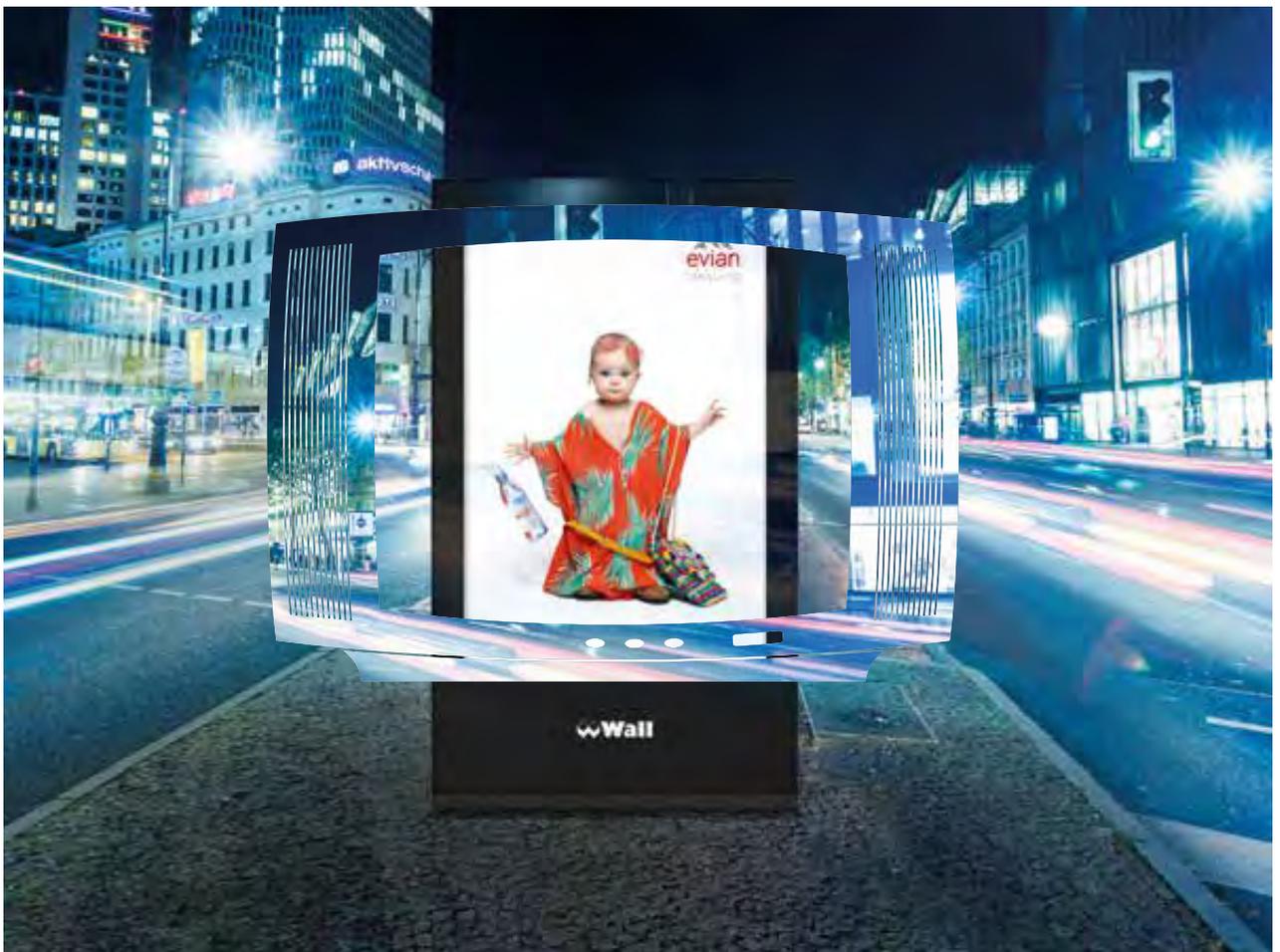


# OUT OF HOME & TV

MEDIA INSIGHTS

ISSUE 02



**WallDecaux**  
Premium Out of Home

# WALLDECAUX MEDIA INSIGHTS

The advertising market is in a state of flux, and the current wave of transformation is far from complete. The fragmentation and digitalization of the media landscape in combination with lifestyle changes, including greater mobility and connectedness, are fundamentally changing how people use media. These factors, along with other megatrends, are changing how consumers use information, experience brands, and make purchase decisions.

