



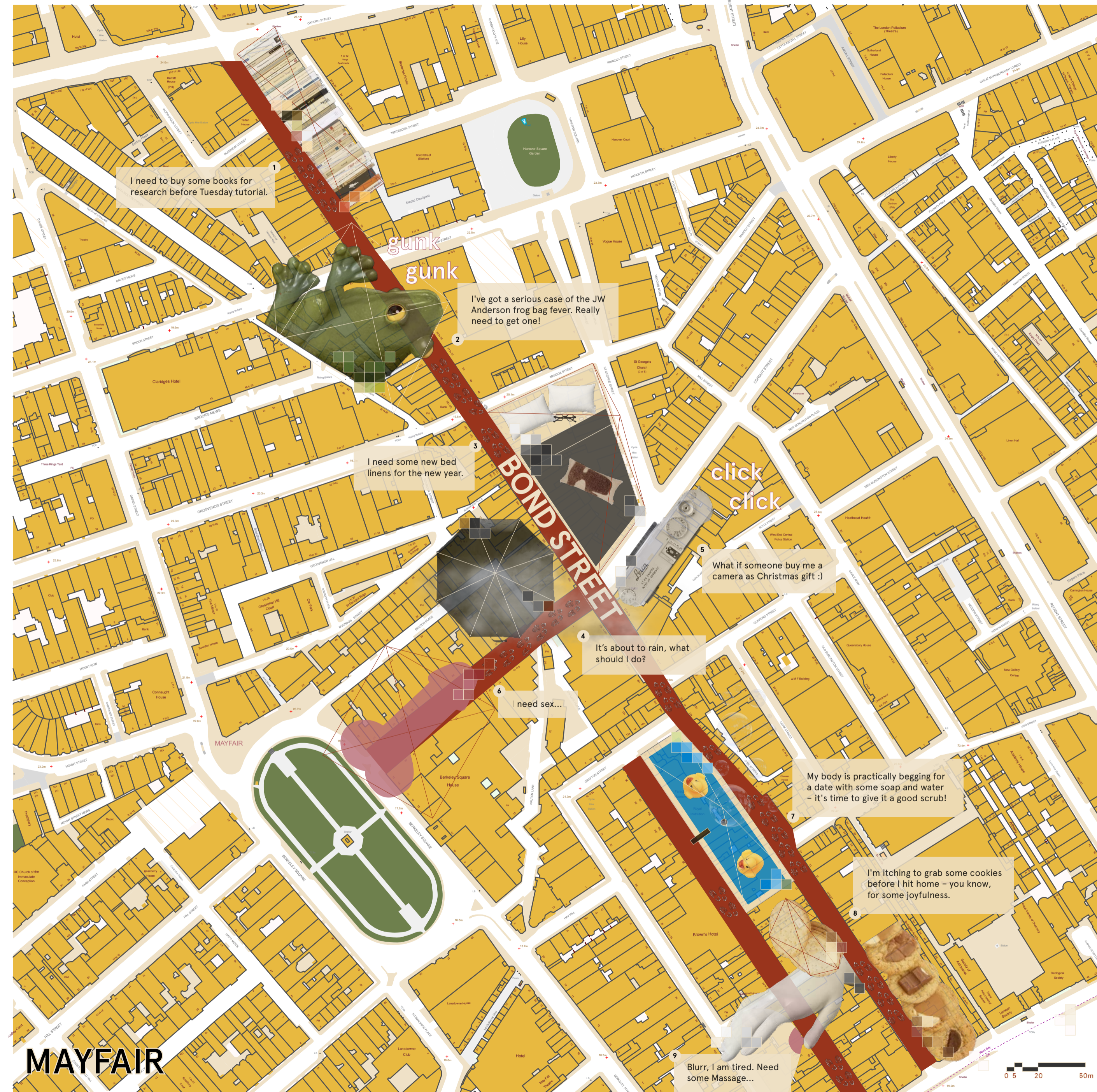
How might advancements in technology influence the evolution of marketing psychology and ADVERTISING?

Dataville 2044

Transformative Forever changing Trojan advertising cityscape

Desire is the trigger for transformation. Physical transformation occurs everywhere in cities where people harbour desires.

Citizens will consume ROSE's customer items, and ROSE algorithms will select us products, bringing our desires to reality, grooming our trigger to purchase. Future culture will prioritise 'advertising urbanism'. The ideal is to maximise the surface area of the city for profit. Mini drones, known as 3D pixels, will saturate the cityscape, transforming it's physicality through shape, form and colour.



McDonald's

Guerilla Advertising



Guerrilla marketing is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or service. It is a type of publicity.

During Zurfest, one of Switzerland's popular festivals, McDonald's designed a clever campaign to decorate zebra crossings into giant chip displays outside their restaurants.

Gilbey's

Subliminal Marketing



Subliminal marketing is a form of advertising that uses hidden or suggestive messaging to influence people's behaviour without them even realizing it. It's a powerful tool that can be used to tap into people's subconscious desires and drive them to take specific actions, such as buying a product or service.

The Now Building/ The Outernet

**A surface makes more money than a space.
Permanent Screen: Ruins of Modernity**

The jaw-dropping Now Building has the largest deployment of video screens in the world. At the entrance to Tottenham Court Road tube station on the corner of Oxford Street and Charing Cross Road it boasts four storey 360 degree 8k screens with 4D and interactive capabilities.





