

WALLDECAUX MAX 2018

MOBILITY ACTIVITY INDEX



WallDecaux
Premium Out of Home

OOH increases mobile engagement

MAX – latest survey (summer 2018)



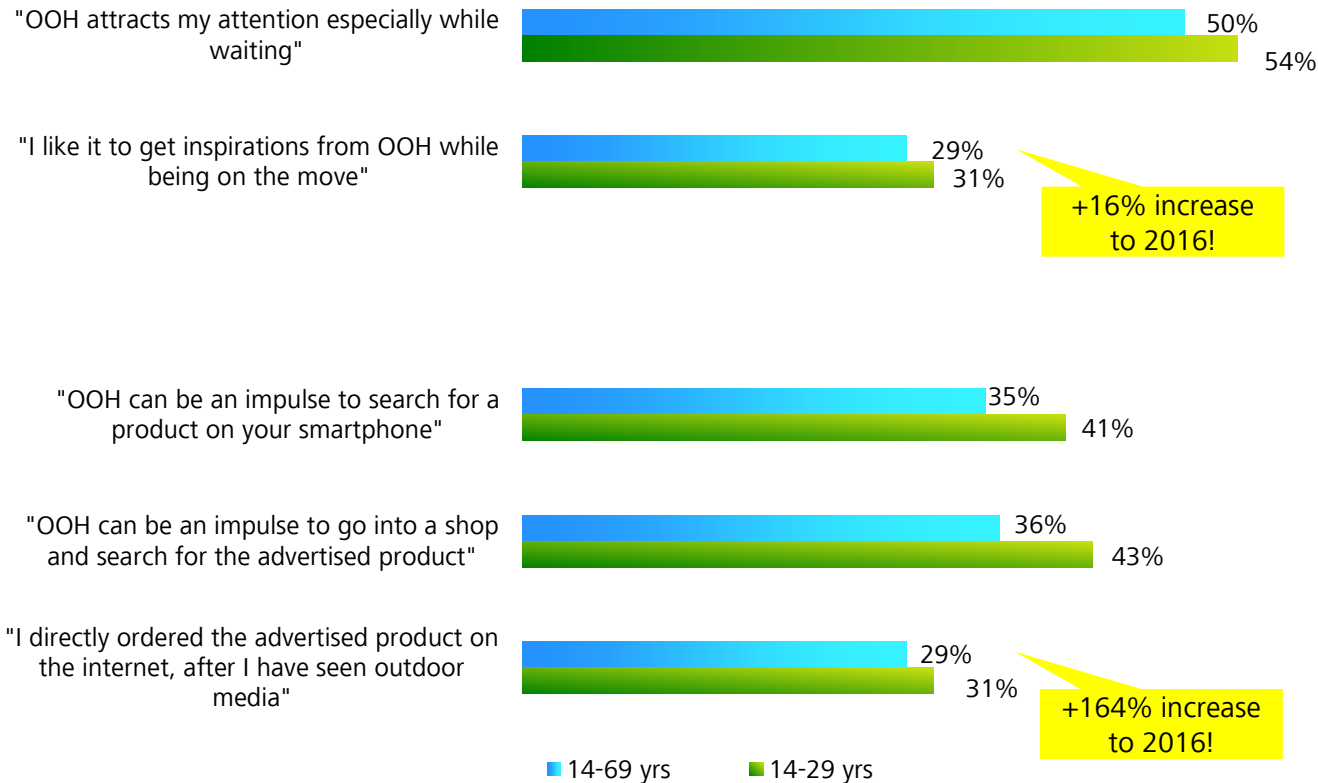
Urban people, who are on the move, tend to be more decisive and more open-minded than ever.

Thanks to their mobile devices, they can access the Internet anytime while reacting to advertisement spontaneously, for example through Out-of-Home media.

This year's WallDecaux Mobility Activity Index 2018 (MAX) proves once again that Out-of-Home triggers mobile activities – such as mobile search requests, exchange through social media and digital shopping.

