

COMPENDIUM

OUT OF HOME & MOBILE



WallDecaux
Premium Out of Home

MMA
MOBILE MARKETING ASSOCIATION



CONTENTS

01	EFFECTIVELY COMBINING OUT OF HOME AND MOBILE ‣ How Out of Home advertising increases the effectiveness of Mobile Ads ‣ How to create 'One Experience' in mix campaigns ‣ What Digital Out of Home and Mobile Video have in common	PAGE 8
02	DESIGNING CROSS-CHANNEL STORYTELLING ‣ From geofencing to re-targeting ‣ The optimal interaction in the sales funnel	PAGE 20
03	USING MOBILE DATA FOR OUT OF HOME TARGETING ‣ Target-group-relevant network planning for analogue locations ‣ Selecting digital motifs based on target-group frequencies	PAGE 26
04	ACTIVATING THE MOBILE JOURNEY WITH OUT OF HOME ‣ Smart impetus from OOH ‣ The push and pull factors between offline and online	PAGE 34
05	USING MOBILE AS AN ANALYSIS INSTRUMENT ‣ The Drive-to-Store measurement	PAGE 42
06	PUSHING SOCIAL MEDIA WITH OUT OF HOME ‣ OOH as an impulse generator for social media use ‣ Augmented reality as an innovative marketing instrument	PAGE 48
07	SUMMARY AND OUTLOOK	PAGE 59
08	APPENDIX // STUDIES	PAGE 60



‘Mobile Marketing adds a completely new dimension to classic OOH advertising. This is an exciting area for advertisers, which makes creative advertising and new, innovative formats possible. That is an important future area for us.’

Nicolas von Sobbe, VP Technology at McDonald’s

‘It is not without reason that Out of Home and Mobile are the growth champions of the year.’

Daniel Rieber, Country Director Germany MMA

‘We believe in the perfect combination of Out of Home and Mobile, and the connection between reach and targeting. With the compendium, we want to highlight how diverse the interaction between OOH and Mobile is, how both media complement each other and what added value this offers the customer.’

Andreas Knorr, Marketing Director, WallDecaux

FOREWORD/COMPENDIUM

OOH & MOBILE

Urbanity and mobility are increasing and changing media usage to a large degree. The greatest benefactors from this development are Out of Home (OOH) and Mobile, which, according to the OMG Preview Monitor, are the sectors with the biggest opportunities for growth in 2019. This creates new communication challenges and opportunities for companies and brands.

The combination of OOH and Mobile bridges the gap between the offline and online worlds and perfectly connects the benefits of both. OOH provides reach continuously and consistently and gives brands a public profile. Mobile is the personal channel to the digital world. The media complement each other in the sales funnel and – as studies have shown – are most effective in combination. With this in mind, WallDecaux and the members of the Mobile Marketing Association in Germany (MMA Germany) have come together to follow up on the most urgent questions:

- › How must contemporary communication be planned, developed and implemented so that it optimally uses the potential of both channels?
- › How can consumers be successfully addressed across media and on different levels?

The result is this compendium, which addresses the different possible applications and combinations of both channels. It offers bundled knowledge from practical experience and provides those responsible for brands and marketing with new tools to push the brand and sales.

- › How can advertisers and agencies take advantage of efficiency benefits along the entire value chain?

INTRODUCTION/COMPENDIUM

OOH & MOBILE

Out of Home (OOH) and Mobile are two media that complement each other excellently and can be very effective when combined. Both channels have their own individual strengths. If you make use of them and combine OOH and Mobile skilfully, you can implement eye-catching and activating campaigns with a strong advertising effect..

Above all, OOH can contribute its strength in terms of reach and contact here. OOH is part of public life and accompanies people every day. Countless contacts with brands are generated in a variety of situations; some fleeting, e.g. when driving past, some intensive, e.g. while waiting for something. To achieve this, OOH does not need to be switched on, and it cannot be switched off. Thanks to its omnipresence, OOH supports long-term brand development and helps anchor brand images. OOH can also – depending on the creation and campaign aim – awaken short-term interest and activate the viewer.

Smartphones are consumers' most personal devices and generally always with them on the go. They make it possible to address target people individually and give them the opportunity to react immediately to external impetus. Targeting offers the chance to deliver messages when they are of particular relevance to the target people, either due to location or time.

The combination of OOH and Mobile makes use of the benefits of both media in terms of reach and targeting and combines the offline and online worlds.



These are not just two media channels that strengthen each other when mixed, they can also interact to perform other functions, e.g. acting as a feedback channel or encouraging interaction. They combine offline and online effect, can activate jointly, get people involved and fuel customer journeys.

This compendium describes the variety provided in this context and how to use the opportunities of combining OOH and Mobile advertising most effectively. It is designed to provide suggestions, highlight opportunities, offer tips and to encourage

the development and implementation of creative formats for the combination of OOH and Mobile media.

01

OOH & MOBILE: EFFECTIVELY COMBINING OUT OF HOME AND MOBILE

HOW OUT OF HOME ADVERTISING INCREASES THE EFFECTIVENESS OF MOBILE ADS

WHY

An incalculable number of brands and advertising messages are battling for the perception and attention of consumers. One problem of our fast-paced times is the ever-decreasing attention span people have. Many advertising contacts are fleeting and don't successfully anchor brand messages or involve and activate the viewer.

WHAT

According to a recent study commissioned by the MMA, the human brain needs only around 400 milliseconds to perceive and emotionally process a Mobile Display Ad. Advertising on smartphones therefore has to be striking and convey its advertising message quickly ('one-second strategy'). The MMA study also shows that this is achieved better and faster by brands with high recognition. Well-known brands stimulate cognitive and emotional processes considerably more quickly. In this context, OOH can do important preparation work in terms of building recognition and brand development, in order to increase the effectiveness of Mobile advertising in the mix.

HOW

To make optimum use of these mechanisms in combination, OOH should be able to anchor strong brand images in the minds of the target group. Mobile can then unleash its full power on those foundations.

Features that make a brand unmistakable, such as a certain colour, a clear brand message, a distinctive logo or a brand-typical creative signature make for striking brand images. If consumers repeatedly come into contact with the advertised brand through OOH, a brand image is established in their minds over time. If Mobile is to make use of this potential, creative departments need to ensure that the recognition of brands and campaigns is cross-medial. A striking key visual that runs throughout the campaign can help with this. The brand logo and a consistent creative signature should also ensure a unifying look for the campaign. The content, in contrast, can vary to a degree. Simply repeating motifs in different media soon becomes boring. Channel-specific on-top advertising makes mix campaigns livelier and more exciting.



HOW TO CREATE 'ONE EXPERIENCE' IN MIX CAMPAIGNS

WHY

Historically speaking, media and creative departments could largely work separately, as long as the creatives knew which formats had been ordered. After all, we can assume that people who view a 30-second advert are sitting in front of the television and those who see an advert in the newspaper are reading the newspaper at the time.

But Mobile and OOH work differently, because it is absolutely necessary for the creative department and media to be in far closer contact. The creative requirements for Instagram Stories, for example, are very different to those for Facebook Live. The requirements for Digital OOH in an underground station are very different to those on a main road.

The interaction between media and creatives becomes even more essential when two very different media channels like OOH and Mobile are combined. The challenge in successfully combining the two media channels is to create a uniform campaign experience and avoid breakdowns between media. This means bearing in mind time control, optimising the creative interaction and taking into account technical aspects.

WHAT

If done well, the OOH and Mobile campaign is turned into ONE EXPERIENCE for the viewer and a success story for the advertiser.

WallDecaux, the Fachverband für Außenwerbung (association for outdoor advertising – FAW) and the Mobile Marketing Association (MMA) already investigated last year how OOH and Mobile can be successfully combined. Strategic success factors that characterise successful OOH and Mobile mix campaigns were derived on the basis of two workshops with participants from Generation Z and Y:

HOW

In the following section, important success criteria that are decisive for a successful Mobile and OOH mix campaign are presented.

- > **Establish the link**
For successful campaigns, it is essential not to think of OOH and Mobile as separate elements but instead link the two channels together closely in terms of design and media planning. OOH creates presence through high penetration of the public space – in this way, curiosity can be aroused and then resolved by extending it into the Mobile channel.
 - > **Design messages in a channel-specific way**
If campaigns are played out across various communication channels, they should adapt their specifics without risking the perception of the campaign as a uniform one. For example, OOH and Mobile should be used to communicate complementary messages.
 - > **Keep intervals short**
To guarantee perception of the campaign as uniform, the time intervals between OOH and Mobile use should be kept short. If different messages are communicated via OOH and Mobile, the content is divorced from the context and difficult to understand for the recipients.
 - > **Fix key visuals, vary formats**
The combination of various formats with a recurring key visual helps the campaign to be perceived as intense and varied and gives it a high recognition value.
 - > **Consider the context**
The acceptance of advertising increases with the relevance of the advertising message for the recipient at the moment of perception and in the respective situation. While Out of Home advertising is generally not perceived as annoying, Mobile advertising – especially on the most personal device we have, our own smartphone – can create a negative attitude among users. This can be combatted if the campaign is embedded into the environment, e.g. in local surroundings, or if the interests of the target group are considered in the moment of broadcast.
- A holistic strategy is essential for an effective OOH and Mobile campaign. If OOH and Mobile are planned and used together in this sense, high-reach, inspiring campaigns and emotional, activating brand experiences of great relevance can be created for target groups.



CASE STUDY: MORE IMPACT TOGETHER! THE COMBINED SALES EFFECT OF OOH AND MOBILE FOR THE LES 2 VACHES (DANONE) BRAND

TARGET

Danone and the marketing team of Les 2 Vaches were faced with the challenge of acquiring new buyers in order to continue growth. To achieve this aim, the brand decided to run a cross-media campaign across OOH, Facebook and TV. In addition, more specific findings regarding how the three channels affected sales individually and in combination were sought.

METHOD

A cooperation with Kantar and its Kantar Worldpanel, which uses a panel of 20,000 households in France for its measurements, was used in order to measure real sales. Kantar can use this to combine supermarket purchases and media usage and calculate the influence of media contacts on sales with the logistical regression used in consumer mix modelling.

