

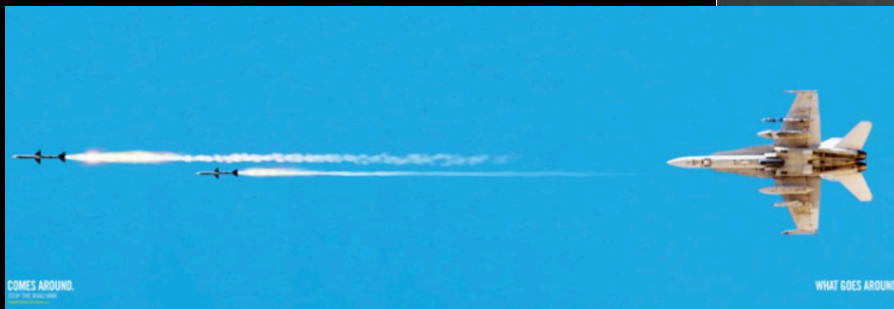
Ambient Advertising

recap

Ambient Advertising

- ◆ in surroundings
- ◆ grabs attention
- ◆ element of surprise
- ◆ people engage with, interaction
- ◆ current, original
- ◆ has to be in right place, right time





Ambient “umbrella” term

- ◆ Ambient
 - ◆ Ambient ads
 - ◆ Guerilla, edge of legality
 - ◆ Viral, usually shareable content
- ◆ Sometimes terms ambient/guerilla/viral are used interchangeably...

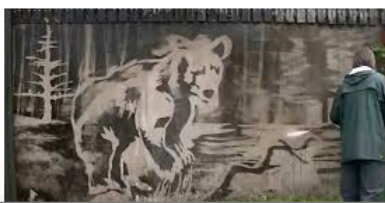
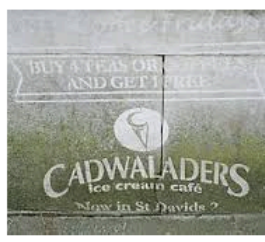
- ◆ subvertising, brandalism, culture jamming, adbusters



- ◆ Not necessarily ambient, but might become viral...

Guerilla Marketing

- ◆ graffiti Banksy, reverse graffiti Moose
- ◆ sticker bombs
- ◆ photobombing
- ◆ viral marketing through social networks
- ◆ temporary: forehead advertising in festivals
- ◆ provocative, takes risks, eg tree planted illegally
- ◆ ethical/legality issues





St James's
Hospital

3 1/4

Burmantofts

1 1/2

Harehills

1



◆ <https://www.fijiwater.com/>



TechMuzz
@techmuzz



The Fiji water girl came here to serve 🍹 #goldenglobes

Me refusing to let anyone else have the spotlight



1:27 AM · Jan 7, 2019





Viral Ads

- ◆ flash mobs [\(T-Mobile\)](#)
- ◆ current, topical
- ◆ humour
- ◆ makes you smile
- ◆ worth sharing



A successful ambient piece:

- ◆ “fits product/service”, reinforces the message or emphasises the USP