

OUT-OF-HOME & MOBILE

MEDIA INSIGHTS

ISSUE 01



WallDecaux
Premium Out of Home

WALLDECAUX MEDIA INSIGHTS

The media market is in motion and the transformation far from complete. Fragmentation, digitalisation, increasing agility in career and everyday life – these and other factors are changing people's use of media over the long term. They have changed the way in which people interact with information, how individual customer journeys are formed and purchase decisions made.

How can we manage brands and achieve sales targets in this kind of environment? What does the right balance between brand building and sales activation look like? What touch points need to be exploited and which media channels are best suited to this?

The change has had varying effects on the different media channels. TV use is shifting from a linear use towards streaming and video-on-demand. The online segment has grown continuously for several years now and will primarily see growth in the mobile segment in future, but also needs to counter problems such as visibility, ad blocking and fraud.

The new third powerhouse in the media mix is external advertising that benefits from increased mobility and growing urbanisation. It is one of the winners of digitalisation and will perhaps become the last remaining mass medium.

The challenge for all advertisers lies in combining classic and digital media in such a way as to incorporate their individual strengths while also inter-linking them in a way that helps the overall campaign to achieve the greatest possible success.

So how should advertising measures be planned in future and combined across media to make campaigns effective and brands successful?

WallDecaux explores this exciting topic in a series of Media Insights magazines, which examine the interaction of different media and aim to derive important drivers for successful campaigns. Each magazine in the series is dedicated to one specific topic.



‘The logical combination of mobile marketing and Out-of-Home enables advertisers to achieve a high reach in combination with a targeted and direct approach. Thanks to the smartphones, advertisers can get closer to consumers than ever before. It builds a bridge between the physical and digital world and enables new forms of communication and storytelling’.

Daniel Rieber, Co-Chair of the Mobile Marketing Association Germany

OUT OF HOME MEETS MOBILE

Out-of-Home (OOH) and Mobile – two media that complement each other perfectly and can be highly effective when combined.

OOH makes brands visible in public spaces, increases reach and supports long-term brand development. OOH can also awaken and activate interest in the short term. This means that OOH creates a broad basis for brand messages and provides focal points in the course of countless customer journeys.

Where OOH leaves off, Mobile takes up the reins and takes advertising messages to the most personal device a consumer has, the smartphone. Here, further contact with the campaign is generated, the message individualised and brand loyalty strengthened. Via the Mobile channel, the customer journey can be continued online and the next steps in the buying process initiated directly.

With the combination of OOH and Mobile, a bridge between the online and offline worlds can be constructed and the benefits of both worlds – reach and targeting – combined perfectly.

The challenge in combining the two media channels successfully lies in creating a uniform campaign experience and avoiding gaps between the media. This means bearing in mind time control, optimising the creative interaction and taking into account technical aspects.

If done well, the integrated campaign is turned into a “One Experience” for the viewer and a success story for the advertiser.

But how can we make the link between OOH and mobile successful?
What do we need to consider?



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PART 01

10 GOLDEN RULES FOR AN EFFECTIVE LINK BETWEEN OOH AND MOBILE

WallDecaux investigated the issue of the effective integration of OOH and Mobile and has identified strategic success factors that are also championed by the Mobile Marketing Association (MMA).

As part of two workshops comprising participants from generations Y and Z, “10 Golden Rules” for combining the two media channels were drawn up.

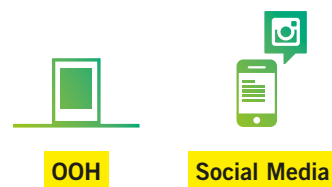


01 ESTABLISH THE LINK

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.