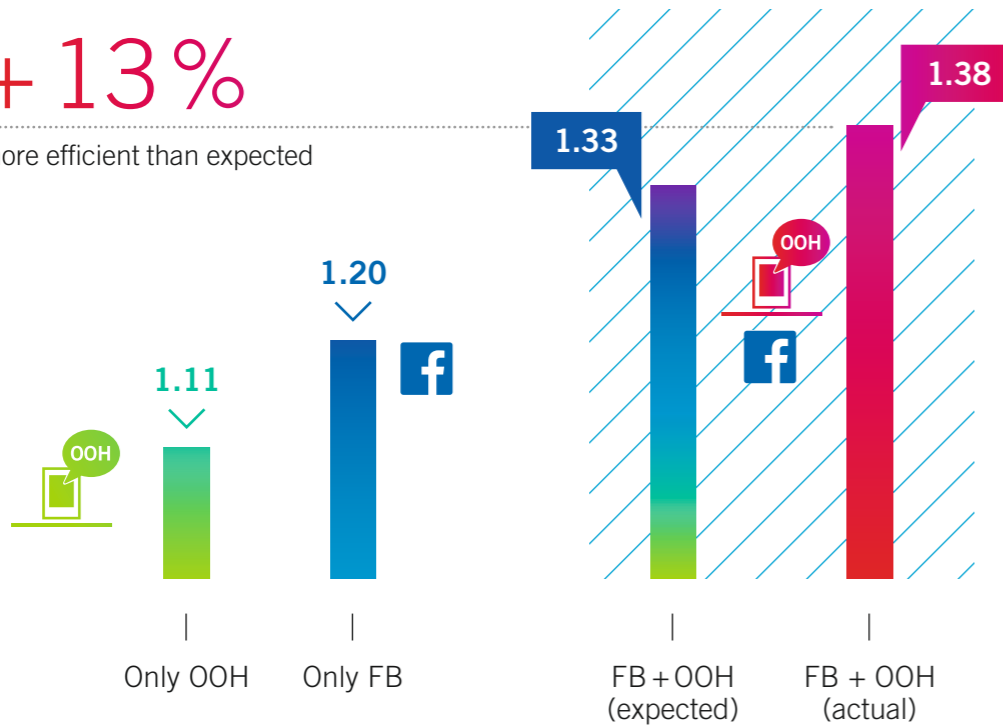
TARGET GROUP AND DURATION

The campaign that ran from 18 April 2018 to 24 May 2018 was spread very broadly and reached 85% of all households in France.

BETTER TOGETHER:
FACEBOOK AND OOH – UPLIFT FACTOR
IN PURCHASE LIKELIHOOD

+ 13%

more efficient than expected



* The expected uplift for purchase likelihood from Facebook and OOH is a factor of only OOH and only Facebook: 1.11 x 1.20 = 1.33

INSIGHTS

More impact together!

The combined effect of Facebook and OOH or Facebook and TV is considerably greater than the individual measurements would suggest. In this context, the greatest synergy is between OOH and Facebook – it is 13% higher than the expected effect on purchase likelihood (compared to Facebook + TV +12% and OOH + TV +1%).

Incremental reach

Facebook and OOH are very suitable for generating incremental reach in addition to TV – with a campaign reach of 85% of all households, +10% of the households could only be addressed via Facebook and OOH.

Recognition

OOH was particularly effective in reaching existing customers, while Facebook was best for activating first-time buyers.



WHAT DIGITAL OUT OF HOME AND MOBILE VIDEO HAVE IN COMMON

WHY

Animated advertising is particularly relevant in both media. Digital is the growth segment in Out of Home advertising and allows everything from animated images to advertising spots. The share of Mobile Video is growing continuously in the Mobile sector. Reason enough to give consideration to the moving-image combination of Digital Out of Home (DOOH) and Mobile Video. Two core characteristics are particularly important in both media: vertical format and immediate video impact.

Mobile Video covers various formats, which in turn require different advertising material concepts and format-relevant storytelling. In this context, it is important to be aware of the reception situation, the length of the video, whether an ad is skippable, whether it is viewed linearly (from the start) and whether sound is available and used.

Digital Out of Home is used on the street and indoors (e.g. in train stations, shopping centres). Whereas motifs near roads cannot be overly animated for reasons of traffic safety, in train stations, for example, film ads can be used, in both cases without sound. The advertising is received either when passing by or when waiting.

Studies have shown that moving Digital Out of Home motifs experience far greater attention than static ones – that applies even with only minor animation. In addition, animated motifs make it possible to address the viewer in a more emotive way ('The digital effect III' study).

If you compare vertical Mobile Videos and OOH motifs on DCLPs, they have an often fleeting reception situation in common, as well as their vertical format. Both are mostly viewed briefly and without sound. In contrast to Mobile, a Digital OOH spot can be joined by a viewer at any point – many do not see the OOH advertising material from the start.

As is the case for Mobile Video that is skippable, for example, or viewed when scrolling a news feed, the challenge for DOOH in public spaces is also to stand out, be perceived quickly and to convey the sender and advertising message in a very short time period.

Correctly implemented, the roles of the two media in combination that the channels can play in the media mix complement each

other. Thanks to the many contacts it generates as a one-to-many medium, DOOH expands reach, contributes to brand building and can be emotive and activating. Mobile can pick up the thread and can reinforce and develop the advertising message in a personal relationship and one-to-one situation – leading to action and transaction.

WHAT

One trend has turned into a mainstream requirement for creative departments: vertical formats are now a core element of modern brand communication. In the past, 16:9 was the foundation with which you could cover all visual facets of a campaign: TV, posters, desktop Internet and cinema. Today, with the omnipresence of smartphones and Digital Out of Home, it is highly likely that the first contact between the end consumer and brand communication will take place in a vertical format. With this in mind, Netflix is creating the first film production in vertical format, Samsung is releasing the first upright television on the market and Facebook is following a 'vertical-first strategy'. All campaigns that consider optical 'verticalness' will have a clear advantage in future.





HOW

Their individual characteristics mean the two moving-image channels can be effectively combined. To this end, the central elements of the campaigns should be found in both creations, in order to strengthen the recognition effect. To make optimal use of that effect, both media should be used simultaneously where possible.

DOOH motifs need to stand out in a lively environment, which means strong visuals, colours and movement are helpful. A study by MediaAnalyzer has shown that every striking change during an ad, e.g. due to a clear cut or movement, tends to reawaken attention. It is important to quickly convey the sender through strong branding. The brand should be clearly visible for a long time, otherwise it is easier to miss due to the moving elements. These recommendations can also be applied to Mobile Video.

The storytelling should be suitably adjusted to the medium in question. Complicated storytelling should be avoided in DOOH so that the ad can be joined at any point. In individual cases, the storytelling in Mobile Video can be somewhat more complex, but only when a longer period of usage can be assumed. Ideally, as well as those in common, both channels should contain new elements that make use of the corresponding strengths of the channels, e.g. the feedback channel function of Mobile.

In short: in 2019/2020, moving-image advertising must learn to move more in the first moments. The ideas that have an immediate, clear message will be the most viewed ideas of all. Ideas that do not get to the point in the first few seconds will not have impact, regardless of how powerful the idea is.

02

OOH & MOBILE:

DESIGNING CROSS-CHANNEL STORYTELLING

FROM GEOFENCING TO RE-TARGETING

WHY

Marketing strategies are now planned holistically and independently of individual channels: as highlighted by the Dentsu Aegis CMO Survey 2018, CMOs view data-driven addressing of people as the most important marketing strategy. The results of advertising effectiveness studies have also proved that, in addition to cross-channel target-group-specific user contact, cross-channel storytelling in particular leads to increased advertising effectiveness.



WHAT

A major challenge for Out of Home advertising is the general lack of opportunities for interaction. A quick click on Out of Home is not possible, and in many campaigns the effort of accessing the advertised website, for example, is too much for consumers. Targeted extension of the campaign to the end devices of people who stopped near the Out of Home locations used and thus potentially had contact with the campaign provides assistance in this case, makes success measurement possible and generates even more stimulus for interaction. The Out of Home media area in particular offers potential to tell stories in the physical space through a clever combination of Out of Home and Mobile advertising, and thus to design an interactive version of a static medium. Furthermore, potential customers who have come into contact with Mobile and OOH advertising demonstrate three to five times higher likelihood of a store visit or promotion, compared with potential customers who have not come into contact with both forms of advertising.

HOW

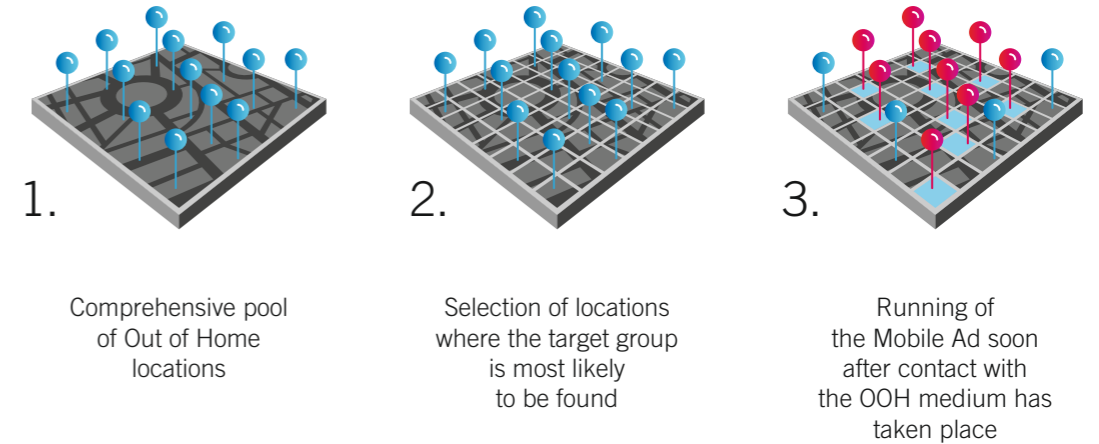
- > **Multi-screen impact through real-time proximity targeting**
Geo-contextual real-time targeting makes it possible to address with advertising in a targeted way those users who are in the direct vicinity of Out of Home advertising at the moment that advertising is delivered to their smartphone. Through what are known as pre-bid integrations, with demand-side platforms (DSPs) such as those offered worldwide by adsquare, advertising can be locally run on Mobile by comparing the coordinates of the smartphone user with selected location data of Out of Home advertising spaces in real time.
- > **Cross-device re-targeting**
Movement data from smartphones allows analysis of which devices were very recently in the immediate vicinity of an Out of Home location. Whereas mobile network data had only provided rough information up to now, location data from smartphone apps in some cases allows positioning with precision of 5–10 m, which can be used to establish an Opportunity to See (OTS). This not only makes it possible to address the users on their smartphones after potential contact with Out of Home advertising, but also to play the campaign on the desktop computers of the same users, for example, thanks to user or device graphs.
- > **One story, many screens**
With the help of real-time proximity targeting and OOH re-targeting, creative campaigns can be extended from analogue posters to digital screens and thus also be run as interactive campaigns.