2028
2D



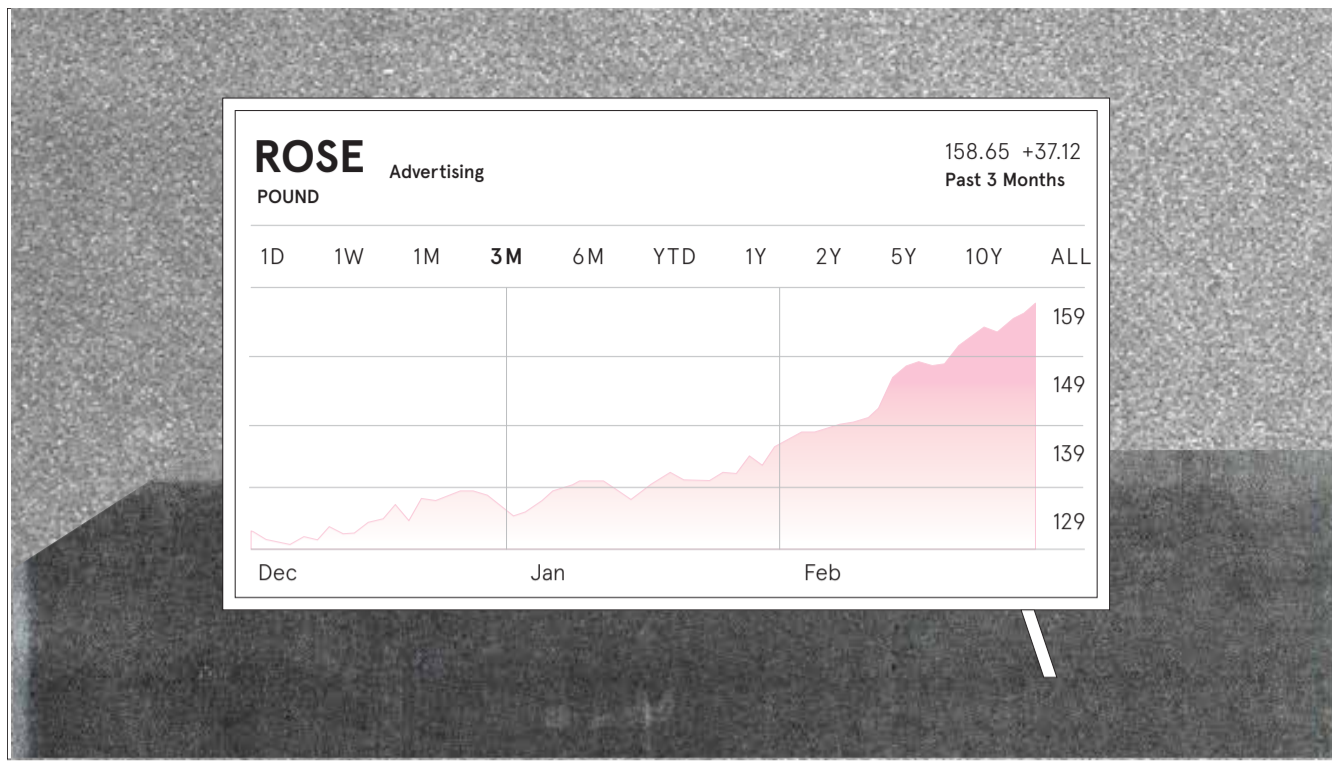
2032
Re-arrangement on Surface



2038
3D Shape



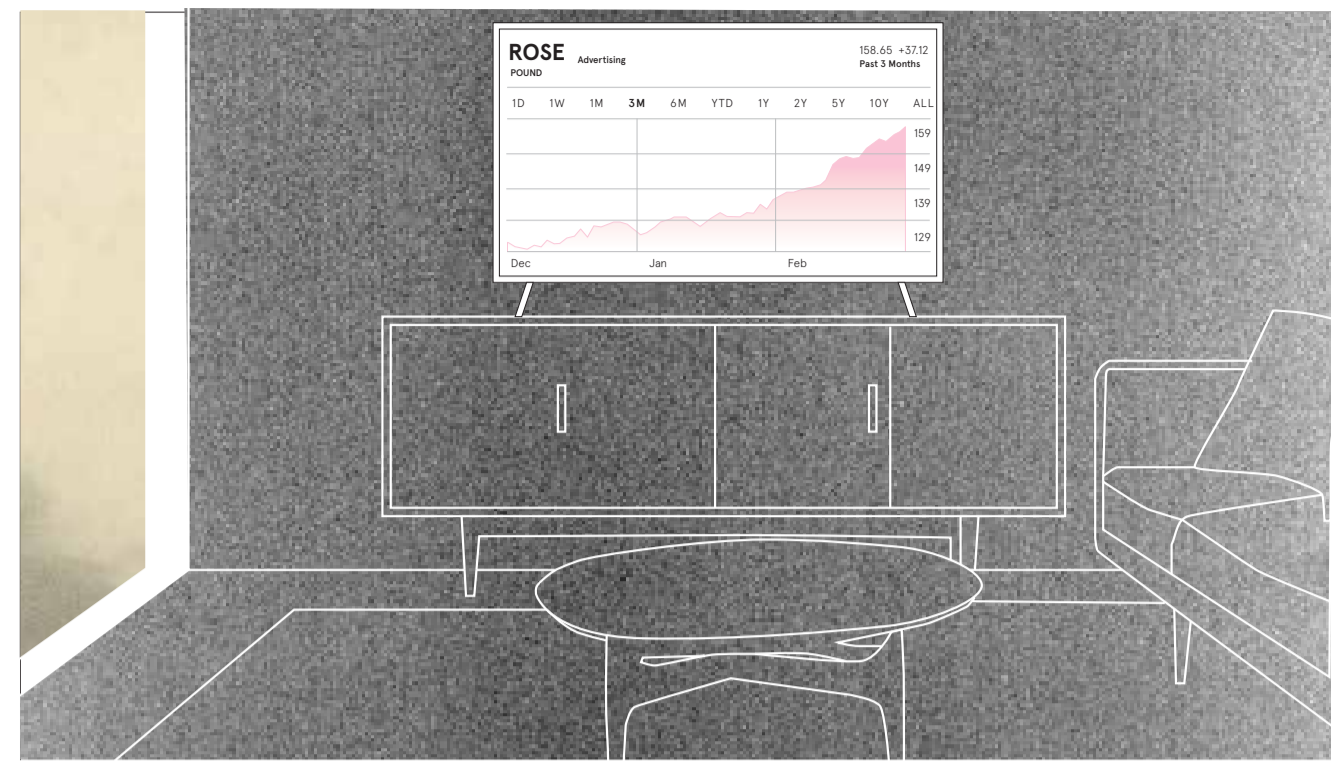
2044
3D Shape, Texture, Color



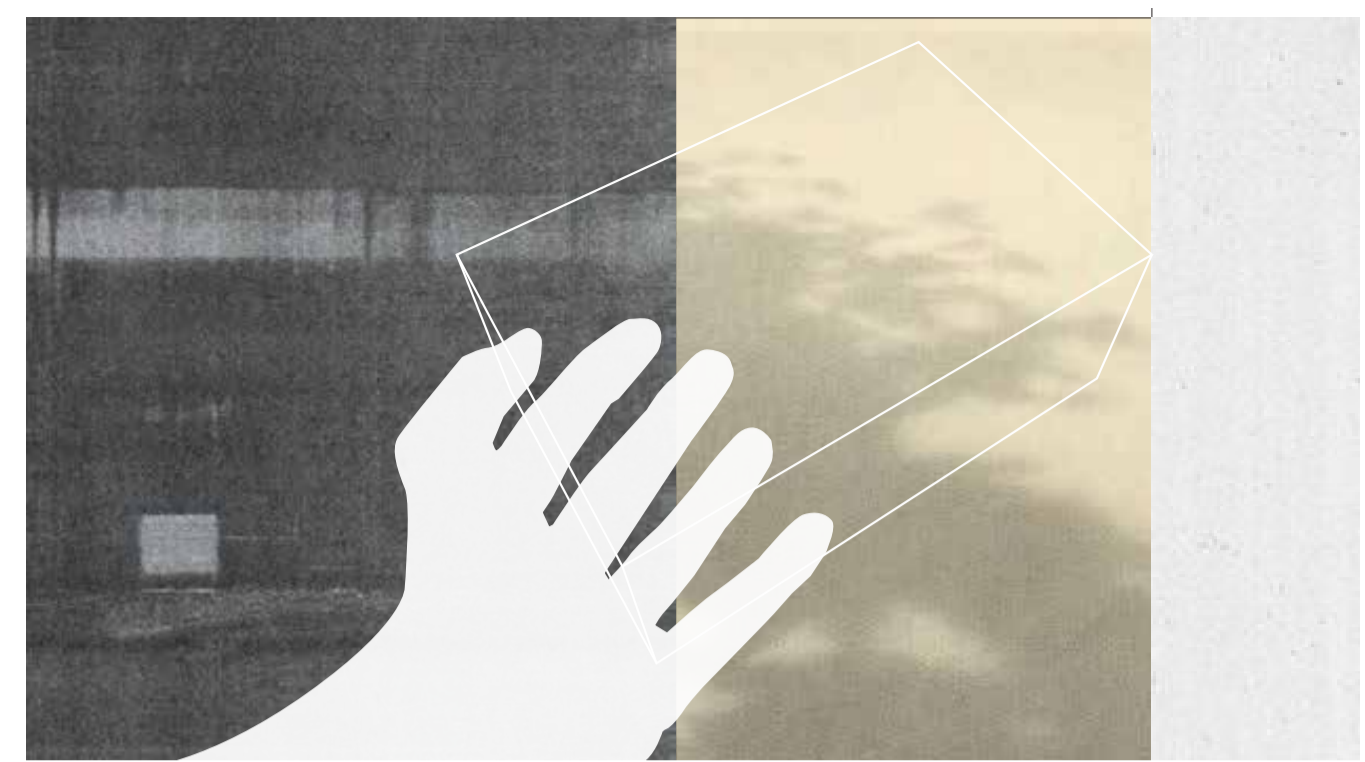
1. Rose Advertising arises in stock market in 2054.