OOH inspires & activates

Especially for the young target audience



*OOH
inspires*

*OOH
activates*

OOH as an anchor in the real world ... to guide users into the virtual world

Urban people, who like to receive inspirations from outdoor media, are using Mobile Devices intensively.

74% "With my smartphone I can access information anytime and anywhere."

67% "I use the mobile Internet to search for information about products or offers on the go."

50% "With my smartphone, I react instantly to impulses which I get while being on the move."

Source: WallDecaux MAX Update 2018 // base: pro OOH-target group: n=299
(Respondents, who agree with the statement "I like to receive inspirations from posters / digital screens while being on the move")



3 long-term elements of MAX

Which activities boost OOH?

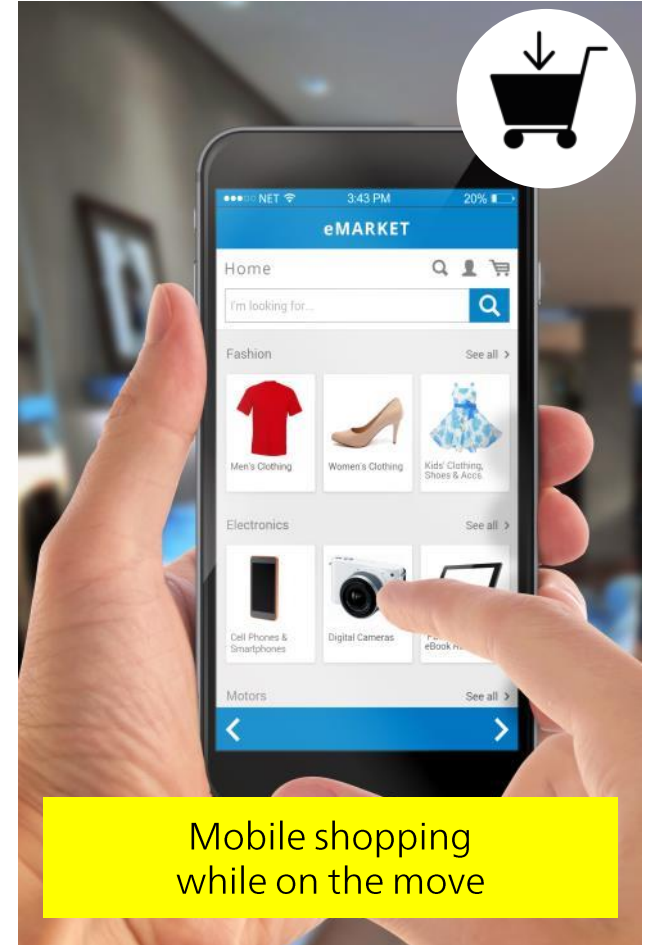
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Premium Out of Home