The following case study of a German airline shows very clearly how, with this approach, poster advertising has contributed to the interactive nature of the digital advertising and online presence. While the poster generated a high level of awareness, the subsequent Mobile addressing of customers contributed to a high click rate and a lot of additional sales.

CASE STUDY: 'DOUBLE IMPACT'

TARGET

Germanwings set itself the aim of using the combination of Out of Home advertising and Mobile to strengthen the brand and to increase awareness of early-bird deals in particular, thus reaching the target group of frequent flyers.

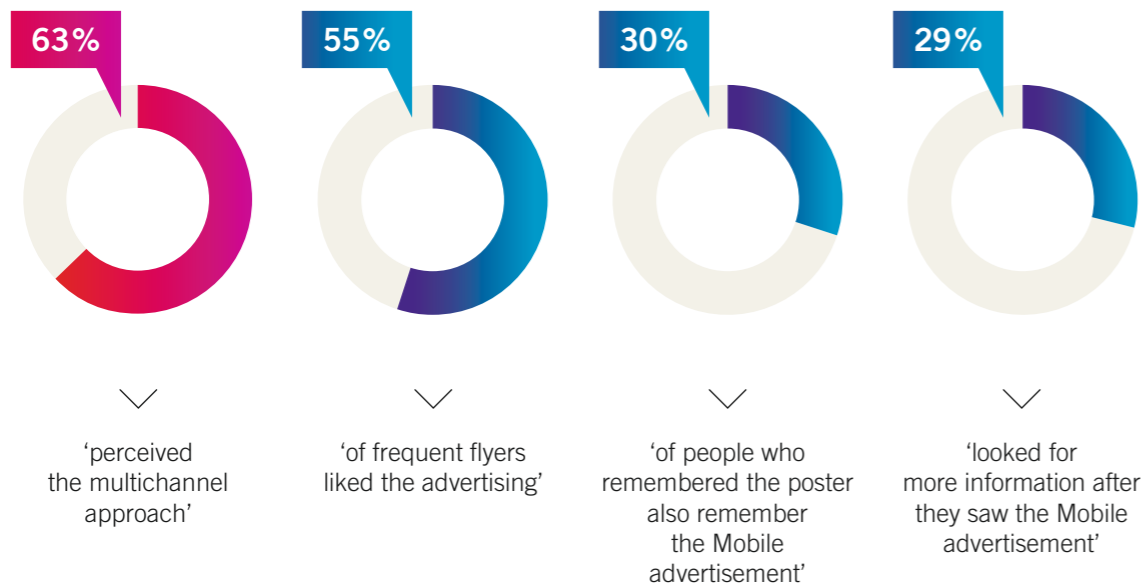


METHOD

In a cooperation between WallDecaux and adsquare, data was used to select the locations among over 100,000 Out of Home locations where the target group is most likely to be found. The poster campaign was planned for the cities of Berlin, Hamburg, Düsseldorf and Cologne. Media use: three motifs on 2,125 CLPs, as well as Mobile Ads in a radius of 100 m around Germanwings posters.

To extend the campaign to Mobile Devices, the pre-bid integration from adsquare with leading demand-side platforms (DSPs) was used to reach people who were in the immediate vicinity of poster locations with the campaign via mobile apps in real time. Whereas in similar approaches from adsquare and WallDecaux re-targeting of users takes place after they have been in the immediate vicinity of Out of Home, in this case immediate advertising was consciously chosen to achieve a direct 'double impact'. To make the success of the campaign measurable, an online survey of 1,020 test subjects aged between 14 and 69 was carried out after the poster campaign.

CORE RESULTS OF THE MULTICHANNEL CAMPAIGN POSITIVE IMPACT ON RECOGNITION AND ENGAGEMENT



INSIGHTS

Through the multichannel brand experience, Germanwings not only succeeded in generating brand and product awareness, as well as interest in the offer, but also triggered direct interactions with the brand.

In the end, the campaign had an impressive uplift of 35% in CTR (click-through rate), with an average CTR of 0.51%.

THE OPTIMAL INTERACTION IN THE SALES FUNNEL

WHY

Customer journeys of consumers are becoming increasingly individual. New media have created countless opportunities, which are used in very different ways by different target groups. And depending on the product group, individual situation and relevance of the offer for the individual, customer journeys can also vary within a target group. In this context, it is important to define the right touchpoints and make optimal use of them with the different media applied. OOH and Mobile can perform different functions in that context.

WHAT

As Mobile and online-savvy consumers are becoming ever better at blocking out today's advertising, advertisers must try to reach the targets of their advertising message when it has the greatest possible relevance for them in terms of place, time and mood. Otherwise, the advertising will not have full effect and, in the worst case, may even annoy the target person. In the best case-scenario, however, successful management of the media can be very effective, which is why investing in planning is worthwhile.

HOW

How do potential buyers get information and what steps lead them to a purchase in the end? That varies significantly depending on the product area. For example, OOH can provide the initial impetus to book a cruise and awaken curiosity and desire. However, the rest of the journey planning will generally not take place immediately afterwards, but perhaps from the comfort of the sofa after a day's work and in coordination with your partner. In this case, Mobile can perform a reminder function and trigger the next steps towards booking online.

In other product areas, e.g. food, OOH can provide the final stimulus before the act of purchasing. Mobile might have also raised awareness of current offers, then OOH repeats and strengthens the desire to buy on the way to the shop and ensures the right decision is made at the supermarket shelf.

03 OOH & MOBILE: USING MOBILE DATA FOR OUT OF HOME TARGETING

TARGET-GROUP-RELEVANT NETWORK PLANNING FOR ANALOGUE LOCATIONS

WHY

City Light Media (illuminated urban advertising) are generally used in networks that are spread equally throughout the urban area. However, in times of digitisation and the related increase in data available, Out of Home also offers new, exciting opportunities to spread target-group-specific offers. To this end, Mobile data can contribute individual movement profiles of target people.

WHAT

Customers are looking for increasingly customised media offerings tailored to their target group. In terms of OOH, this immediately brings to mind digital screens that can adjust their images to current conditions without delay. But data-based, tailored networks can also be created for analogue Out of Home advertising. Mobile data can contribute valuable information in this context. It allows the identification of locations that are genuinely relevant to the defined target group and the corresponding campaign targets. In this way, the advertising message more often reaches the people on whom the customer is focused.

HOW

The prerequisite for target-group-optimised City Light Networks, which WallDecaux markets under the name SmartNet, is a comprehensive database that can be used for a wide variety of data sources and types.

On the one hand, data that can be projected in the space, e.g. household-related data, is suitable for selection of the right locations on the basis of the local resident population.

In addition, movement profiles can be created through the aggregation of Mobile data and allocated to the locations via indexing. Only background location data aggregated from certain apps is used for the profiles.

The corresponding data basis is provided in cooperation with adsquare.

In this context, movement data that goes far beyond the sample size of the MA poster is used in line with data protection regulations. It is essential that all users have provided their consent to the use of their data in advance.

This data set is consolidated on the basis of target group information such as sociodemographics, interests, purchase intentions, brand affinities, movement behaviour such as shop visits, etc., and an index for each location is calculated. This reveals

whether certain target groups are over- or under-represented at poster locations, without infringing on the privacy of individuals.

Example: A retailer would like to address fashion-conscious users with an interest in sustainable products. Using the data described above, it is now possible to determine which poster locations this target group tends to stop at or pass by. This not only makes it possible to select posters that are positioned near the residences of the users or near POIs, but also posters that are on the way to work or leisure activities.

OOH is on an exciting path to a better understanding of the mobility of target groups within the meaning of the customer journey and making it usable for OOH planning. Data collected through smartphones and combined with many other data sources (e.g. household data, POI data) is particularly helpful in locating target groups in time and space and precisely managing OOH accordingly. Furthermore, smartphones offer the opportunity to sensibly combine OOH with Mobile advertising on the basis of that information and thus to considerably increase the relevance of campaigns for the target individuals once more.

CASE STUDY: DATA-BASED NETWORK PLANNING FOR EFFECTIVE TARGET-GROUP TARGETING WITHOUT LOSS OF REACH

TARGET

With the help of target-group-specific data, an Out of Home network that guarantees a GRP uplift in the corresponding target group of at least 15% was configured for the customer. The aim of the OOH campaign was to improve the image and awareness of the brand – particularly in the target group 'E20-49, HHNE €2,500+ and willing to pay more for quality'. The success in achieving the campaign aims was evaluated using an online survey.

METHOD

Method and number of cases

Online survey after poster display, n = 682
Test city (with OOH), n = 348, vs. control city (without OOH), n = 334

Target group

E20-59, online representative
SmartNet target group: E20-49, HHNE €2,500+ and willing to pay more for quality

Survey period

25.12.-30.12.18 (CW 52)

INSIGHTS

Unaided brand awareness

In the **SmartNet target group**, almost one in four (23%) in the campaign area knows the advertised fruit juice brand after advertising display (cf. 11% in test cities/all surveyed).

