

## How can outdoor advertising efforts be extended online?

Outdoor advertising, also known as out-of-home (OOH) advertising has existed since ancient times, where ancient civilisations used signs and symbols to promote their products and services. In modern times, outdoor advertising comes in a mix of print and digital media forms, ranging from static ads such as billboards and posters, to digital ads such as video ads displayed on a LED screen. Outdoor advertising is often seen near tunnel entrances, bus stations, train stations, and highways.

Despite the rise of online media forms like display ads and video ads, outdoor advertising remains a popular advertising channel to build brand awareness and expand reach and exposure to a large audience base. However, companies cannot rely on outdoor advertising alone to expand reach and exposure, as brand awareness is often best achieved with an integrated marketing communications approach, where advertising with a blend of different marketing platforms allows tapping into a larger audience base. With the rise of new technology, such brand awareness efforts can be extended online to best achieve increased reach and exposure.

An example of an integrated marketing communications mix



Powered by patented AI technology, KOL Video Background Marketing is a brand new KOL advertising solution that inserts advertisements into the background of KOL videos in a clean and clutter-free manner. Given the AI engine would only take about 48 hours to publish one KOL video with ad live on YouTube, corporates can advertise in many KOL videos across different channels and categories within a short period of time, effectively expanding reach and exposure to a large audience

base. Hence, outdoor advertising efforts can be extended to YouTube to fuel brand awareness efforts. Below are some examples:

<https://youtu.be/o8Ru0NbaFdc?t=8>

<https://youtu.be/YdQH6mv1TYg?t=3>

If you are looking to do KOL marketing that can extend your outdoor advertising efforts online, then look no further! Zyviz.com is currently the leading AI-enabled MCN platform in the world, and our KOL video background marketing solution enables corporates to advertise in many KOL videos within a short period of time. Do not hesitate and contact us immediately for effective advertising. Visit [www.zyviz.com](http://www.zyviz.com) or contact us through [info@zyviz.com](mailto:info@zyviz.com).

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