General Internet usage
while on the move



Social media usage
while on the move



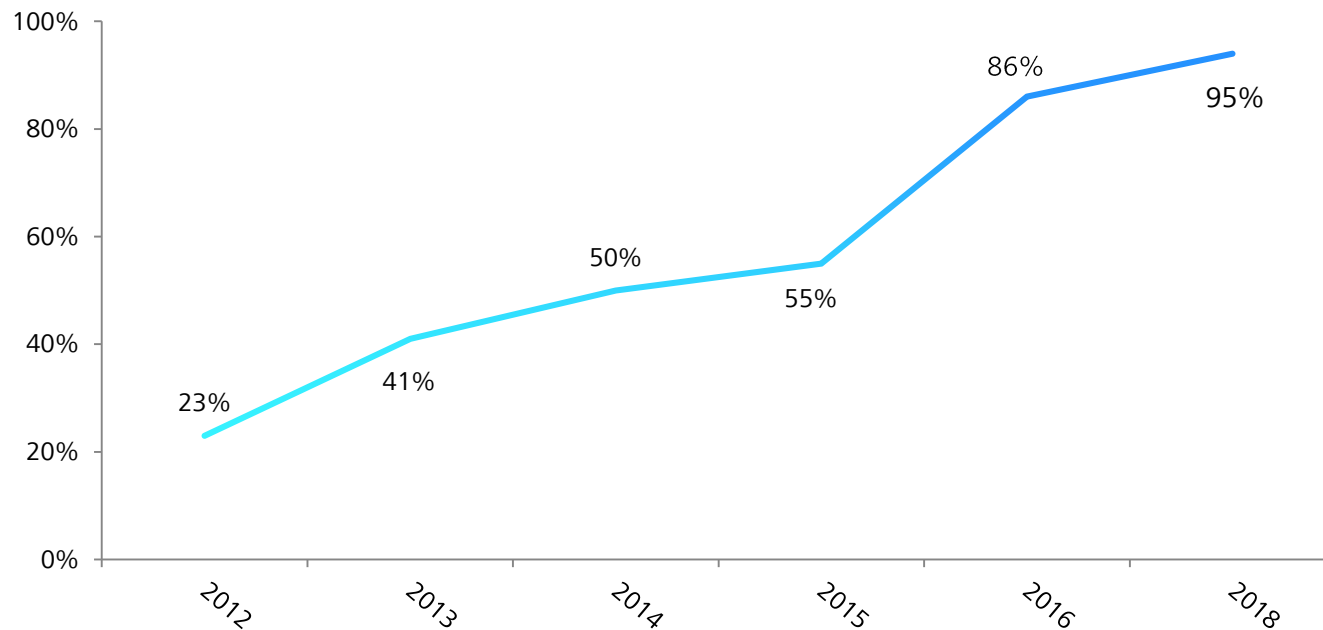
Mobile shopping
while on the move

Internet usage while on the move

... is becoming part of everyday life and has been triggered by OOH

Stake of the total population using the Internet while on the move
(at least infrequent usage)

In %



Keep in Mind: 35% of urban people
appreciate outdoor media as
instigator for Mobile Search.

Internet
usage while
on the move

110

+10% increase in Internet
usage while on the move
(in comparison to 2016)

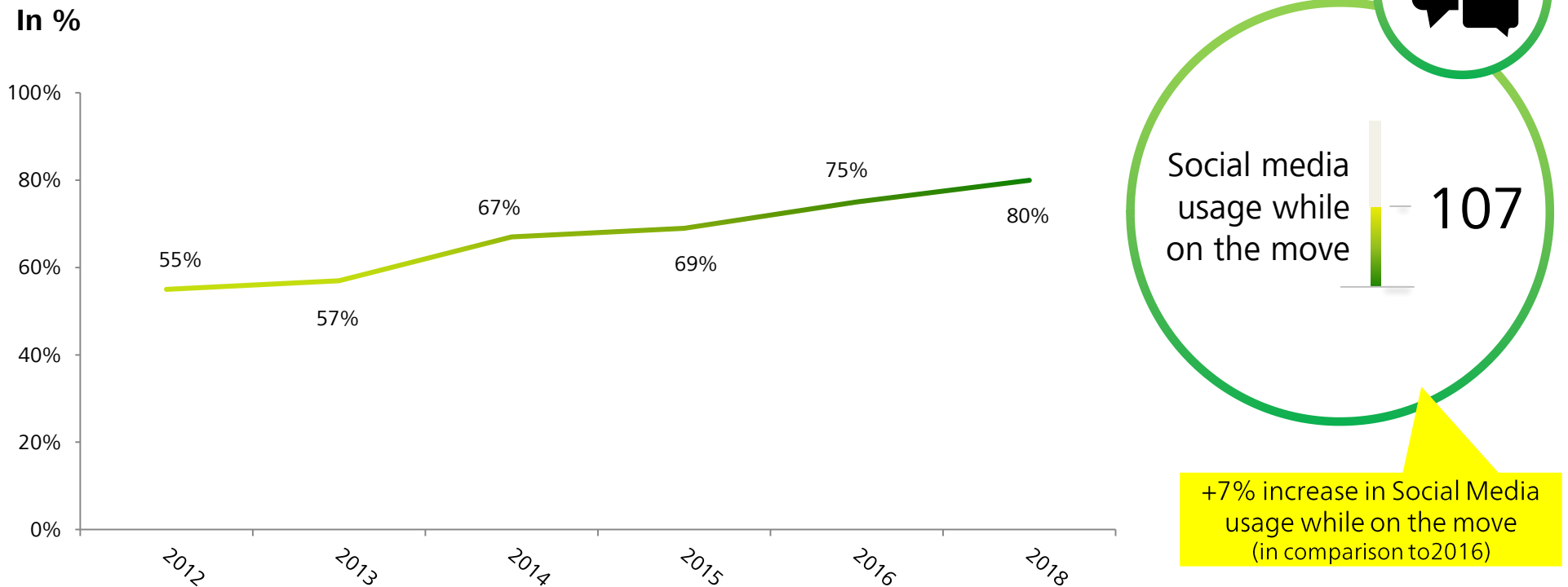
Sources: ARD/ ZDF-Onlinesurveys 2012-2015, base: German-speaking online users over 14 years (2015: n=1.432) („at least infrequent user“ are shown) //
From 2016: WallDecaux MAX-survey, all respondents, 2016: n=1.010 // 2018: n=1.044