In this dynamic environment, how should you manage your brand to meet your sales goals? What is the right balance between brand building and sales activation? Which advertising channels and touchpoints should you leverage?

The current transformation has had differing impacts on media channels. Linear television viewing is being increasingly supplanted by streaming services and video-on-demand. Online advertising has been growing continuously for years, and is expected to make further strong gains in the future, particularly in the mobile segment. However, visibility, ad blocking, and fraud all remain significant problems.

Outdoor advertising is establishing itself as a crucial component of the marketing mix, not least due to greater personal mobility and increasing urbanization.

Outdoor advertising has profited immensely from the digital revolution – and may well become the lone survivor among traditional mass advertising media.

The key challenge for advertisers is to combine traditional forms of advertising with digital media in a complementary manner that drives campaign success.

Yet how should advertising channels be combined to ensure effective marketing that bolsters the success of your products and brand?

In this informational brochure, which is part of our “Media Insights” series, we take a closer look at various forms of advertising media in order to identify the key factors that mediate successful campaigns. Each brochure in the series is devoted to a separate topic.





“A media strategy based on TV alone is no longer sufficient for achieving significant reach. A cross-media approach offers advertisers considerably greater reach and impact.”

Uwe Storch, Deputy Chairman, OWM

# OUT OF HOME AND TV

TV advertising remains an effective medium for reaching a large number of consumers quickly. However, changes to the advertising market have weakened the power of television marketing. As a result, supplementary advertising channels are often necessary for advertisers to fulfill their campaign goals.

For many years the impact of TV advertising has been on the decline. The fragmentation of the media landscape in combination with changing media habits has been eroding TV's reach, particularly among younger target consumers. According to GroupM, TV viewership among German 16- to 24-year-olds declined 16% between 2015 and 2017. Declining TV usage makes it increasingly necessary for advertisers to take advantage of additional marketing channels.

This brochure discusses how TV and Out of Home (OOH) advertising can be optimally combined. The information and recommendations presented in this brochure are based on various empirical studies.

How can media channels be skillfully combined to augment campaign effectiveness? Which effects and synergies are generated by cross-media campaigns? To answer these questions, a number of factors must be considered, including the target audience, media usage behavior, and the time-based dynamics of advertising exposure.

TV and OOH are both undergoing dramatic transformation. And as we shall see, they can be highly complementary tools for reaching target audiences.



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# 01

## CROSS-MEDIA CAMPAIGNS ARE MORE EFFECTIVE

### THE MULTIPLIER EFFECT

Mixed-media contacts are more effective than single medium contacts. This is a well-known fact in the advertising industry. Cross-media campaigns generate a distinct multiplier effect: when the same key visual and messaging appear in multiple formats, the campaign is not only exposed to a larger audience, but it is also more memorable, which increases the value of each contact.

A 2018 study by Millward Brown titled “The Art of Integration” demonstrates the power of cross-media campaigns. The study finds that integrated campaign activities featuring customized content for each media channel are 57% more effective than their single medium counterparts. Furthermore, the study finds the TV and OOH are highly complementary.

Why do mixed-media contacts augment campaign effectiveness? According to neuroscientists, advertising content has a greater impact on audiences when exposure takes place across multiple channels.\* Engagement with the same advertising message using divergent senses and in differing contexts reinforces the brain’s memory of the advertising message, thus significantly augmenting campaign recall.

