditional outdoor advertising. Benefits include:

- 30 seconds exposure to a captive audience
- Frequently reach mass audiences at targeted locations
- 76% unprompted advertising recall
- 30 meters of advertising that surrounds the consumer
- Hands on advertising which is often unavoidable
- Close to the point of purchase

Escalator and elevator advertising are perfect for:

- Increasing sales
- Increasing foot traffic
- Increasing brand exposure
- Launching a new brand
- Building brand image
- Reinforcing other media at prime locations

- Directing escalator traffic flow

Whatever an advertiser's goals Escalator and elevator advertising will help to achieve them.

Escalator and elevator advertising is the perfect compliment to TV, Print and Radio, and is a must in any out of home campaign.

It is a fun and easy way to communicate, it can be used for branding, advertising or decoration.

Limitation:

There was a lack of information on this topic due to the fact that not much research as conducted on the elevator and escalator advertising. Hence secondary type sources did not produce very precise information on this matter. Therefore, primary data acquisition methodologies like questionnaires and interviews had to be used in order to acquire the desired information in order to satisfy the research objectives.

Although the ambient media sector is starting to grow up and move away from the stunts that used to dominate, there are still a number of agencies with an eye for a great gimmick. Describes a number of outdoor innovations and explains that as consumers become more used to seeing advertising while they are out and about, outdoor companies are increasingly looking for opportunities to speak to the public when they least expect it. Comments on new technology such as digital escalator panels and elevator advertising.

these new developments are only really working for entertainment brands at the moment.

that are easier, quicker and cheaper to update, can be shared between more brands, offer flexibility in the messages that can be displayed and are by their nature more eye-catching.

Escalator advertising allows extremely high visibility advertising in prime throughput locations enabling you to target shoppers, commuters, families and business people.

It is a brand new opportunity.

Elevator: you can put a screen with a security camera to monitor what is going on in the elevator

Now there is a new media opportunity, it is a dynamic new media that reaches the audience that always in demands. This media that teaches, moves and uniquely interact with it's audience. It is an interactive, impactful and informative communication

Saudi Arabia community likes to explore and find the new things, the majority of the people there are economically active. It is a rich country and these kinds of advertising will be an opportunity for the companies which are looking for increasing their sales and marketing their products or services.

You can put the advertising in the high traffic locations.