*base: Pro OOH-target group: n=299 (respondents who agree with the statement "I like to receive inspirations from posters / digital screens while on the move")

Rising social media usage

Anytime and anywhere ready for exposure

Stack of smartphone / tablet users who use social media platforms while on the move
(at least infrequent usage)



Sources: Faktenkontor; IMWF; Toluna, n=2.500 per year from 2016 (People, who indicate that they generally use social media platforms) //

From 2016: WallDecaux MAX-survey, Smartphone/ Tablet-user, 2016: n=916 // 2018: n=998

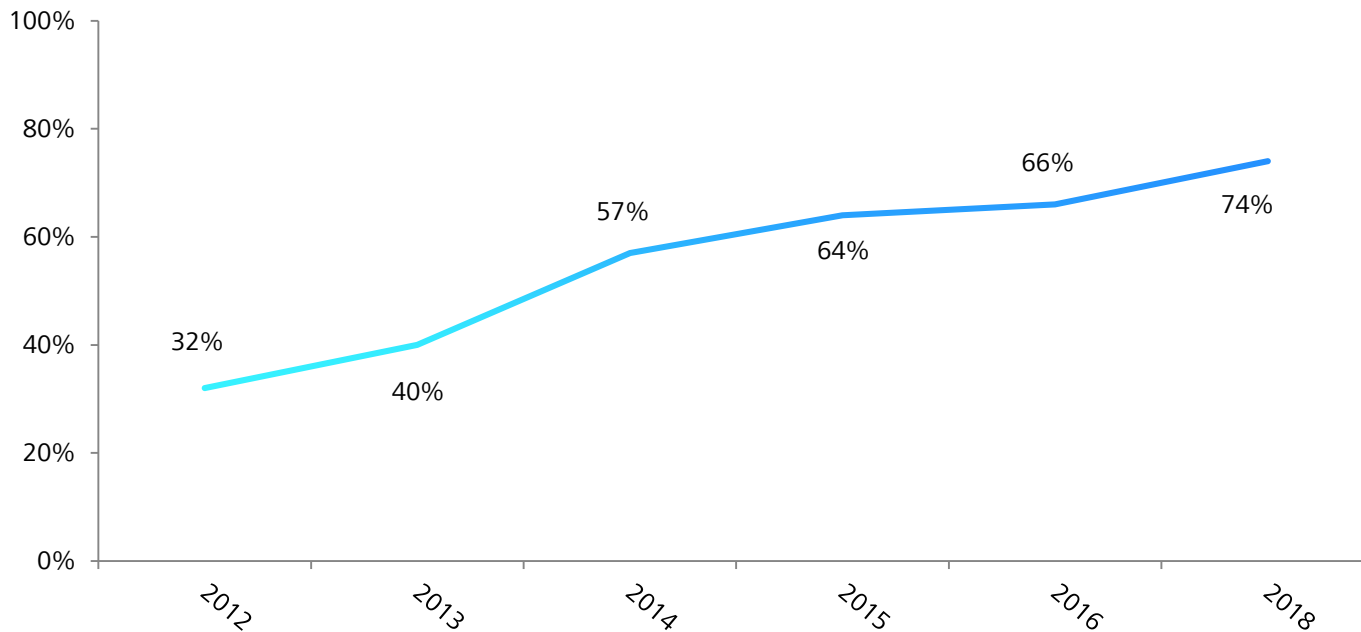
*base: Pro OOH-target group: n=292 (respondents who agree with the statement "I like to receive inspirations from posters / digital screens while on the move")

