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INNOVATIVE ADVERTISING TOOLS AND SPACE

**Abstract**

In this paper, i shall propose the idea of how we can connect the out-of-home innovative advertising and how it can be used to promote space agencies' updates and discoveries on daily basis to the modern generation, mainly focusing on the younger generation.

Traditional outdoor ads are static prints such as billboards, posters, and face-to-face experiences. But, in order to promote space agencies' updates on daily basis, the ads should be not static ,but as interactive as possible. For example, digital backpack, that can promote the up-coming event held by the NASA or Azercosmos on the most busiest streets of the city. The backpack walker will be able to show the ad to the millions of people in just a day. This and many more innovative advertising tools that i will present in my paper work will be collaboratively used also in the space advertising