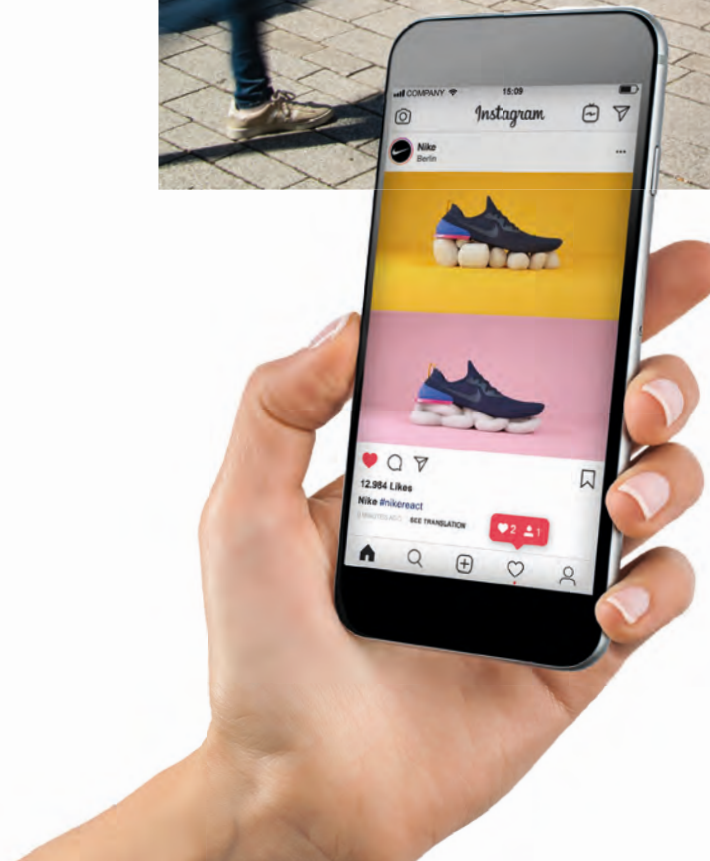
OOH creates presence through high penetration of the public space – in this way, curiosity can be aroused and then resolved by extending it into the Mobile channel. You can, for example, offer your target group the chance to learn more about your brand or product by visiting your website or social media channel. Build up the tension by only making important information accessible on the digital channels.

EXAMPLE CAMPAIGN NIKE / “INSTANT GO NIKE REACT”



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Nike advertised the running shoe it launched in 2018 “Instant Go” with just two words. The claim also refers to the social media channel Instagram, the mobile “On the Go” and Nike’s brand promise “Just Do It”. Conceived for mobile in the first instance, the slogan extends the previous claim into the digital space precisely and effectively.



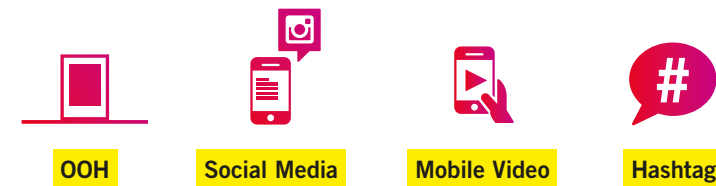
02 DESIGN MESSAGES IN A CHANNEL- SPECIFIC WAY

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.

Use e.g. OOH and Mobile to communicate messages that complement each other. Or make use of the technical possibilities of mobile end devices and offer room for interaction. With channel-specific messages, create informative added value through the interplay of OOH and Mobile e.g. via competitions or Instagram explorations.

EXAMPLE CAMPAIGN

LUFTHANSA / #SAYYESTOTHEWORLD



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Thanks to a very well coordinated campaign between OOH and Mobile, Lufthansa was able to communicate its core message #SayYestoTheWorld across the board. Activation was inspired by posters, videos and Instagram feeds – and also deliberately via influencers. Both the targeting and design were tailored to the young target groups.



03 KEEP INTERVALS BRIEF

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. Coherent campaigns work best if they have constant contact with the target group. Use the interplay of the media to be present everywhere and to be recognised, e.g. to reach the target persons promptly and efficiently via Mobile by geofencing following an OOH operation.