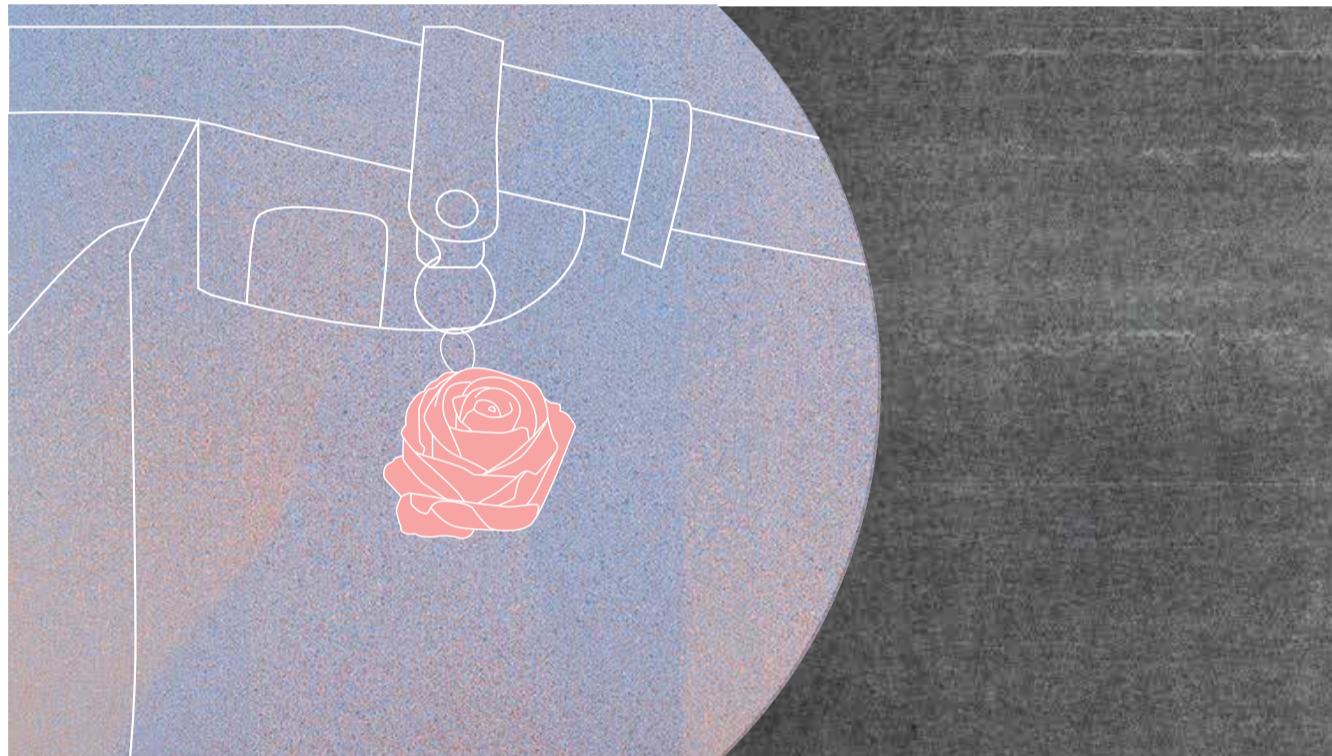
2. Main character crying when eating donut.



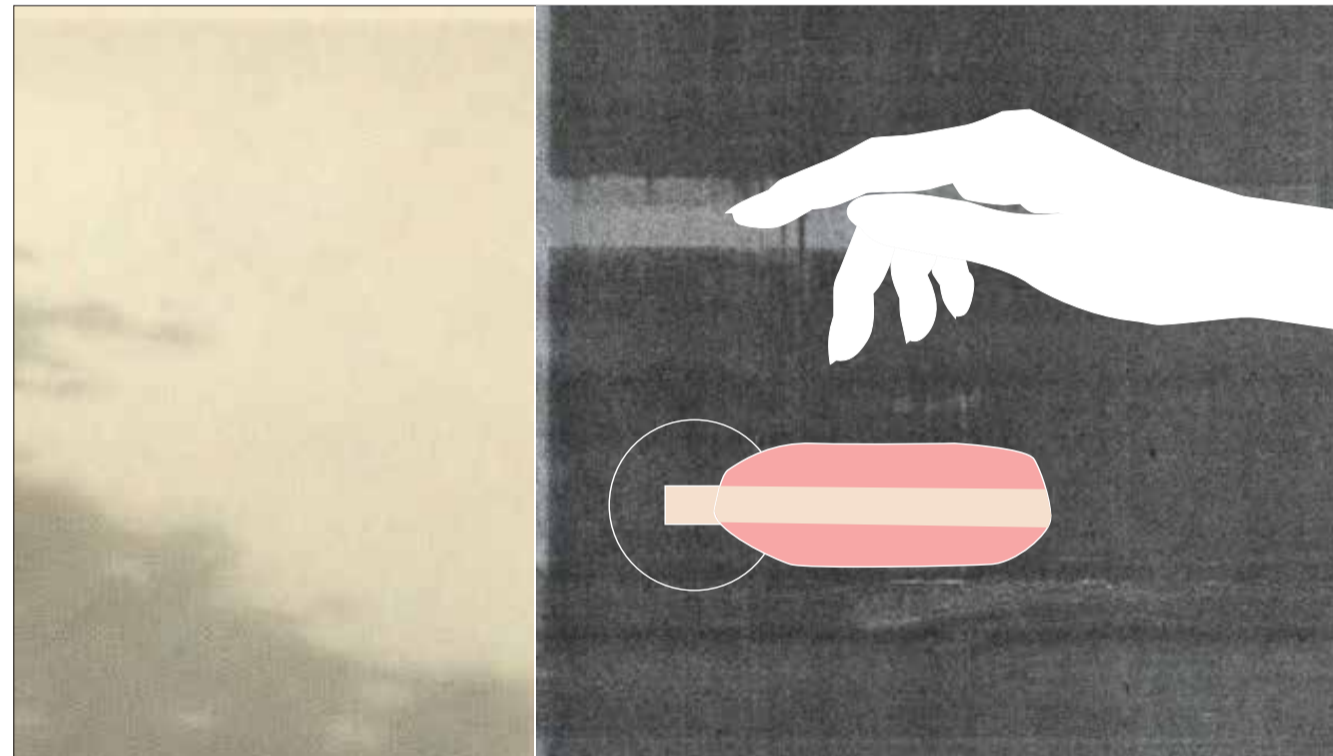
3. A clean room view.