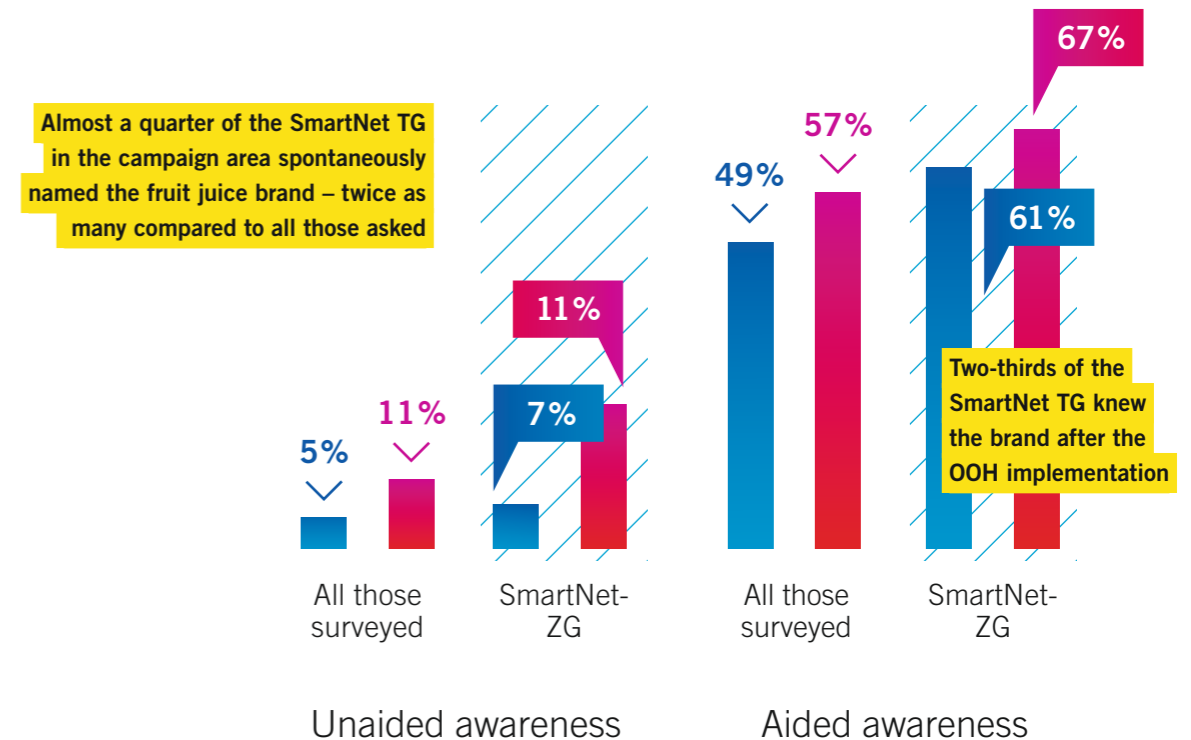
Advertising perception

After the advertising was displayed, **twice as many people in the SmartNet TG could remember advertising** (with brand list, but without sample motif) (17%) compared to in the test cities (9%).

Recognition

In the SmartNet target group, 35% remember having seen the poster motifs in their city.

SMARTNET CASE STUDY OOH INCREASES THE BRAND RECOGNITION AMONG THE TARGET GROUP!



Unaided awareness: 'Which fruit juice brands do you know, even if it's just by name?' Open question, test cities: n = 348, control cities: n = 334
Aided awareness: 'Not everything comes to mind straight away. Which of these fruit juice brands do you know, even if it's just by name?' Multiple measurement, test cities: n = 348, control cities: n = 334

SELECTING DIGITAL MOTIFS BASED ON TARGET-GROUP FREQUENCIES

WHY

On the customer side, selecting digital motifs based on target groups is becoming increasingly relevant. In the past, only the surroundings could be used for selection – which does not always fully meet today's demands.

Customers increasingly want to select motifs on the basis of real frequency data: i.e. selection of motifs at the exact point that the target group is actually passing by the advertising media.

Growing customer demands thus require further development of the Digital Out of Home medium. Selection of digital motifs on the basis of Mobile data provides a new data connection that offers the customer genuine added value.

WHAT

Motif selection by target group is, in the classic sense, a technique from the 'one-to-one' medium. The challenge now is to adapt it to a 'one-to-many channel' like DOOH.

Out of Home is and will remain a reach medium that cannot and should not be used to address a single target group. There will always be various groups of people who stand in front of OOH screens or pass by them. So it is necessary to consider beforehand what target-group targeting really means for (D)OOH.

A basic assumption of OOH target-group targeting is that only the increased frequency of a target group can be proved and thus that is the only way choices can be made.

HOW

This fact can be seen as a benefit, because: target-group targeting in OOH makes it possible to increase relevance in a highly frequented target group on the one hand, without – on the other hand – having to accept scatter loss. This effect is often referred to as 'scatter gain'. In contrast to target-group targeting on Mobile Devices, in this case no groups of people are excluded.

In order to be able to select by target groups, various questions need to be answered beforehand:

What is our target group and how can the target group be given a data basis – in other words, made identifiable?

The target group is generally defined by the customer and characterised with the help of personas. The challenge in the second step is to describe the target group with a Mobile data basis.

Another question that needs to be asked is:

When is my target group at the OOH locations?

Ultimately, the core currency of digitisation is used to answer this question: apps. It is assumed that each person has installed an average of 40 apps on their smartphone. Especially in combination, apps say a lot about how a person can be characterised. And vice versa, that means app clusters can be allocated to certain target groups. Accordingly, if several apps in a certain combination are installed, that particular person falls inside the defined target group.

It must be ensured that the apps selected are installed often enough to guarantee representativeness. At the same time, apps need to be specific enough to make sense for target group segmentation. WhatsApp, for example, is not suitable due to its very large and heterogeneous group of users.

Specialised data providers can separate frequencies on the Mobile Devices of target people based on the selected app clusters. That also makes it possible to identify at precisely what time of day the target group passes by the advertising media locations with particularly high frequency.

Using this frequency data, the motifs are correspondingly selected more or less often over the course of the day.

CASE STUDY: 'HANSEAIR'

TARGET

The aim of the campaign was to increase relevance in the target groups of young families, adventurers and businesswomen.

METHOD

The personas for the target groups were provided by the customer. The target groups were allocated specific app clusters characteristic for that group of people.

Young families:

Toys "R" Us, Payback, Chefkoch.de, FeWo-direkt

Adventurers:

Airbnb, Komoot, Booking.com

Businesswomen:

Runtastic app, PayPal, HRS

In order to understand which advertising media the target group is most often nearby, the frequency data around the Out of Home screens was measured hourly. This frequency data was used for a dynamically optimised motif selection related to the target group.



Target group



Data basis



Locations

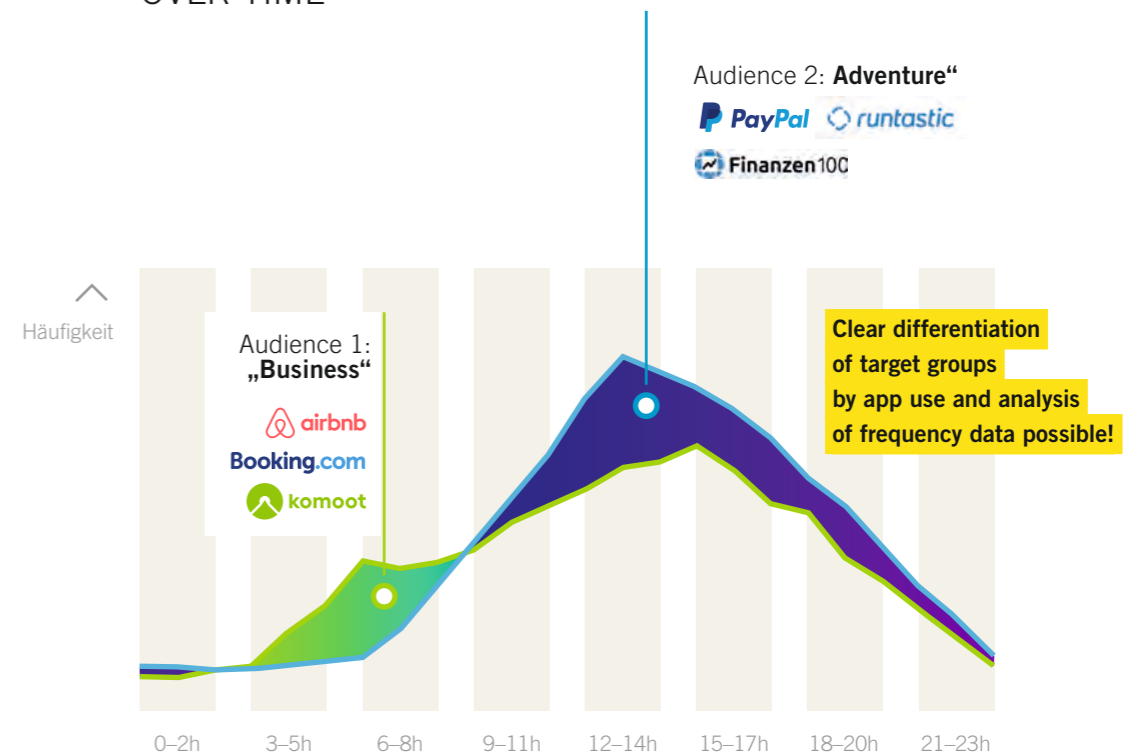


Movement data



Example motif for the target group: **businesswomen**

MOVEMENT DATA OF SELECTED TARGET GROUPS PAST AN OOH SCREEN OVER TIME



04

OOH & MOBILE: ACTIVATING THE MOBILE JOURNEY WITH OUT OF HOME



WHAT

For example, people waiting for a bus alternate between looking at their smartphone and glancing around – the perfect opportunity to attract attention with an interactive campaign and stimulate purchases. But it is not only in waiting situations, but also in the car, on a bike or when strolling through the city that Out of Home campaigns trigger different impulses.

Five Out of Home smart impulses turn posters into contact points that can trigger direct action impetus. Contacts with posters and smartphones become transaction points.

SMART IMPETUS FROM OOH

WHY

95% of German Internet users now make use of Mobile Internet on the go. With Out of Home as direct stimulus for smartphone activity, Internet use on the go is increasing further. In the 2018 WallDecaux Mobility Activity Index (MAX), 45% of those surveyed said they had been inspired by posters to find out more about the advertised product online. Just under 20% went on to make a purchase.

OOH and Mobile thus bridge the gap between the offline and online worlds. The reasons for the success of the channel combination lie in both the increasing Mobile media usage and the technological innovations that make relevant brand experiences at the OOH location possible.