EXAMPLE CAMPAIGN

HORNBACH / “YOU’RE ALIVE. REMEMBER?”



OOH



Social Media



Blog



Using changing image motifs, Hornbach showcased the deep and almost symbiotic connection between do-it-yourselfers and building materials. Short intervals between the campaign phases ensured that the core message “You’re alive. Remember?” was depicted in a memorable way – from OOH to lots of new videos on the blog “Hornbach Macher” and YouTube.



04

RECOGNITION THROUGH KEY VISUAL

The combination of various formats with a recurring key visual helps the campaign to be perceived as intense and varied and give it a high recognition value.

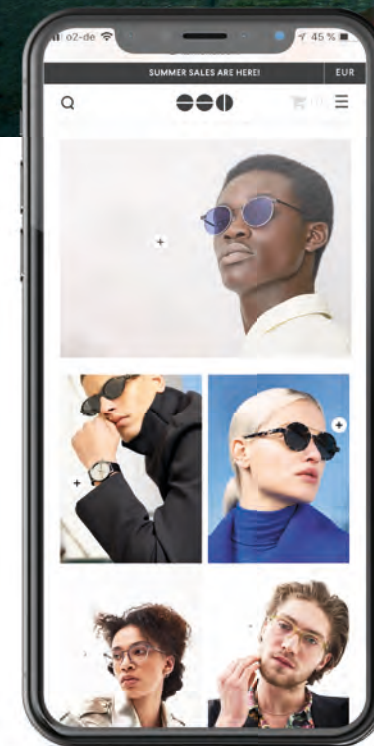
Combining OOH and Mobile effectively in one campaign is particularly successful if a core motif is defined that is repeatedly replayed online and offline in various variants and formats and thus achieves intensive anchoring with recipients.

Give your target group a clear brand message that is geared to the characteristics of the advertising medium and the perceptual situation in terms of its form and design.



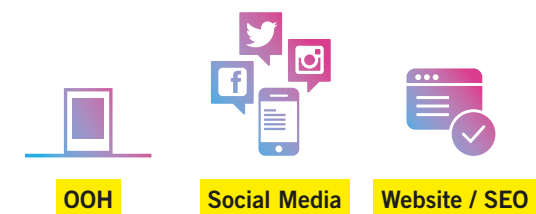
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With large-format posters, floor spraying and a thoroughly filtered online presence – from OOH via the website to SEO – KOMONO achieves an impressive, clear image that is shaped by the design of the brand and is brought to life in equal measure everywhere, regardless of the advertising medium.



EXAMPLE CAMPAIGN

KOMONO / EYEGLASSES WITH HIGH RECOGNITION VALUE



05

CONSIDER THE CONTEXT

The combination of various formats with a recurring key visual helps the campaign to be perceived as intense and varied and give it a high recognition value.

While outdoor 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. Counteract this by embedding your campaign in the environment, e.g. local conditions, the digital context on the website or in the social network as well as keeping in mind the interests of the target group at the moment of playout.

Use data-based information about your target group to create a basis for personalisation in the digital space.



EXAMPLE CAMPAIGN MINI / #MININOTNORMAL



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For the #Mininotnormalday, MINI greets its customers with personalised messages at the side of the road. By deploying extra supervisors, customers and their vehicles are identified promptly while in traffic and a message displayed on a digital advertising display.



06 HIGH QUALITY

A high aesthetic standard with an appealing design is a key positive factor in perception.

Current target groups such as Generation Y and Z are very demanding in terms of design and value the most natural, least retouched image design possible. In addition, dynamic principles of composition and colour psychology in design are evaluated positively, which generate attention across all channels and convey emotionality. Create high-quality and consistent OOH and mobile advertising to ensure a consistent brand experience when changing channels.

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Timberland presents its “Flyroam” shoe collection with accessible yet sophisticated aesthetics. The images show products and people in everyday situations and usage scenarios with the aesthetics of Instagram filters and online blogs and thus establish a direct visual connection to the target group.