Avoidance of the saturation effects that can result from overspending on a single media channel is an additional advantage of cross-media marketing. What is more, cross-media campaigns are a superb vehicle for creative marketing, as advertisers can tell a compelling story that extends across multiple channels, thus augmenting the campaign’s impact.



### THE BENEFITS OF CROSS-MEDIA

- > Increased target-market reach
- > Synergies between marketing channels
- > Cross-media engagement augments ad impact and recall
- > Improved communication of your brand image and advertising message
- > Reduced risk of marketing saturation in a given channel
- > Greater opportunities for inventive campaigns that tell a compelling story

### PERCEPTION OF CROSS-MEDIA CAMPAIGNS, NOW VERSUS 5 YEARS AGO (% of respondents in agreement)

“Cross-channel campaigns are now better integrated”



“Compared with five years ago, advertising campaigns now tell better stories”



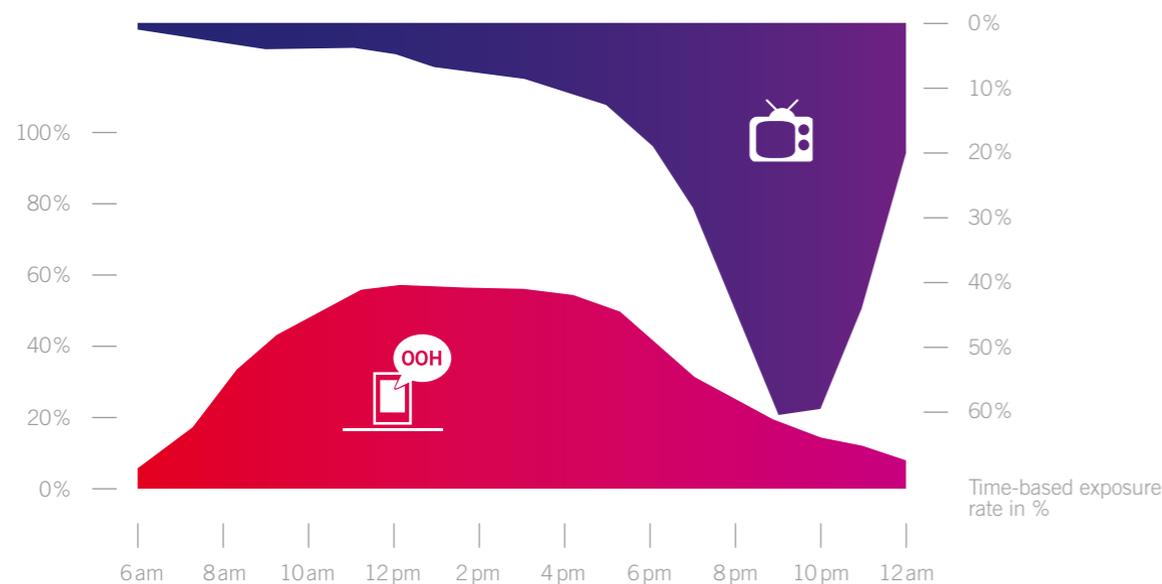
Germany lags behind in cross-channel integration.