4. Receiving a gift from customer service.



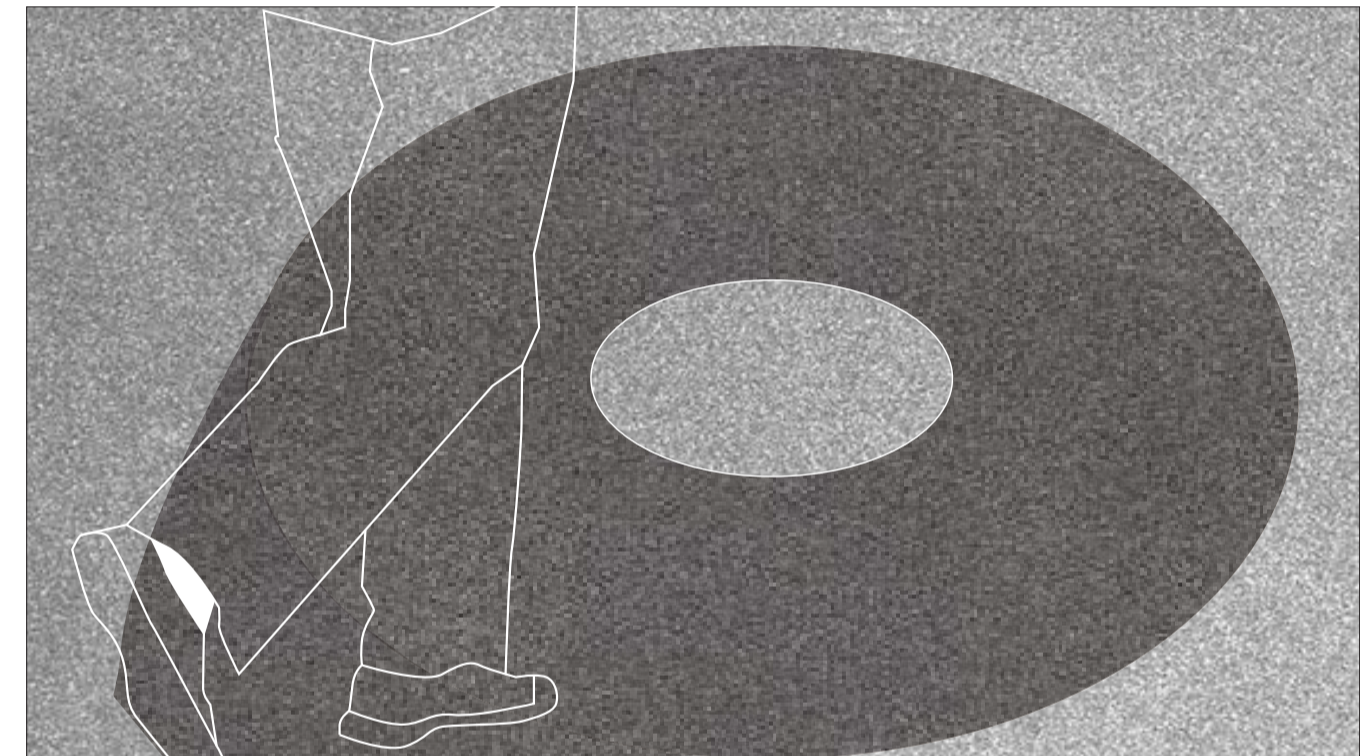
5. Wear it on in front of a mirror.



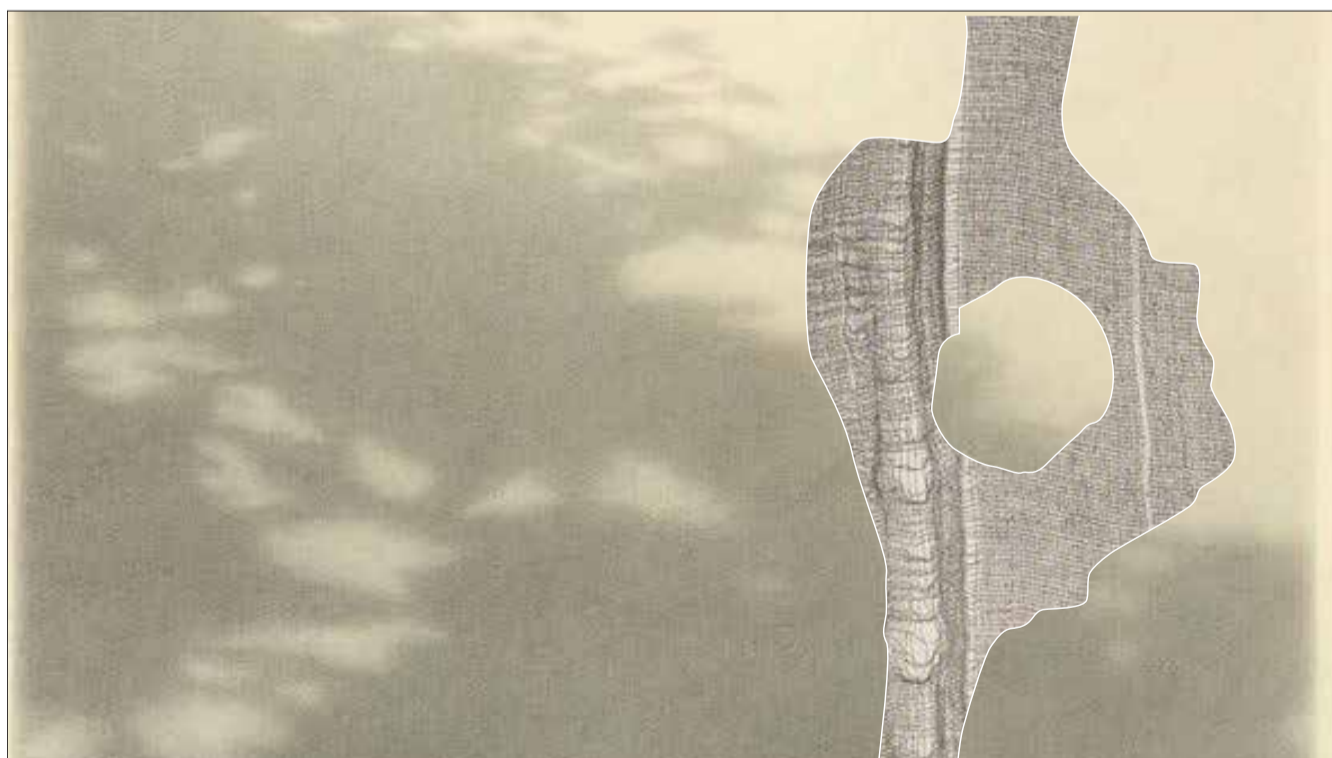
6. Walking out, door handle turns into donut shape.