OUT OF HOME SMART IMPULSES ARE:

HOW

- > **Spontaneous plan impulse:**
The new mobile life makes people more flexible – their reactions are less planned and more spontaneous, and they are open to external suggestions. In this new reality, OOH campaigns can have a direct influence on behaviour – especially with smartphones.
- > **Immediate purchase impulse:**
With smartphones, OOH impulses can be translated directly into actions. OOH is becoming a display window with a direct purchase button.
- > **More info impulse:**
OOH can trigger a desire in people to find out more about the advertised product. With smartphones, that desire can be immediately acted on with Mobile activity: anytime, anywhere.
- > **Memo impulse:**
The combination of OOH and Mobile creates an effective channel with which people remember offers at the right point in the purchase decision process.
- > **Brand experience impulse:**
OOH and smartphones make it possible to experience brands in a digital and interactive way. Posters can be connected with all kinds of online content using smartphones. Videos, games, polls and social functions can make analogue experiences digital. The poster thus leads to the brand experience world.

Content, trigger, technical interfaces and data – those are the four basic ingredients of a successful campaign combining OOH and Mobile. Smartphones function as an interaction platform in this context and impulses becomes active, but they come directly from the large Out of Home medium. Triggers can include competitions, special events or product offers. A decisive point is consumers being activated at the right place and time to take a closer look at the offers, share content, enter competitions or buy direct, either online or in a shop.

THE PUSH AND PULL FACTORS BETWEEN OFFLINE AND ONLINE

WHY

Interactions strengthen the advertising effect and intensify brand loyalty of potential consumers. OOH advertising can make use of this effect and encourage interactions by recipients – for example on smartphones – through calls to action. Other possible ways to close the gap between the offline and online worlds are direct technical interfaces with which OOH advertising spaces become online communication portals.

WHAT

For the step from purely passive viewing to interaction to be successful, the target group must be given good reasons to actually follow the call to action. For this to happen, genuine, useful added value must be provided. It is therefore advisable to offer cross-channel activity possibilities that encourage recipients to get involved. Where the recipient should implement the call to action and whether prerequisites (e.g. Mobile Internet) are necessary should be considered in advance. The switch from OOH to Mobile should always be easy and quick to implement. However, interaction rates in Germany – in comparison to Asia – for indirect channels (pull) such as download and QR Codes are comparatively low. The use of a direct communication channel (push function), as is available with technical interfaces such as beacons and NFC, could therefore be considered instead.

HOW

In the following section, technical interfaces (push functions) and elements that require action by recipients (pull) are described.

PUSH FUNCTION/TECHNICAL INTERFACES



NFC (Near Field Communication)

NFC allows wireless communication between senders (e.g. OOH advertising media) and recipients (smartphones) over very short distances – a prerequisite for the use of NFC is the smartphone having the corresponding technology. If this is present, the recipient could hold their smartphone up to the advertising media and thus receive product information. However, an obvious problem is the very short distance between senders and recipients of just a few centimetres that is required. Nevertheless, this technology is very suitable for waiting situations at bus stops.



Beacons

Beacons are external, battery-operated Bluetooth modules that operate as senders. Beacon senders are embedded in a housing and can be easily attached to OOH advertising media anywhere. The range is up to 80 metres. If recipients have a corresponding app, they receive push notifications such as current offers after contact with the advertising media. However, the recipient must have provided consent to this in advance and have activated Bluetooth on their smartphone.

PULL ELEMENTS/CALL TO ACTION



QR Codes (Quick Response Codes)

QR Codes that provide the recipient with product information or take them to a landing page optimised for mobiles when they scan them with their smartphone – and with the help of a corresponding app – can be placed on the OOH motif. However, QR Codes should primarily be used with static, analogue motifs – because a certain amount of time is required to scan the code, a QR Code on changing motifs and digital advertising media would not be practical.



Download and promo codes

As well as QR Codes, it is, of course, also possible to place download and/or promo codes, e.g. as eye-catchers on the poster. It is important to clearly highlight the added value of such a code to the recipients, e.g. participation in a competition, discounts.

Recipients will only use QR Codes or download and promo codes if the offer is genuinely attractive and offers real added value.



CASE STUDY: BITEMOJO: DOOH AND PROMO CODES BOOST APP DOWNLOADS AND WEBSITE TRAFFIC

TARGET

Bitemojo is a start-up that allows Berlin locals and tourists to independently and flexibly discover the authentic culinary offerings of the German capital's districts with its own app. In order to increase awareness and thus also app downloads, the company advertised on the digital advertising spaces of the Berlin underground train system (72 locations). The motif included a specific promo code (BiteBerlin) promising 20% off the chosen culinary tour.

On the one hand, the promo code was designed to increase app downloads – on the other hand, the specific codes helped with the identification of acquired customers, making the ultimate success of the campaign measurable. In addition, a market research study was carried out after the posters were displayed in order to measure the impact of the campaign on brand recognition and advertising effectiveness.

METHOD

Online collection in Berlin (OOH use) and control cities (without OOH use)

Number of cases:

Berlin: n=320, control cities (not present in Berlin): n=207

Target group:

People who live in Berlin and were out and about there during the campaign week or who live in another major city, aged 18–59

Campaign period:

CW 8, 20.02.17–26.02.17

Field period:

CW 9, 28.02.2017–06.03.17

In addition to the results of the survey, data on website visits, the number of weekly app downloads and the turnover development from Bitemojo was provided.



INSIGHTS

The OOH campaign showed clear impact, which could be proved both by the survey and the technical KPIs.

After one week of DOOH, one in six Berlin residents was aware of the Bitemojo app. Almost a quarter (23%) had seen the digital screens in the underground stations. The number of website visits in Germany increased by 175% in the campaign week. The number of weekly app downloads (iOS) increased by 650% in the campaign week, from eight to 60! This led to a demonstrable turnover increase in the campaign week of 140%!

05

OOH & MOBILE:

USING MOBILE AS AN ANALYSIS INSTRUMENT

THE DRIVE-TO-STORE MEASUREMENT

WHY

Measuring Out of Home has always caused major challenges for advertisers. One of the most common methods is advertising effectiveness studies in which consumers are surveyed. These often ask about remembered advertising, brand recognition and purchase intention. But this makes quantifiable influence of the OOH campaign on actual shop visits hard to depict. It is extremely vague at the very least and can only be demonstrated with figures in a roundabout way. The combination of Out of Home and Mobile helps in this regard and allows measurement of campaign success. For example, visitor frequency in a shop can be viewed from the perspective of increases during and after the campaign period. Retailers

can relate these figures to increasing sales. In this context, smartphones bridge the gap between the Out of Home locations used and the Point of Sale.

WHAT

If the user consents to it, location data gathered by apps can be compared. That makes it possible to measure the number of users who have spent time both near Out of Home advertising and in the vicinity of a relevant store within a certain period.



HOW

A basic requirement for this approach is consent from consumers in line with data protection regulations. With this consent, apps can define the position of a Mobile Device with precision of under 50 metres using the location data provided by the operating system via GPS, Wi-Fi or Cell-ID. This also increases the likelihood that the users do in fact spend time within sight of the Out of Home advertising.

In order for the influence of an OOH campaign on in-store frequency to be measured, geographical zones, e.g. as a radius or specific shape, must first be created around the OOH spaces being used in the planned campaign period. In the second stage, another set of geographical zones is set around the stores that are relevant for the campaign catchment area. Consumers who have been in both sets of zones during the measurement period are then included in the campaign success. It is worth bearing in mind that other campaigns, such as on TV, can also achieve measurable effect.

A pre-campaign analysis should also be carried out in order to measure base values for change in frequency during the campaign. It is interesting to calculate average visitor frequencies by time of day and days of the week and information about catchment areas and return customers for the selected geographical zones. These are valuable insights for the advertisers that can provide essential support for later evaluation of the success of marketing measures.

Once the OOH campaign has finished, the overlap of the segments formed before the start of the campaign can be calculated. The number of devices that have been in the immediate vicinity of both a used OOH space and a shop are included in the campaign success.

For a holistic view and evaluation of the success of the OOH campaign, the post-campaign analysis can also provide information about uplifts and changes during the campaign period, in addition to the Drive-to-Store measurement. In this way, advertisers focused on bricks-and-mortar retail gain a new Key Performance Indicator for Out of Home campaigns.



1. SEGMENT FORMATION

Formation of specific segments on the basis of geographical zones around OOH spaces and shops



2. PRE-CAMPAIGN ANALYSIS

Calculation of e.g.:

- > Visitor frequencies
- > Place of residence/catchment area
- > Visitor types
- > Time of day and day of week



3. CAMPAIGN PERIOD

Measurement of frequency around used OOH spaces



4. POST-CAMPAIGN ANALYSIS

- > Overlap of segments around the used OOH spaces and shops
- > Measurement of gains
- > Latency periods: campaign contact to store visit

CASE STUDY: FOOTFALL INSIGHTS REPORT ON A SPORTING GOODS MANUFACTURER

TARGET

The aim of the OOH campaign was to increase Drive-to-Store and sales. With the help of the post-campaign Footfall Insights, it was possible to evaluate the success of the OOH campaign, i.e. what effect the advertising campaign had directly on store visits. The OOH advertising media were planned so that they were close to stores for this purpose.

METHOD

Through partnerships with leading data providers, adsquare analysed the behaviour of the exposed group and the control group in the real world and evaluated the influence of the advertising on store visits.

Test group (exposed group):

Users who were seen/located by OOH locations during the 'OOH sporting goods manufacturer campaign'. The localisation was carried out via the smartphones of the visitors.

Control group:

Users who were seen/located by OOH locations the week before the 'OOH sporting goods manufacturer campaign'. The visitor rate for a predefined time period is defined both via the number of users who were in store and those in the test group who did not enter the store.

VISITOR RATE =

$$\frac{\text{Test group (seen in store)}}{\text{Test group (seen everywhere)}}$$

For visitor uplift, the test group (contact with advertising) is compared to the control group (no contact with advertising).