Shopping on the move is becoming popular

Creates new touchpoints with the target group

Amount of smartphone / tablet users shopping on mobile devices
(at least rarely)

In %



Mobile shopping while on the move

112

+12% increase in Mobile shopping on the move (in comparison to 2016)

Sources: bevh; Boniversum; Germany; 2012 to 2015 (in each case spring); 18-69 years; n=1.043 (2015); Smartphone- & Tablet-user

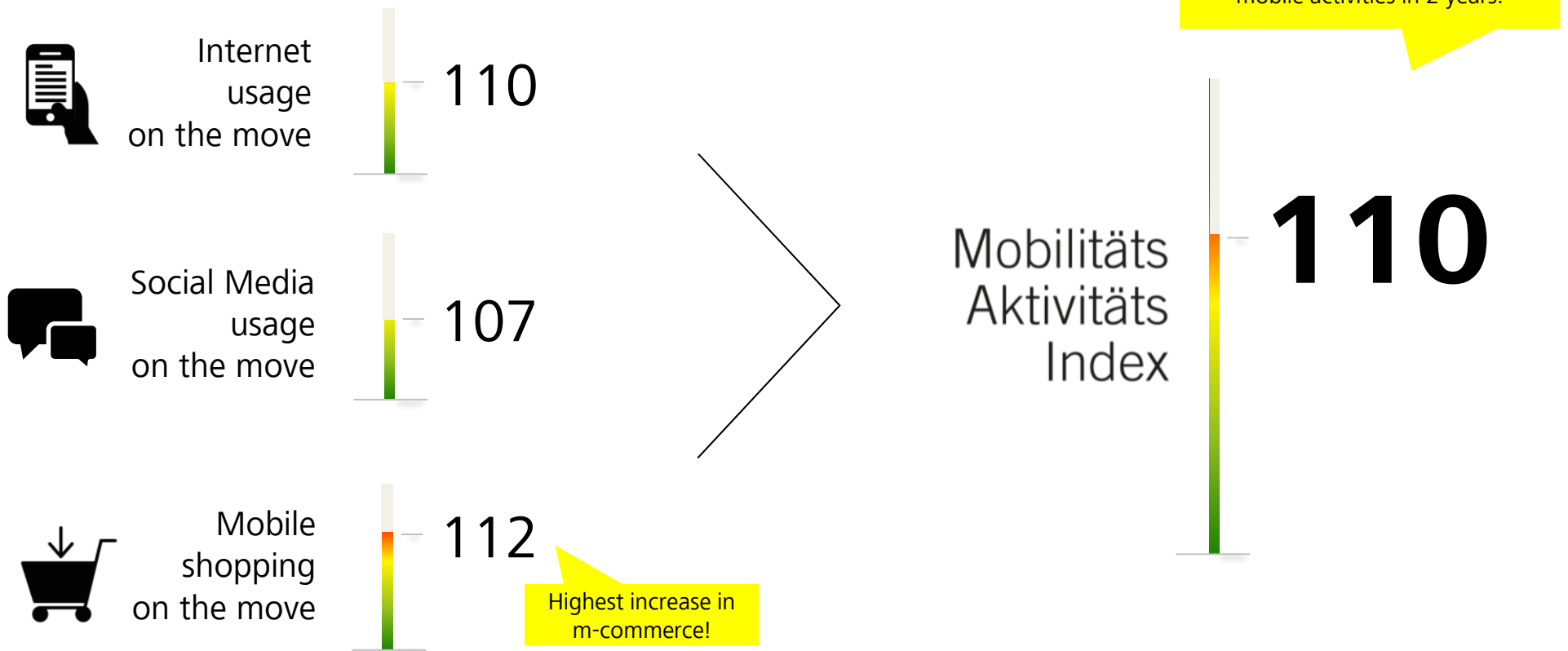
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Mobility-Activity-Index (MAX) 2018

+10% Growth in 2 years!