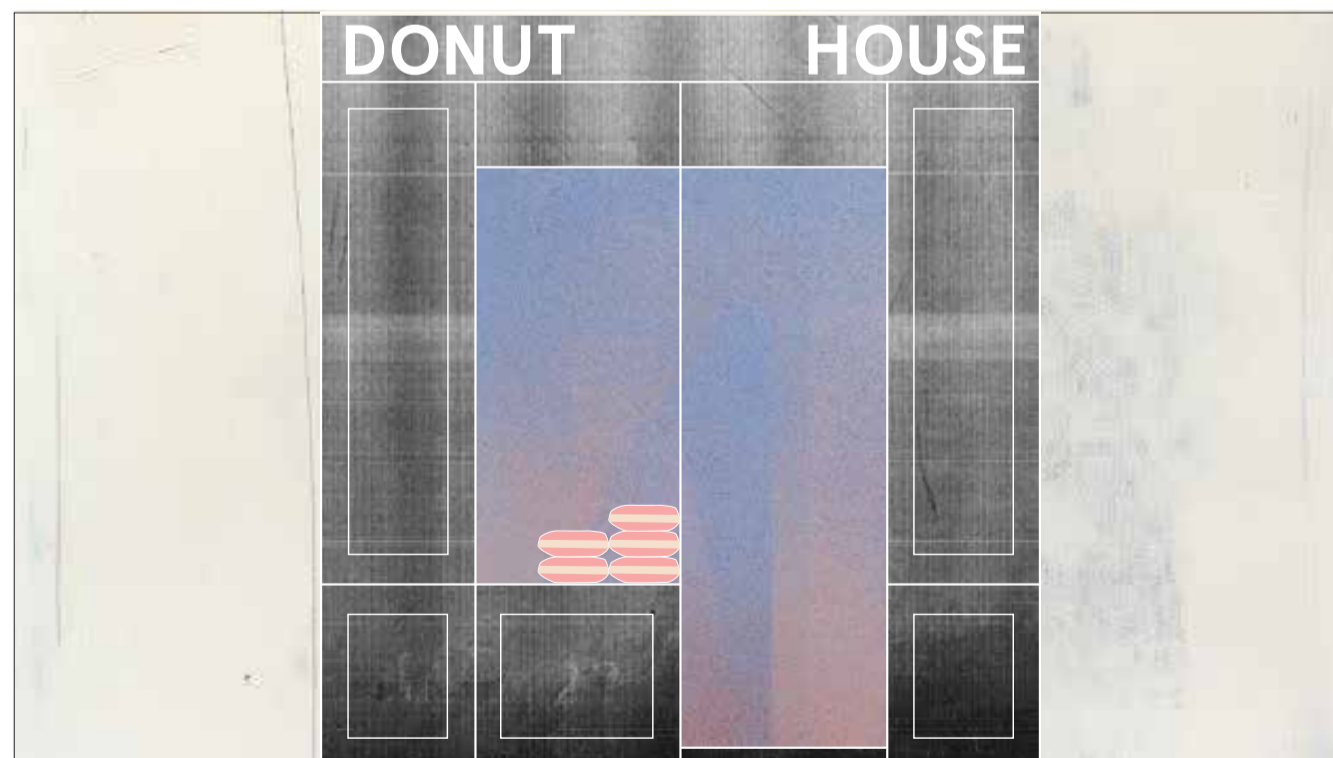
7. Everyone wears a rose accessory on the street.



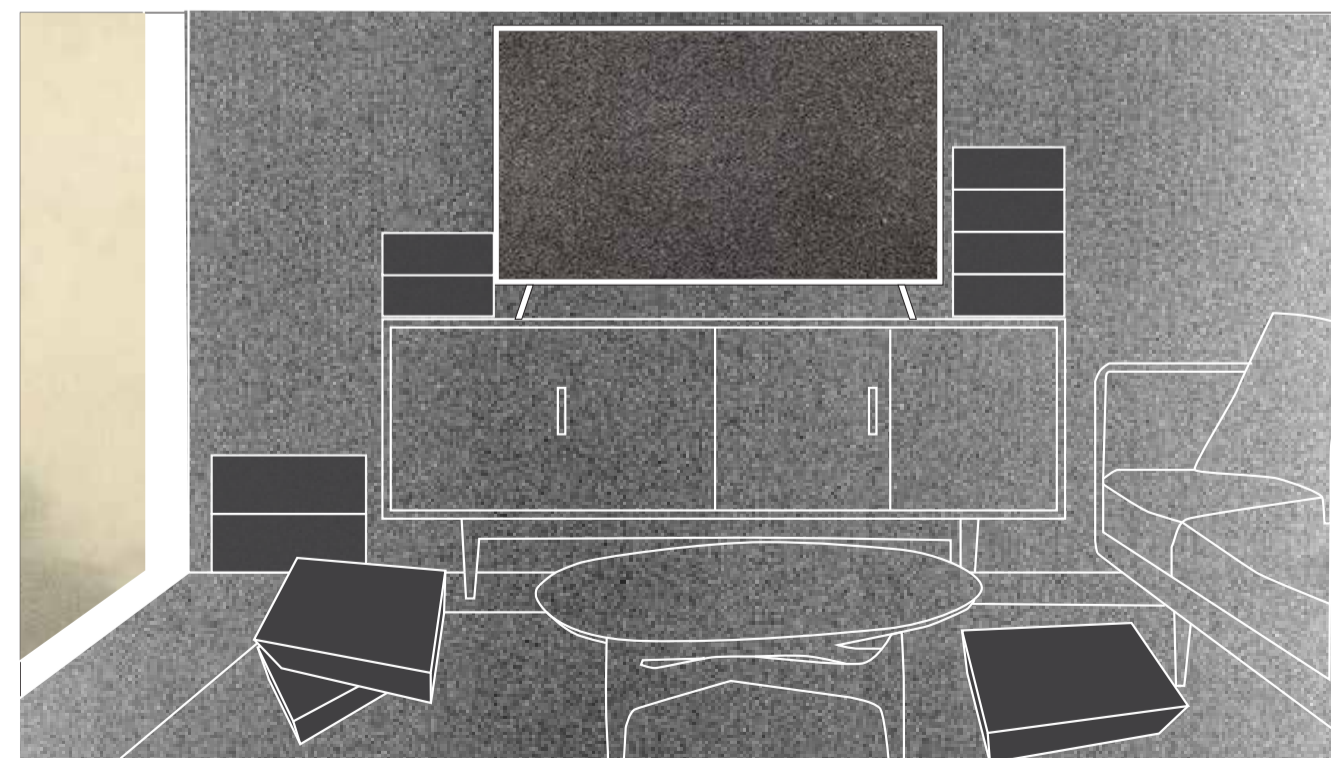
8. Walking by, the shadow turns into a donut shape.



9. Walking by, a tree trunk turns into donut shape.



10. Walking by, a donut house appears.



11. 1 week later, room filled with ROSE packages.