VISITOR UPLIFT =

$$\frac{\text{Test group visitor rate} - \text{Control group visitor rate}}{\text{Control group visitor rate}}$$

STUDY DESIGN:

Customer:

Sporting goods manufacturer/retailer

Number of cases:

Test group (n=207,734) vs. control group (n=207,734)

Field period:

25.09.–01.10.2018 (test group, campaign display)

18.09.–24.09.2018 (control group)

INSIGHTS

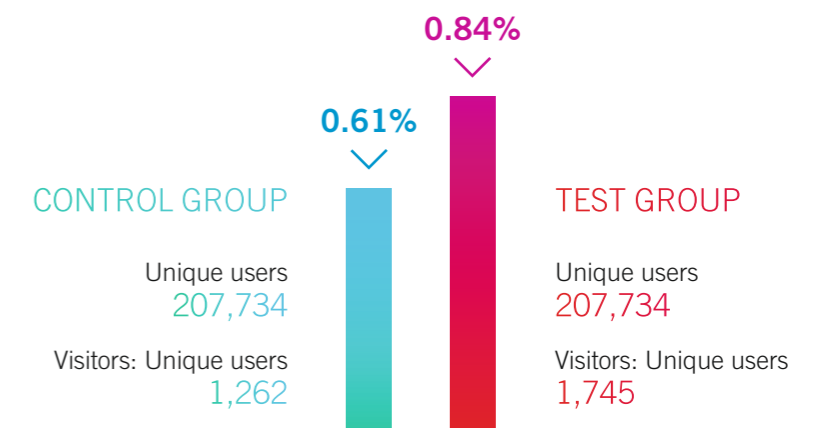
There were 484 additional visits in the test group, which is equivalent to a 38% visitor uplift compared with the control group.

59% of the store visitors (test group) were within a 500 m radius of the store when they had contact with the advertising.

Only 26% of the store visitors in the test group live within a 1 km radius of the branches they visited.

The Footfall Insights also recorded that the branches were visited more often towards the end of the week. 25% of all visitors went to the store within one day of contact with the advertising.

CONTROL GROUP VS. TEST GROUP VISITOR RATE CLEAR UPLIFT IN VISITOR NUMBERS RECOGNISABLE!



06

OOH & MOBILE:

PUSHING SOCIAL MEDIA WITH OUT OF HOME

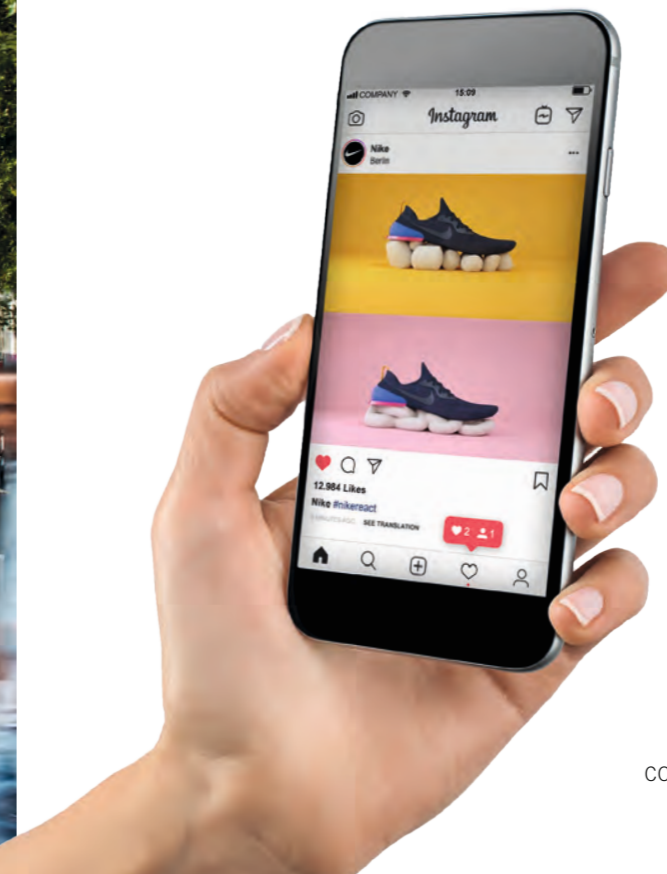
OOH AS AN IMPULSE GENERATOR FOR SOCIAL MEDIA USE

WHY

In a society that is becoming increasingly urban, OOH and social media are two media channels that continuously accompany consumers outside their own four walls. Social media use has in fact increased rapidly in recent years, in particular with regard to use outside the home. Whereas 55% of users in 2012 said they make use of social media platforms on the go, that had already risen to 80% by 2018 – with a continuing upward trend (Mobility Activity Index survey 2018).

What they see, hear and experience is shared with friends, acquaintances and even total strangers virtually in real time and while on the go.

That is a trend that a visual 'outdoor medium' such as OOH in particular should take advantage of because the combination of targeted OOH advertising and a strong social media strategy is an effective opportunity to improve advertising effectiveness and reach a wider audience.



WHAT

The challenge for OOH advertising is to create relevance for social media in order to bridge the gap between the offline and online worlds and ultimately to effectively increase reach.

It is a fact that OOH activates towards social media more strongly than other media. The younger target group in particular is encouraged by OOH to interact with friends on social networks. This effect should be taken advantage of by investigating relevance for social media as early as the OOH campaign planning stage.

The questions to be asked in advance are: do I actually want to go viral on social media? If so, how can I motivate users to take my Out of Home campaign to social media?

Once it has landed on social media, my campaign, motif or simply my message can spread very quickly – it gets liked, shared and commented on.

OOH can act as an anchor in the real world to lead users into the virtual social media world.

HOW

OOH can therefore be an important impulse generator for interactions and engagement on social media. The following section presents measures that could help transfer an Out of Home campaign to social media.

Establish hashtags

An effective way to create a connection between Out of Home and social media – especially Instagram – is the use of striking hashtags that are given widespread publicity on posters. A good example is the dating app Tinder, which advertised the benefits of single status on digital advertising spaces in Berlin, Hamburg, Cologne and Munich with the hashtag #SingleNotSorry and appropriate motifs. Tinder touched a nerve with that and triggered 4,500 posts on Instagram with that very hashtag.

Instagrammability

A modern phenomenon is the target group of millennials in particular, among others, consciously choosing travel destinations based on their ‘Instagrammability’ – in other words, the effect the chosen destination will supposedly have on Instagram. OOH can also pick up on this trend and smooth the path to social media for customers. With Instagram-suitable motifs, companies gain a brand-building instrument, because a high level of identification can be developed.

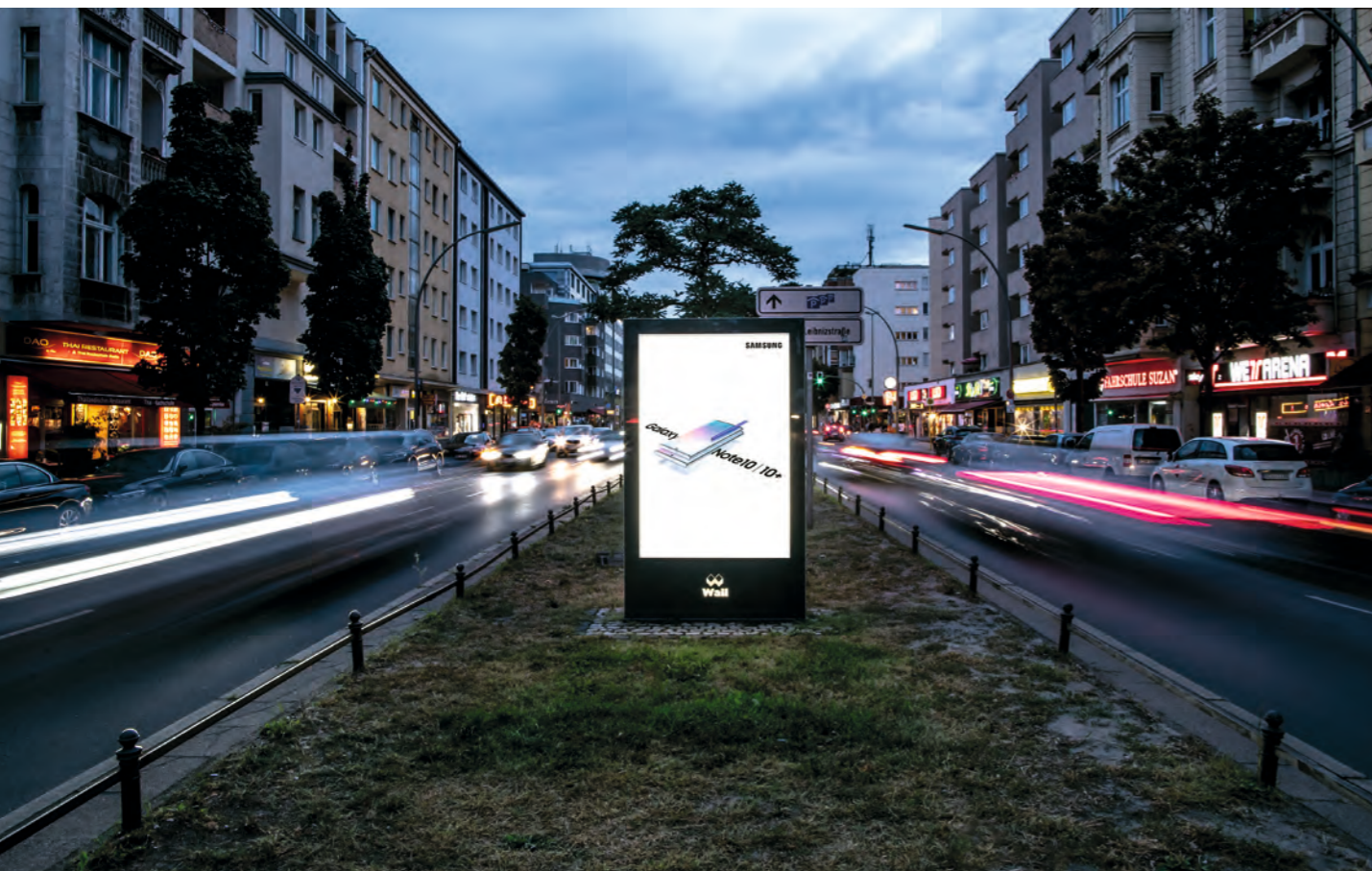
Use influencers

Influencer marketing has been booming for years – companies specifically use people with influence, status and, above all, reach in their brand com-

munication. Up to now, the use of influencers has mainly been focused on the online world. But the use of influencers in OOH campaigns also makes a lot of sense. On the one hand, the high level of awareness of influencers helps push the recognition of an Out of Home campaign. On the other hand, even for influencers, it is not an everyday occurrence to see your likeness appear all over the ‘offline world’. It is therefore only natural that they want to share this special experience with their followers and thus take the Out of Home campaign into the social media world. A good example of this is the Calzedonia campaign in November 2018, in which the influencer Pamela Reif advertised Calzedonia tights on posters and also posted them on her Instagram profile. With her over four million followers, Calzedonia could be sure of a lot of attention.