EXAMPLE CAMPAIGN

TIMBERLAND / #FLYROAM



OOH



Social Media



Blog

07 FORMULATE A CLEAR MESSAGE

The clarity of the advertising message has a considerable influence on the effectiveness of OOH and Mobile mix campaigns.

In the age of mobile communication and shorter attention spans, the key is short and striking messages that appeal emotionally to the observer and can be conveyed via both media channels in an eye-catching way. Formulate your message in a way that suits the target group. While Generation Y (30-39 years old) generally tends to be focused on benefits, Generation Z (18-25 years old) can be described as more playful and open. Here, you can, for example, score highly with humour as well as the unconventional use of language.



EXAMPLE CAMPAIGN

BVG / "BECAUSE WE LOVE YOU"



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From posters to entertaining music videos and trainers with integrated calendar: the BVG campaign has a broad basis and makes the core message "Because we love you" a wide-ranging experience. Clear messages with a humorous touch strengthen the BVG brand as well as the transition to the mobile app as a new product.



08

ENABLE CALL TO ACTION

Interaction strengthens the effect of advertising and intensifies brand loyalty.

To make the step from pure observation to interaction a successful one, give your target group good reasons to carry out the call to action by providing them with real and useful added value. Offer options for cross-channel actions that inspire the recipient to interact. Consider where the recipient should implement the call to action and whether prerequisites (e.g. mobile Internet) are necessary. The switch from OOH to Mobile should always be easy and quick to implement.



EXAMPLE CAMPAIGN

SPOTIFY / PRELISTENING SAMPLES



OOH



Interaction

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The music streaming provider Spotify developed individual codes for posters that the recipient could scan using the app, thus enabling quick download of the advertised music. With competitions and free samples of newly published music e.g. Paul Kalkbrenner, Spotify repeatedly instigates a cross-channel call to action.

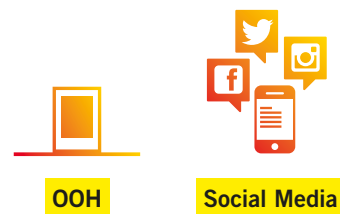


09 STAND OUT THROUGH DYNAMISM

Moving image formats are particularly eye-catching and support storytelling.

Get your campaign to tell a story and make OOH and Mobile narrative spaces that complement each other. With moving image formats, make sure that your core message can be summarised in a short space of time, both in the public and digital space. In addition, tailor the form and content to suit the technical specifications of the communication channel (e.g. vertical format in Facebook news feed).

EXAMPLE CAMPAIGN APOLOSOPHY / “MOVING IN THE WIND”



i To sell a new hair product, the Swedish brand Apolosophy equipped digital advertising surfaces with additional sensory elements so that the hair of the model on display moved whenever a train came in.



10 ACCOMPANY THE CUSTOMER JOURNEY

A central idea that is played through different channels and connected using seamless transitions enables optimal support for consumers on their customer journeys.

Use the various technical and creative possibilities of OOH and Mobile for your campaign and enable barrier-free transitions. Link the activities in a sensible way and keep the recipients attentive and curious so that they voluntarily take the next steps in the course of the customer journey with your campaign (“pull” instead of “push”). Create an inspiring, holistic campaign for your target group, a “One Experience”!

EXAMPLE CAMPAIGN ADIDAS / “SUPERCOLOR”



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By linking OOH and special WLAN hotspots, Adidas gave its target group the opportunity to try out the 50 different colours available for the trainer interactively via a mobile website and buy their favourite directly. OOH and Mobile covered the target group's customer journey and were particularly effective when combined with each other.





SUMMARY

The 10 golden rules make it clear that a holistic strategy is indispensable when it comes to an effective OOH and mobile campaign. Creating a “One Experience” for the target group is the key to long-term advertising success.