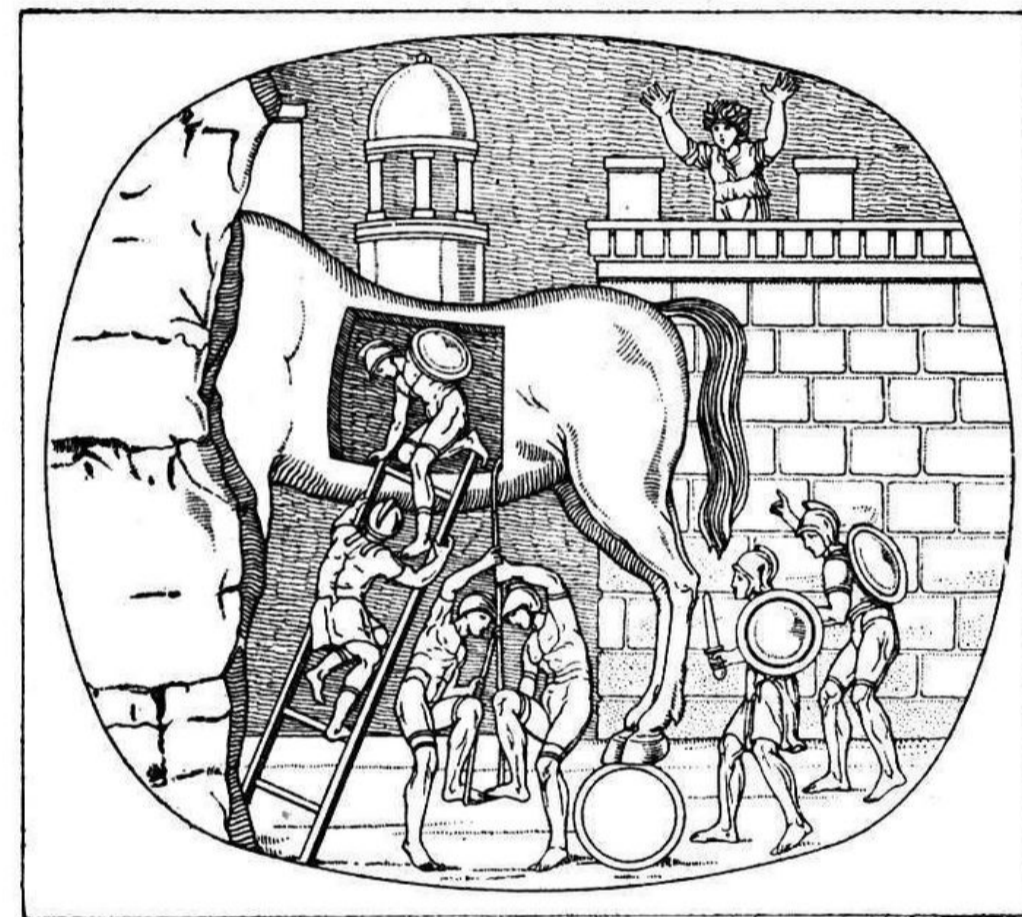


12. The mirror transforms into a wine bottle.

rose

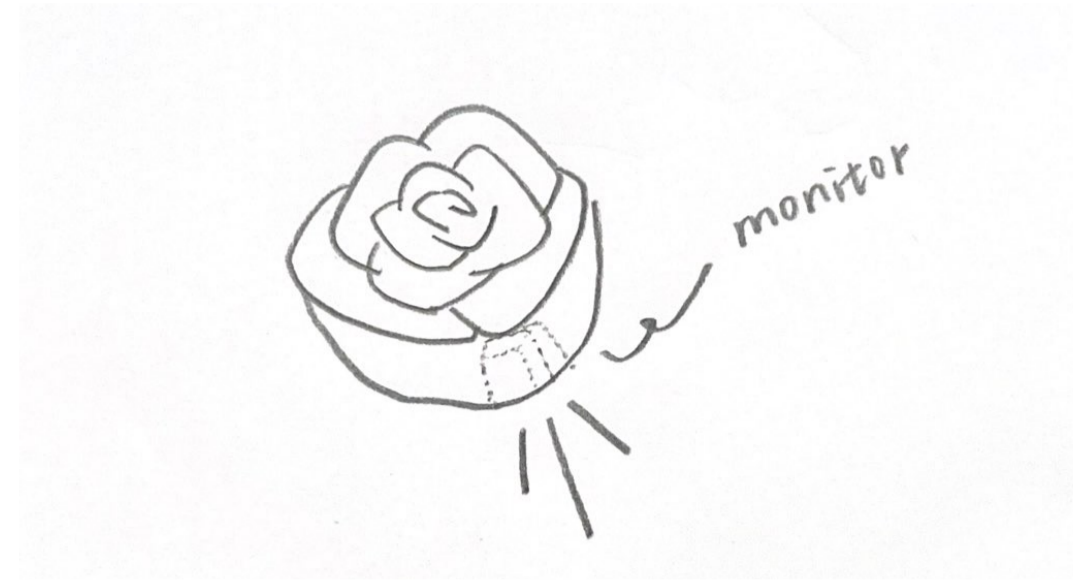
Advertising Company

**Empowering Tomorrow's Choices: ROSE,
Where Data Blooms.**

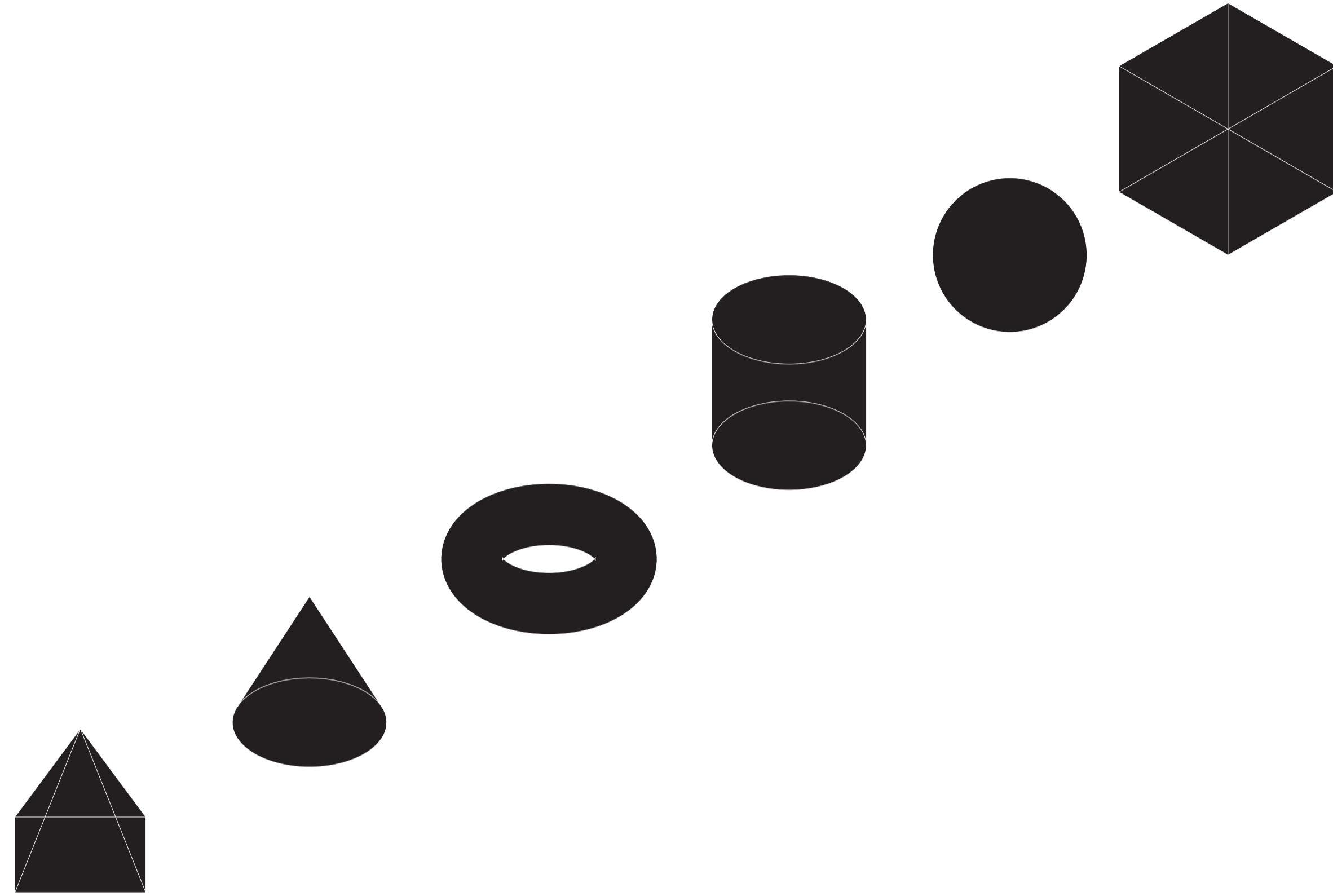


Rose is beautiful, yet it inflakes pain.