Use smart content from DOOH

Dynamic content can be managed flexibly on digital OOH advertising media. With the help of an API, it is possible to integrate recent reports, tweets and posts in real time. In this way, posts and tweets with specified hashtags can appear on the digital screens – after prior viewing and approval. This means an interaction between the social media channel and the digital screens can be generated. This not only gives the users a special experience – its unique character means the campaign and product stick in the memory.



CASE STUDY: #ILOVEHELAU INSTAGRAM CAMPAIGN ON DIGITAL OOH SCREENS

TARGET

The Stadtwerke Düsseldorf municipal utilities company booked the entire WallDecaux Deluxe Net in its city between 6 and 12 February 2018 – in other words, throughout the peak of carnival season. Carnival ‘fools’ in costumes could upload selfies of themselves and what they were wearing to their publicly accessible Instagram profile using the hashtag #ilovehelau. After it had been checked and approved by a moderator, the carnival attendees could soon enjoy their post on one of the 30 screens. Through a connection to the Instagram interface, the photos could be embedded into the motif. To further encourage participation, a competition in which entrants could win wellness days at a spa was announced.

METHOD

The campaign generated 1,000 posts with the hashtag #ilovehelau within a week. A total of 463 photos were uploaded and displayed. In the end, the campaign had a net reach of 30.1% and 2.6 million people. In particular, the Instagram campaign showed the potential of Digital City Light Posters in terms of interaction and real-time communication. DOOH opens up an additional communication channel for brands and advertisers in which user-generated content is extended to the public domain.





AUGMENTED REALITY AS AN INNOVATIVE MARKETING INSTRUMENT

WHY

Augmented reality (AR) is considered to be one of the most important technologies for the future. The first highlight for the technology came in 2016 with Pokémon Go, as millions of people worldwide hunted the monsters virtually with their smartphones.

But in recent years, AR has also received a significant boost as a marketing tool, not least due to the tech giants Apple, Google, Facebook and Snapchat, who have put considerable investment into the technology, which is still in its early stages. AR has created the possibility to meld dynamic and creative content with the outside world.

But the trend has also gained a foothold in classic advertising media. Due to the fact that reality can be digitally extended with AR, newspapers, magazines and posters can be given particular additional value.



WHAT

In the Mobile world, augmented reality is already strongly established as a marketing instrument. For example, the Swedish furniture company IKEA launched the IKEA Place app in 2017/2018, with which users can virtually transfer furniture into their own living room – simply using their smartphone. But augmented reality has been in use for some years in the Out of Home sector, too, primarily internationally. One example of successful use of AR in DOOH in Germany comes from the sporting goods manufacturer Adidas. For the launch of the Adidas Deerupt trainers, two DCLP locations were transformed into augmented-reality windows and reality was expanded digitally: the unique grid structure of the Deerupt shoe was used as an integral element of the street image. Real objects like hydrants, signs and walls of buildings were overlaid with the grid pattern. The highly frequented locations at the Point of Sale increased reach and offered passers-by the opportunity to interact with the brand.

These two examples from the Mobile and Out of Home world show how augmented reality is already being used as mono-campaigns. But AR can also bridge the gap between Out of Home and Mobile. With AR, a joint campaign message from OOH and Mobile can be conveyed even better – by bringing the message to life for consumers.

HOW

Snapchat has developed the new reality-expanding technology Marker Tech for the implementation of AR solutions. The AR marker tracking technology recognises a defined 2D image and triggers a 3D/AR experience with it – street art and posters can be brought to life!

In this context, the camera reacts to a particular environment, e.g. logos or motifs and then indirectly places them into reality. Once such a scan is performed, the corresponding motif is animated on the smartphone and 'brought to life' by AR. The user can then also interact with it.

AR offers an innovative and creative form of entertainment that leads to users spending more time with the advertising medium, rather than ignoring it. The gap between online and offline is bridged and the campaign message is brought to life more effectively for users in the process.

A successful AR campaign can lead to a sustained improvement in brand image.

CASE STUDY: SNAPCHAT BRINGS 'POKÉMON: DETECTIVE PIKACHU' TO LIFE WITH AUGMENTED REALITY

METHOD

The first use of Marker Tech in Germany was to advertise the film 'Pokémon: Detective Pikachu' (Warner Bros. Entertainment GmbH). The technology was used on a CLP in this case. Users could activate the Lens (image recognition) on a Snapcode (on the poster) and thus enjoy the AR experience – as Pikachu was brought to life.





07

OOH & MOBILE: SUMMARY AND OUTLOOK

This compendium shows how well OOH and Mobile complement each other and the diverse ways the two channels can be combined. The various options presented are all highly relevant and can be very effective if used correctly.

It is important to clearly define the roles of the two channels in the media mix and to coordinate both the media planning and creative implementation of the campaign with them.

The significance of the media combination will continue to increase in future as both Out of Home advertising and Mobile are growth media that are benefiting from developments on the media market and in user behaviour. The opportunity to bridge the gap between offline and online with OOH and Mobile makes the combination of the two channels particularly valuable in this context.

The hope is that the combination of OOH and Mobile continues to deepen in future and further cases help to provide the market with proof of success and learnings for successful use of the mix.

08

APPENDIX // STUDIES

STUDY: NEUROSCIENTIFIC STUDY ON RECEPTION OF DIGITAL ADVERTISING

TARGET

This study neuroscientifically investigated how digital advertising is perceived and processed. How much time does it take for viewers to perceive and emotionally classify advertising on their smartphones? And how does that compare to desktop advertising? Is brand strength a significant factor influencing perception? And can creative recommendations for digital advertising be derived from this?

METHOD

The study was conducted on behalf of the Mobile Marketing Association (MMA) in cooperation with the Advertising Research Foundation and Neurons Inc. Neuroscientists and brain scientists used Eye Tracking and electroencephalography (EEG) to study 900 participants.

INSIGHTS

The study shows that Mobile advertising is perceived and processed much faster than desktop advertising: the brain needs 400 milliseconds to perceive and react emotionally to a Mobile advertisement. For desktop advertising, on the other hand, a perception time of 2–3 seconds was established for two-thirds of the stationary digital advertising used in testing.

The study also found that brands with high levels of recognition generate more rapid reactions to advertising. Well-known brands stimulate a much faster cognitive and emotional process.

It also became clear that moving advertising is two times more likely to provoke an emotional reaction than static advertising. The reaction to video advertising was 0.7 seconds in this case.

The study also showed that poorly designed advertising and advertising that does not match the brand evokes negative associations within the first second and can cause lasting damage to the image of a brand. Important implications of the study are therefore that the creation of digital and Mobile advertising should be geared towards the first seconds ('one-second strategy').

STUDY: 10 GOLDEN RULES

TARGET

The aim of the '10 Golden Rules' study was to provide instruction on effective links between OOH and Mobile in order to increase the effectiveness of this media combination.

METHOD

The insights have been derived on the basis of two in-depth workshops with Generation Y and Z, carried out by the strategy agency Different.

Cultural probes:

Collection of insights on smartphone use, Mobile advertising and OOH from the lives of the test subjects, diary analyses, direct communication with the test subjects via WhatsApp.

Explorative consumer workshops:

Joint idea development and discussion of the 10 Golden Rules.

Generation Z

(n=8): 18–25 years old, 50/50 women and men, school pupils/students/trainees/professionals.

Generation Y

(n=8): 30–39 years old, 50/50 women and men, household net income €3,000+.

INSIGHTS

The 10 Golden Rules derived provide assistance and recommended action:

1. **ESTABLISH THE LINK –**
don't think of OOH and Mobile separately, but rather link them closely together.
2. **DESIGN MESSAGES IN A CHANNEL-SPECIFIC WAY –**
adjust advertising in a channel-specific way, too.
3. **KEEP INTERVALS BRIEF –**
so that campaigns are perceived holistically.
4. **RECOGNITION THROUGH KEY VISUAL –**
OOH using one key visual across different channels ensures recognition.
5. **CONSIDER CONTEXT –**
the more relevant the advertising, the greater the advertising acceptance.
6. **HIGH QUALITY –**
high aesthetic standards are decisive for perception.
7. **FORMULATE A CLEAR MESSAGE –**
the clarity of the advertising message has a considerable influence on the effectiveness of OOH and Mobile campaigns.
8. **ENABLE CALL TO ACTION –**
cross-media interaction intensifies brand loyalty.
9. **STAND OUT THROUGH DYNAMISM –**
moving-image formats are particularly eye-catching and support storytelling.
10. **ACCOMPANY THE CUSTOMER JOURNEY –**
storytelling that awakens curiosity and has a pull rather than push effect. The 10 Golden Rules make it clear that a holistic strategy is indispensable when it comes to an effective OOH and Mobile campaign. Creating 'One Experience' for the target group is the key to long-term advertising success.



STUDY: THE DIGITAL EFFECT I

TARGET

The central question of the study was does Digital Out of Home increase advertising effectiveness? With this broad study, WallDecaux investigated whether and to what extent Digital City Light Posters perform better than analogue advertising media.

METHOD

Effect of analogue and visually dynamic Out of Home advertising in natural surroundings. Face-to-face surveying of pedestrians via CAPI (computer-assisted personal interviewing) after passing the test location in Hamburg. Test of six analogue and digital advertising formats for one campaign (Heineken beer). The replacement of an analogue advertising medium with a Digital City Light Poster in the same position made it possible to gather information on the analogue and digital versions in exactly the same location. Number of cases: 1,200 (n = 200 for each scenario). Target group: adults, aged 18–65, with quotas for age and gender. Field period: 14.07.–23.10.2015. Institution: Trend Research, Hamburg.

INSIGHTS

Digital is more effective – four times as much:

5x MORE REACH:

Don't think of OOH and Mobile separately, but rather link them closely together.

4x MORE ADVERTISING EFFECTIVENESS:

A digitally dynamic motif achieves up to four times more remembered advertising.

