OUT-OF-HOME

Real-Time AI for OOH & DOOH Campaigns

Bringing real-time, personalized AI to outdoor and digital-out-of-home.

Brief Description

Outdoor media is powerful for reach but almost entirely one-way and generic. The same static creative plays for everyone, with no personalization and little to make audiences stop and engage.

AI

How AI Was Applied

Folktalk brings generative AI to physical and digital outdoor media — powering live experiences such as virtual fashion try-on and real-time personalized video rendered within the campaign itself. AI responds to context and audience in the moment, turning fixed placements into dynamic, individually relevant moments.

Impact

Real-time	Up to 35%	Interactive
Rendered live on-screen	Higher brand recall	Try-on & personalized video

Outdoor media becomes a two-way, responsive channel instead of a one-way billboard.

About Folktalk | Folktalk AI Services Private Limited is an AI creative-intelligence company building agentic tools and hyper-personalized video at scale for performance, CRM, out-of-home and commerce marketing.