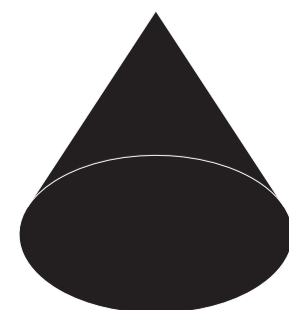
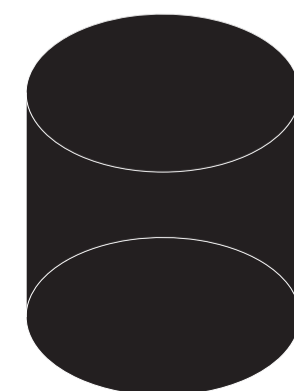
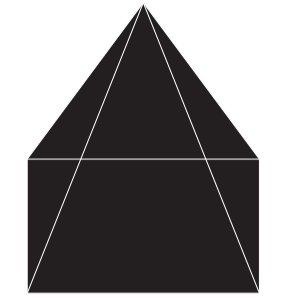
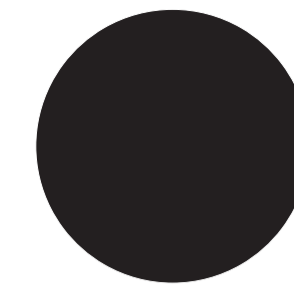
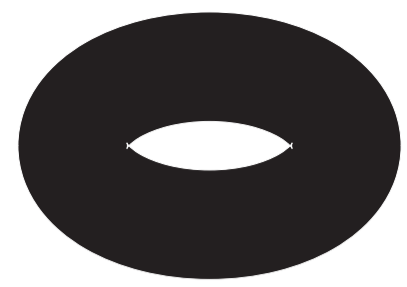
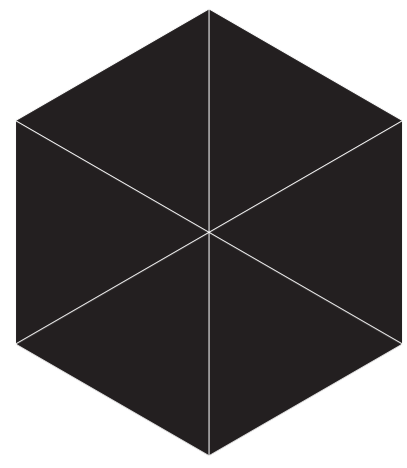
Inspired by Trojan Horse and the Trojan Horse virus, the advertising industry in London distributes rose accessories as gifts to all citizens, containing monitors that spy on their daily lives.



**“ Wear the rose,
and join the transformation journey!”**



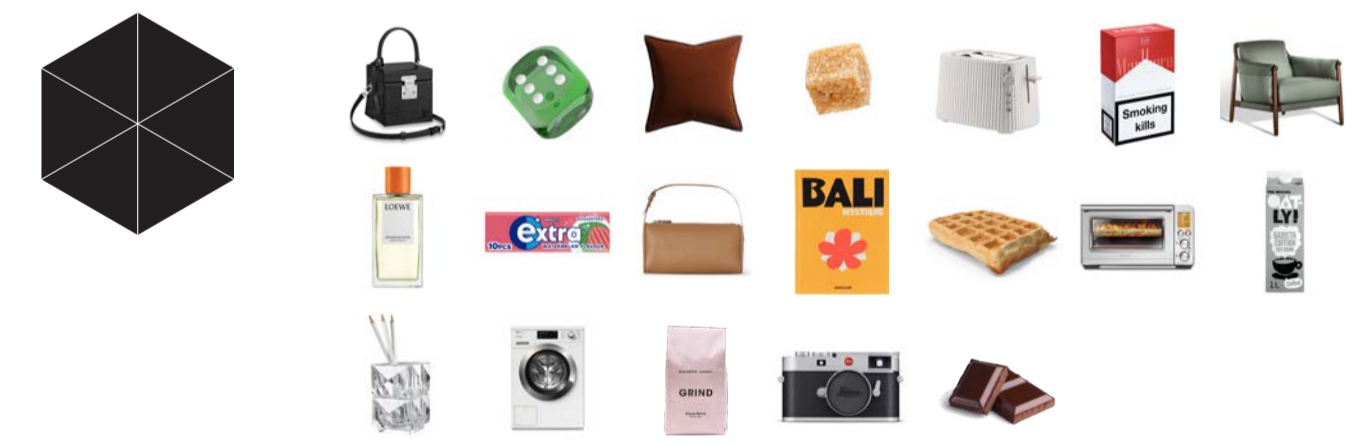
**Default 3D Geometries for
transformation**



Lee Street and Stean Street, 25 June, 2010

Vernon Road and High Road, 11 April, 2017

Rose monitors records the location, amounts, and sizes of the default 3D shapes. in the cities



Feeling

Rose detects it
→
choose a product
from databases

Craving for a type of product

Rose select a
customer brand
→

Craving for a specific brand of it

Rose delivers it
somewhere
→

Buy the Product

Everything Somewhere



Rose delivers it somewhere
—————>

Depends on who Rose is currently advertising for, the products are delivered by drones.

Buy the Product

PAY WITHOUT ADDITIONAL ACTION, monitors in the city records people's action.



WEAK BRIDGE
17T mgw
Except cycles

UNDERGROUND

So Hot..



WEAK BRIDGE
17T mgw

Except cycles

Always a good
DOUGHNUT
TIME
FOR DOUGHNUT

So Hot..

Hungry..

