

FLOOR 3D ADVERTIZING IN RUSSIA.

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Abstract: Today the possibilities of technical progress in advertizing are extending so that commercials are involved in the production of dinosaurs, aliens and many other beings. All this was presented to us by 3D-animation effects and, of course, special programs, thanks to which these effects are created. Advertising is the most visible form of marketing. It is one of the most effective marketing tools you can use to build a share of the prospect's mind. If you know exactly what you want from your advertising, where to direct your message, and how to express what you want your audience to know, your advertising will be effective.

The purpose of the article is to show the distribution and the use of the floor 3D advertizing in Russia as well as to show how it can be used with spectacular results in advertising campaigns.

Keywords: 3D advertizing, street advertizing, 3D street art, 3D in Russia.

The origins of modern street painting can be traced to Britain. Pavement artists were found all over the United Kingdom and by 1890 more than 500 artists were making a full-time living from pavement art in London alone.

Street Advertising Services are the UK and Europe's leading 3d Street Artist's renowned for creating three-dimensional chalk drawings. Also known as: 3d Street Painting, 3d Pavement Art, 3d Chalk Art, or 3d Sidewalk Art, they are all forms of anamorphic art. Anamorphism is usually considered a type of optical illusion or trompe l'oeil. The 3d street art is painted or drawn from one perspective and when a person looks through the lens of a camera at the same perspective the art looks 3d and creates the illusion of depth or height [5].

How do you get today's consumers to pay attention to your business and buy products? To answer this question, most businesspeople think of creative and innovative ways to advertise. 3D advertizing or 3D marketing is gaining popularity as it combines inventive ad ideas and good 3D solutions.

Many agencies put installations in several malls and the results showed how good it worked. Advertisers have seen up to 12% increase in profits and at least 34% store traffic just from putting 3D ads in some stores [4].

3d Street Art is known by several different names; 3d Street Art, 3d Pavement Art, 3d Chalk Art, 3d Sidewalk Art. They are all types of art created by pavement artists in public spaces. When the artwork is viewed from a specific angle and distance through the lens of a camera the picture appears to become three dimensional. It's all created by tricking the eyes and mind with angles and distance, what seems close up is larger to see and the smaller an object is the further away it seems to be. So, if you paint an object very long and narrow it creates the illusion of depth. When created by an experienced artist, the results are mind-blowing! Holes and crevasses appear in the road and dragons and monsters can magically appear to hover above the ground. Almost anything can be created in a 3d Street Art picture [2].

3D Street Art in Advertising works so brilliantly in two words: entertain and inform. Isn't that what the best adverts do? Entertain and inform and that's what 3D pavement art is so good at. When a consumer sees a piece of 3D street art, they recognize the image and shape of the content but it's only when they are advised to look through the lens of their mobile phone camera that the magic happens. There is always an 'aha' moment when the picture jumps into 3d in their eyes, which is what makes it so entertaining. The next stage in the process is the consumer asking, 'how does it work and what's this for?'. That's the opportunity for brand ambassadors to explain the 3d process and inform them of the brand's message [6].

The consumer is not only entertained and informed by the artwork, the next step is to interact with the picture. Encouraged by the artist and brand ambassadors, they walk on to the picture and have their photo taken with it. The photo is taken on the consumer's mobile phone and the photo is then uploaded to Facebook, Twitter and Flickr to show their friends and family. The result? Start of a viral campaign

The modern world is in the condition of continuous movement. Today, all achievements and discoveries of last decades are united by the use of new technologies. Live advertizing changes to usual advertizing in the 3D format [3].

In Russia 3D asphalt images started appearing at the beginning of the 21st century. First artists, who were seriously engaged in floor 3D drawings, were Philippe Kozlov and Igor Solovyev. Philippe started drawing in 2008 and performed more than 20 advertisements and creative works.

Active development of the market external 3D - advertizing in Russia began only 2 years ago. The understanding of that use of non-standard designs justifies expenses and works for loyalty increase to the company or to a brand became the main reason of prompt growth of popularity of 3D advertizing. The use of the bright volume elements causing admiration and surprise does three-dimensional advertizing saturated and being remembered.

According to Dmitry Degtyarenko, the general director of one of the most known advertizing companies in the field of 3D "the Dreamer advertizing", shortly, 3D floor advertizing can force out flat advertizing completely. 3D advertizing - absolutely new world of art in which the effect of illusion depends on the artist [1].

Now floor 3D advertizing in Russia is not well developed. In many regions it is absent in general. It is connected firstly with the lack of experts in this sphere. Secondly, 3D advertizing demands large sums of money on development as well as on payment of this service in advertizing agencies. But, as floor advertizing has positive experience abroad, the Russian advertizing agencies try to inform clients about the efficiency of this advertizing and to include 3D art in the list of provided services. Realizing advantages of three-dimensional advertizing, the advertizing companies offer the clients 3D boards, stands, signs, stickers, billboards, 3D advertizing on fireproof walls, walls, floors, asphalt.

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