2-year comparison (2018 vs. 2016)



Comment: weighted index: Internet usage 50%, social media 20%, m-Commerce 30%

OOH TRIGGERS MOBILE.

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MAX method & study design

Since 2018, index with own database

MAX method

- 2016 Combination of external data & WallDecaux survey, 2018 3-years index with own database
- Representative, national online survey in 72 cities (from 100 TEW), executed by Trend Research, Hamburg
- **Survey period:**
2016: 23.-29.08. & 01.-05.09.2016
2018: 30.05. - 06.06.2018

Target audience & number of cases

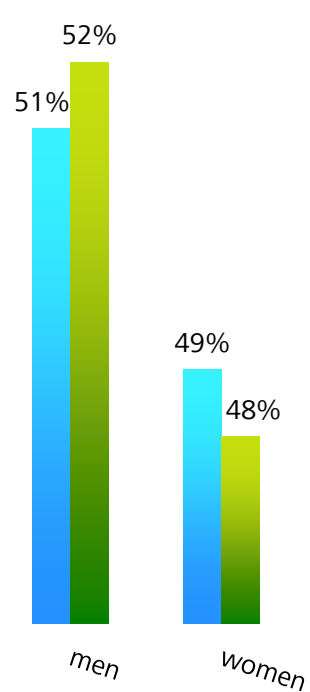
- **General target audience:** 14-69 years, living in cities from 100 TEW, at least 3 days out of home
- **Pro OOH target audience:** 14-69 years, living in cities from 100 TEW, at least 3 days out of home & agree with the following statement: „I like to get inspirations from posters / digital screens while being on the move“
- **Number of cases:**
2016: n=1,010
2018: n=1,044



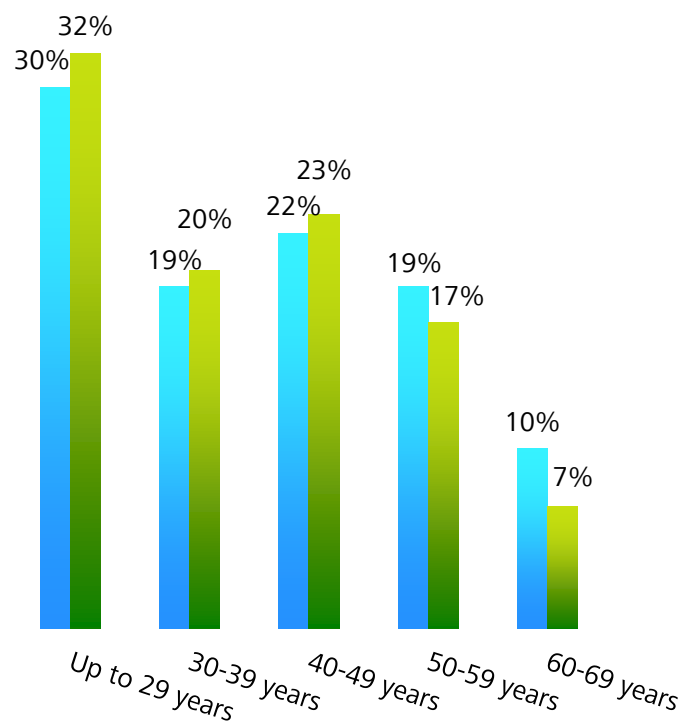
Socio-demographics of respondents

Total & pro-OOH // survey 2018

Gender



Age



Occupation