If the interlocking of the two media channels is successful, OOH creates a carpet of perception within the public space and scores highly in terms of reach and visibility. On request, OOH can already be controlled at this level according to target groups and based on data.

The transition to the online universe should then be consistent and unbroken, whereby the customer journey continues in the direction of the act of purchase. This is where Mobile can contribute its strengths in the areas of individual targeting, personal approach and activation.

The art is to use the creative and technical specifics of the two media channels while ensuring a uniform brand message and campaign perception. 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.

PART 02

OUT-OF-HOME AND MOBILE AS MIRRORED BY GENERATIONS Y AND Z

The qualitative workshops comprising participants of Generation Y (30-39 years) and Z (18-25 years) have provided additional interesting insights on how the two groups stand in relation to advertising and would like to be addressed by advertising. Despite the small age difference between Generations Y and Z, there were significant differences in attitudes to advertising. These should definitely be considered in order to make sure that OOH and Mobile campaigns are positively received by the target groups. Especially given that the participants were united on one point: if something doesn't fit exactly, it will be summarily rejected!

So what distinguishes generations Y and Z and how do they differ?



,When my interest is aroused, I'll find out more by myself.'

GENERATION Y THE BENEFIT-FOCUSED

Generation Y is discerning in its aesthetic perception and values advertising with meaning more than pure product staging.

They use their smartphones mainly for organisation, e.g. for daily and appointment planning. Apps are mostly pre-installed and are mainly used for communication, current information or to pass the time (WhatsApp, email, local traffic, weather, Instagram, Spotify). They prefer to handle "important" matters such as payment transactions or reading the general terms and conditions on a functional computer.

Link between OOH and Mobile: Interesting advertising is often photographed with a smartphone or the URL typed into the smartphone. For advertising related to events, they often inform themselves and buy directly via their mobile.

Activation potential of OOH in combination with Mobile: Gen Y likes particularly colourful and flamboyant campaigns. The focus is on fun slogans and also on awakening associations. Mobile advertising should be personalised and native (subliminal, embedded in the context). Offers and discounts are welcome

KEY LEARNINGS

Personalised, individual and local advertising is rated better than normal advertising and increases the advertising relevance. Being close to reality and aesthetically sophisticated depictions are preferred. New technologies such as push notifications thanks to geo tracking are regarded as positive and enriching.





„Anything that doesn't irritate me is good“.

GENERATION Z PLAYFUL AND OPEN

Generation Z is happy to be inspired by OOH advertising and rarely regards it as intrusive. Posters with a strong visual impression really catch the eye of this generation.

They use their smartphones around the clock. Generation Z has installed an app for almost all their interests. Mobile usage is a matter of course for them – mobiles have replaced the PC. Main usage motives are often time wasting (social media), staying in contact with friends (WhatsApp) or looking up routes on the way (public transport, maps). Mobile purchasing is also often used (Amazon) and linked to voucher offers

Link between OOH and Mobile: OOH campaigns that build on mobile advertising or vice versa will remain in the memory longer. Only short URLs will be typed into a smartphone if the user is interested, while QR codes are barely used. Elaborately produced advertising is valued and videos/moving images draw the attention above all. Advertising must be relevant for the young generation in order for it to be noticed. The right time and right mood play a major role in this

Activation potential of OOH in combination with Mobile: With Gen Z, posters in bright colours and with slogans that make you think particularly catch the eye. Mobile advertising is accepted if it is native (positioned subliminally in feed). Above all, mobile advertising must be personalised (not personalised = boring). Activation among the younger generation can be accelerated by smoothing their way as much as possible. A brief click on a link instead of a QR code.



KEY LEARNINGS

OOH is perceived as pleasant when it is not directly in a person's personal space. Videos and beautiful photographs are perceived as aesthetic and valued because it is clear how much work has gone into a product. The artistic aspect is more important than the advertising aspect. Short and concise messages with meaning increase the relevance.