3x MORE CONTACT QUALITY:

In a comparison, three times more of those surveyed rated the Digital Out of Home advertising 'very good'.

2x MORE ACTIVATION:

With a digitally dynamic motif, twice as many people tell their friends about it or find out more.

STUDY: THE DIGITAL EFFECT II

TARGET

Eye Tracking study to compare the reach of analogue and Digital Out of Home advertising in an urban environment. Are there differences in the fixation rates of analogue and Digital Out of Home advertising among pedestrians and/or car drivers?

METHOD

The eye movements of test subjects travelling by foot or by car on predefined test routes in the centre of Hamburg were monitored with Eye Tracking glasses.

Method and workflow:

Analogue and digital CLPs on test routes (average 22-minute journey); analysis of eye movements, paths of gaze and fixations; field period: Feb.–March 2018

Number of cases:

55 test subjects, of which 32 pedestrians, 23 drivers (ratios roughly representative of the population); glasses used: Tobii Pro Glasses 2

Implementation of the survey

Client: WallDecaux; coordination and organisation: annalect; field work: Trend Research; evaluation: ISBA

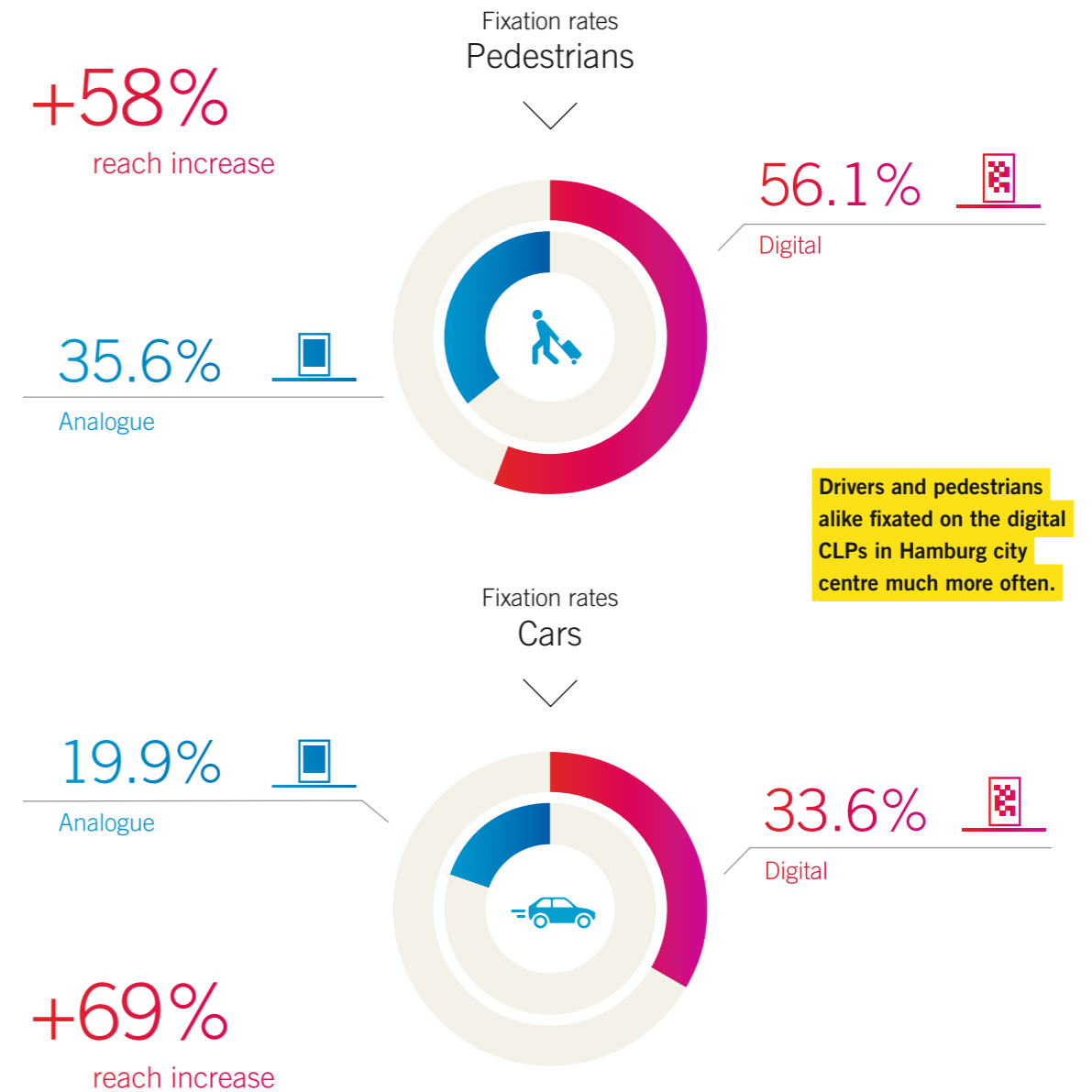
INSIGHTS

There was a clear effect on reach due to the greater luminosity and better visibility of the digital advertising media. Both drivers and pedestrians fixated considerably more often on the Digital City Light Posters than the analogue advertising media.

The proportion of drivers who fixated on the advertising media increased by 69% for Digital City Light Posters compared to analogue advertising. Pedestrians generally perceive OOH media even more intensively than drivers do. Despite a fixation rate for analogue advertising spaces by pedestrians that was already high, the study showed an additional, significant increase of 58% for digital advertising.

Advertisers can therefore attract significantly more and more effective attention to their advertising message with Digital Out of Home media.

EYE TRACKING PROVES INCREASED REACH INTENSIVE PERCEPTION OF DIGITAL CLPS BY PEDESTRIANS!



STUDY: THE DIGITAL EFFECT III

TARGET

The digital effect III deals with the idea that Digital Out of Home advertising can emotionally affect and activate viewers more strongly than analogue or static advertising due to its dynamics and animation. Could it be proven that animated digital motifs are more emotive than static ones?

METHOD

Comparison of static and animated digital OOH motifs in terms of liking, emotions and activation for four test campaigns. Two-step approach:

1. Mood film:

The test subjects watched a mood film with inner-city scenes in order to generate a realistic impression of static and animated motifs in a city environment. The participants did not know that the subject was Out of Home advertising.

2. Online survey:

In the subsequent online survey, the test motifs were shown again in both formats (static and animated) and compared by the participants.

Target group:

Ages 16–59, living in cities of 100,000 or more, representatively selected by age and gender. Number of cases: n = 1,729. Field period: 01–09.12.2018, institute: Trend Research, Hamburg



CORE RESULTS OF THE STUDY:

INSIGHTS

- > **Liking:**
Animated motifs are generally liked better than static ones.
- > **Emotion:**
Animated motifs awaken more emotions. They are more lively, capture the attention of the viewer more strongly and are more emotive.
- > **Activation:**
How successful activation is primarily depends on three factors – emotional communication, depth of information and personal relevance of the advertising message for the viewer.

The aim should therefore be to make better use of the creative possibilities of Digital Out of Home advertising in future, in order to awaken more emotions in the viewer and activate them in terms of information, recommendations and purchases. In this way, Digital Out of Home advertising can be effectively used in the context of successful branding.

STUDY: MOBILITY ACTIVITY INDEX (MAX)

TARGET

WallDecaux puts together the Mobility Activity Index (MAX) on an annual basis in order to document the qualitative change in mobility and the corresponding increase in the significance of Out of Home contact points through Mobile Internet. The market is also currently flooded with studies on Mobile Devices – but the majority only relate to device usage and not to usage ‘on the go’.

METHOD

Method:

Representative, national online survey in 72 cities, carried out by Trend Research

Collection periods:

2016: 23–29.08. and 01–05.09.2016
2018: 30.05–06.06.2018

Target group:

General TG: Aged 14–69, living in cities of 100,000 or more, out of the house at least three days

Pro-OOH TG: Aged 14–69, living in cities of 100,000 or more, out of the house at least three days and agree with the following statement: ‘I like to receive suggestions from posters/digital screens when out and about’

Number of cases:

2016: n=1,010
2018: n=1,044

Evaluation:

2016: combination of external data and WallDecaux survey
2018: three-year index with own database

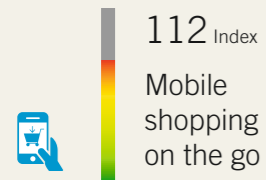
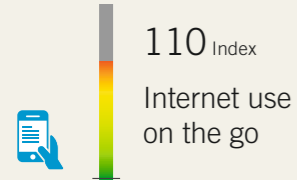
INSIGHTS

The Mobility Activity Index (MAX) shows that people feel freer and more flexible outdoors than they did five years ago. They act in a more spontaneous and unplanned way through their Mobile Devices and are more open than ever before to impulses. This allows OOH to activate more than ever and to be seen as an anchor from the real to the virtual world.

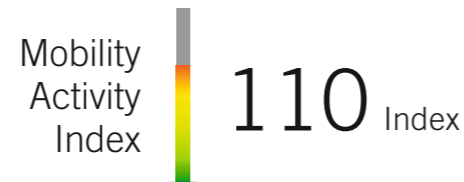
- > **OOH as an impulse generator in waiting situations:**
almost one in three of those surveyed like to receive suggestions from OOH when out and about.
- > **OOH and Mobile impress when mixed**
Searching for a product on a smartphone – on the go – after seeing an advertising poster has become normal and is done by more than one third of those surveyed (35%)! This trend will continue because Internet use increased by 10% between 2016 and 2018.



MOBILITY ACTIVITY INDEX TWO-YEAR COMPARISON (2018 VS. 2016)



**Greatest increase
in M-commerce**



**In two years,
a 10% increase in
Mobile activity on
the go has been
recorded!**

> OOH encourages purchases

29% have ordered a product online while on the go after consciously noticing OOH. The proportion of those who shop on Mobile Devices while out and about has increased by 12% from 2016 to 2018!

The OOH-savvy target group in particular ('I like to receive suggestions from posters/digital screens when out and about') use the media combination of OOH and Mobile more intensively. 74% said that they access information anywhere, anytime with their smartphone.

In total, an increase of 10% in Mobile activity on the go was recorded in the last two years (2016–2018)!





BOARD MEMBERS MMA GERMANY



NON-BOARD MEMBERS MMA GERMANY



WallDecaux
Premium Out of Home

