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Finally, Aerial Advertising Drones Enter the World?

In BUSINESS August 3, 2015 Maryruth 1577 Views 2 comments



There's a debate raging over whether using drones for advertising is an overall good thing or not, and so we thought we'd have two of our experts duke it out. Weigh in with your opinions on this controversy.

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Alek's View: Does Aerial Drone Advertising Mean the End of TV Ads?

No, not likely. But aerial drone advertising, done properly, may very well become the number one way of advertising in the future. It gives advertisers a way to deliver a very specific message to a very targeted audience in a cost-effective and engaging manner. Here are a bunch of amazing benefits offered by UAV advertising:

- **Attention-Grabbing:** Let's face it, drones are eye-catching and will draw your attention whether they're directly in your line of sight or even if you just catch the movement in your peripheral vision. Thousands were provoked by the drone carrying a flag during a [football match between Serbia and Albania](#).
- **Cost-Efficient:** Air is a free space, unlike a web page on the internet or a commercial spot on the TV. Investing in a device you own that will carry ads for you whenever and wherever you want (within reason) is as good as buying a TV production house. Drones are a cheaper and more versatile way to make sure everyone hears about your company.
- **Multi-Media Drone Ads:** A drone, well-programmed or properly configured and flown by a competent pilot, can deliver eye catching, relevant, timely content and may be better than a conventional Jumbotron. They provide venues with a better value for their outdoor advertising dollar while offering consumers engaging video content at their local events.

Naveed's Response: Attention-Seeking Doesn't Mean More Customers

Yes, drones do draw the attention of the public in a way that is not possible with other platforms. However, adding noisy drones that blast songs or video ads in the neighborhood is not the way to go as it violates the peace and quiet of communities where people choose to live. Placing such intrusive machines near homes will only lead to a wider dislike of drones and potentially lead to new restrictions for the entire drone community. I don't believe anyone will appreciate the idea of a [drone intruding into their personal space](#) in order to advertise a product that may not even be of interest to them.

What's more, there is no guarantee that such tactics will actually work. Even though air space is currently free, that may no longer be the case if drone advertising really takes off. We may end up with so many advertising drones that the space begins to become cluttered and overwhelming, like a street with too many neon lights and billboards. Further, imagine the risks of having an increasing number of drones competing for a good vantage point in the air. Such tactics will ultimately undermine any initial