

Alternative advertising

Media



The locations of the screens are in areas of high population concentration like waiting bay among other strategic position in and outside the stores. This innovation attracts the attention of people as the various items come in digital appearance and rewind themselves. This visual impression is livelier and is a major shift from the traditional static images on billboards.

The audio part of the digital advertisement is a form of entertainment which improves their level of attention capture of the potential customers. Since the advertisement also shows how some of the items are practically used, they tend to be more appealing than billboards hence making the company to realize increased total sales in its various stores.