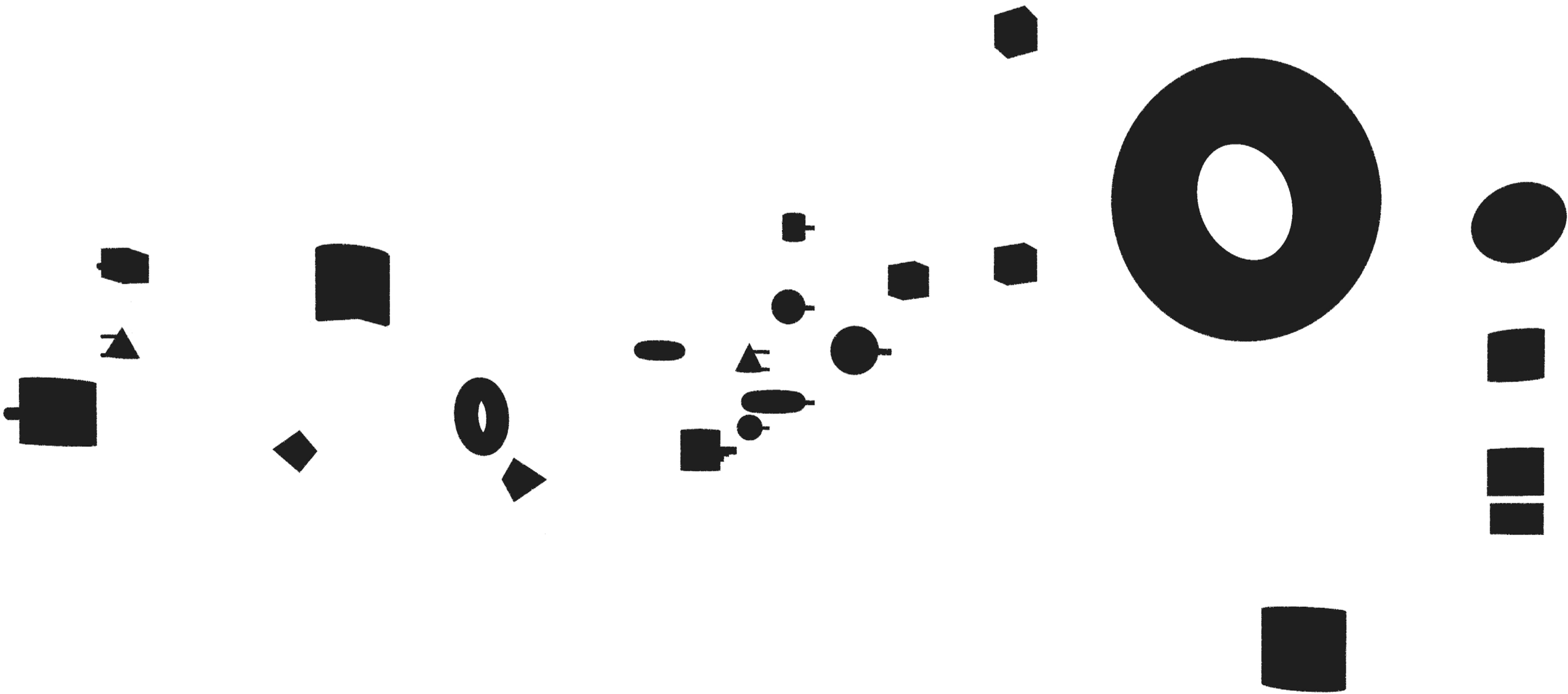
Tired..

Smoking kills

Ornelo CLASSICO

New Installment of Default Shapes

Individuals and communities in the city start to install default shapes ready for transformation in order to get bonus from ROSE.



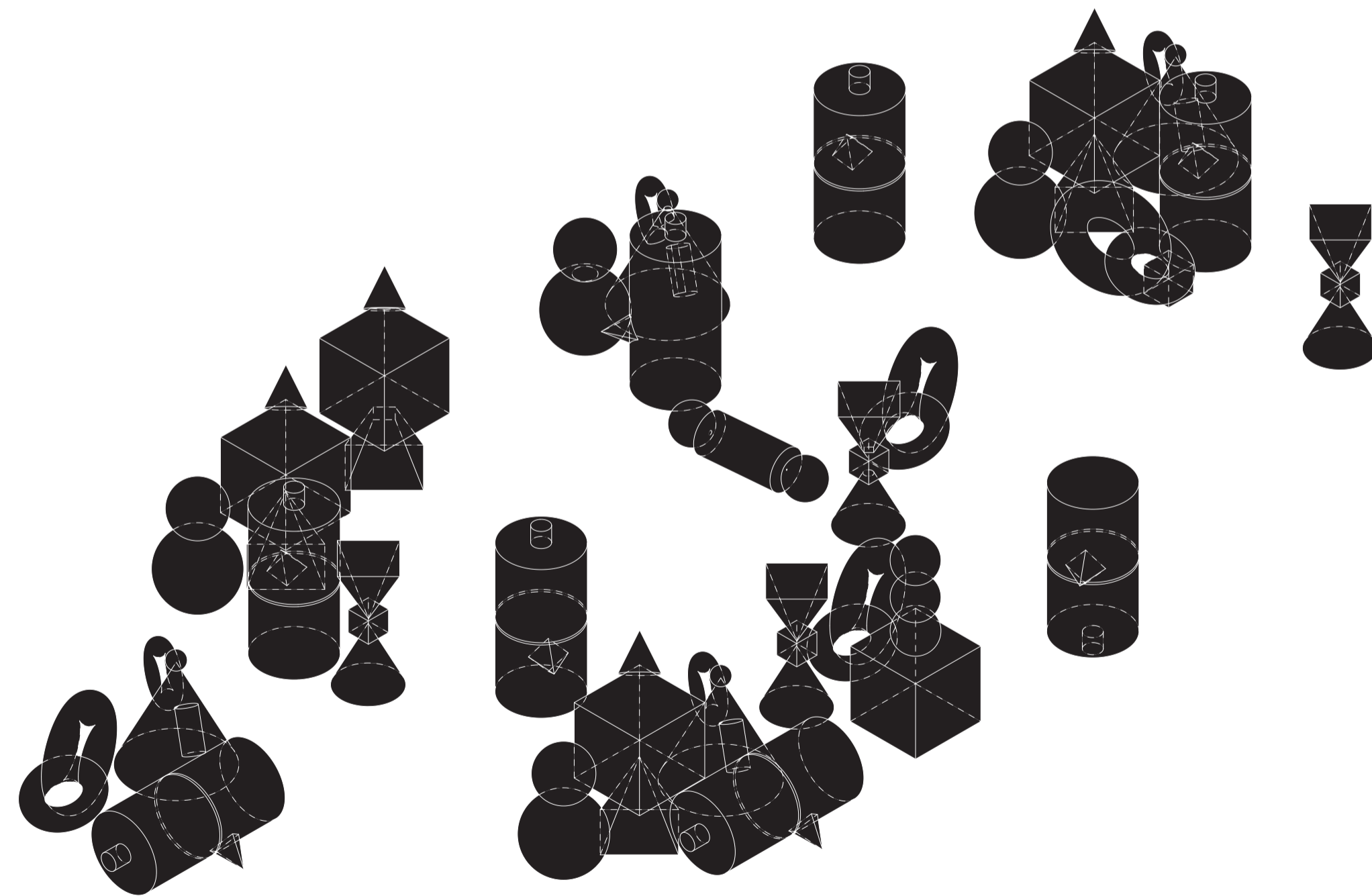


New Installment of Default Shapes

Default City

If everything can be transformed from default shapes, the cityscape will be reduced to only simple geometries.

As the scale of default shapes increases and the amount of them accumulates, it is easier to make profit from it.



Does site matter?

SITE does not matter when it comes to advertising. Emotional connection, good communication, and attention to the advertisements do. There is nothing to worry about.





Fuel Your Desires, Live Your Dreams.

Unleashing Endless Possibilities:
ROSE, who perpetuates consumerism.