

INNOVATIVE ADVERTISING TOOLS

Recently, more and more often you can see new ways to promote goods and services. These methods may not be standard at all, attracting attention, forcing to buy. Innovative advertising stands out from the general flow of ads, videos, posters either by the novelty in the presentation of information, or by unusual placement, or by new technologies. Experts estimate that a person sees 3,500 advertisements every day. But it does not mean that he perceives and remembers all of them. Among everyday routine, a person often focuses on several bright posters, shocking videos and unusual promotions.

We came up with an unusual way to attract customers and promote a product. It is associated with both print advertising and advertising on the Internet and TV. The buyer will be interested in this advertisement, because by doing certain actions he will be able to get some benefits. And so, ModernCard is a small plastic card. The buyer can find it in the magazine or in the product packaging. The name of the company, store and individual code are written on the card. This code is required to receive a gift, discount, and other benefits.

The buyer can check his winnings by scanning the QR code during the company's commercial on TV or on the Internet. Thus, by going to the site, the buyer enters his card details and learns about his winnings. In our opinion, ModernCard is a unique case where a customer waits for a commercial, comes to a website and fills out registration forms.

In conclusion, we want to say that technology is the engine of progress. It helps people and makes their lives easier and better.