Germany Globe

# 02

## OOH & TV IN THE CUSTOMER JOURNEY

### COMPLEMENTARY TIME EXPOSURE OF MEDIA CHANNELS

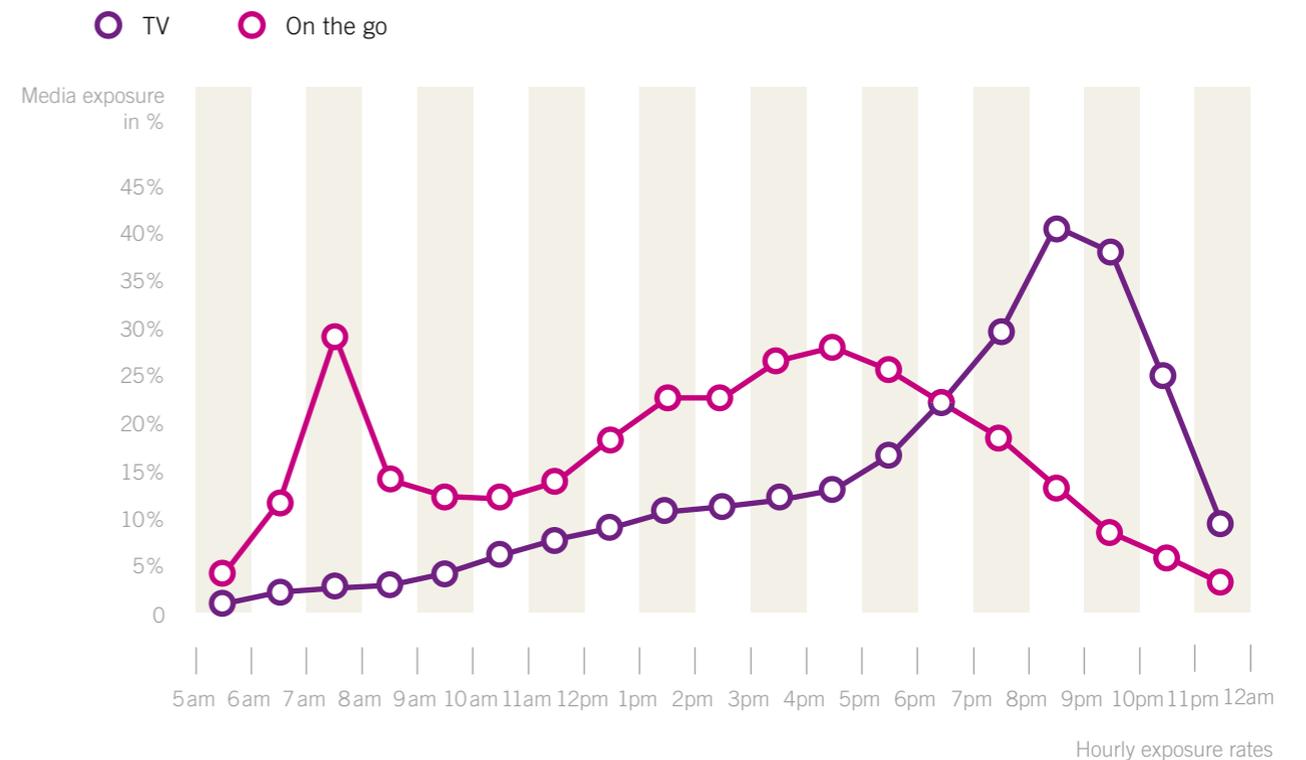


## TIME-BASED SYNERGIES

While TV is an excellent medium for reaching consumers at night, OOH allows you to reach potential customers during the day when they are away from home. When combined, TV and OOH ensure broader exposure for your advertising message. This fact has been empirically verified by AGMA, a German media-analysis association.

According to data gathered by AGMA, personal mobility is statistically stable across all age groups during the day. Between 1 pm and 5 pm, OOH is the medium that reaches the most people on an average day. One interesting statistic is the lower level of TV viewership among 14- to 24-year-olds relative to all individuals surveyed. OOH can help to close this gap in TV advertising reach.

### OOH CAN COMPENSATE FOR LOWER TV VIEWERSHIP AMONG 14- TO 24-YEAR-OLDS



## SEASONAL SYNERGIES

OOH and TV don't just complement each other over the course of a single day. When used in combination, they also generate seasonal synergy effects. Many advertisers reduce their media budgets during the summer while consumers are on vacation and watching less TV at home. However, most Germans go on vacation domestically, and outdoor activities are particularly popular in the summer months. In addition, large cities such as Berlin, Hamburg, and Munich experience a tremendous surge in international tourism when the weather is warm. OOH advertising in the summer months is thus particularly effective, and can help to counterbalance the low impact of in-home media.

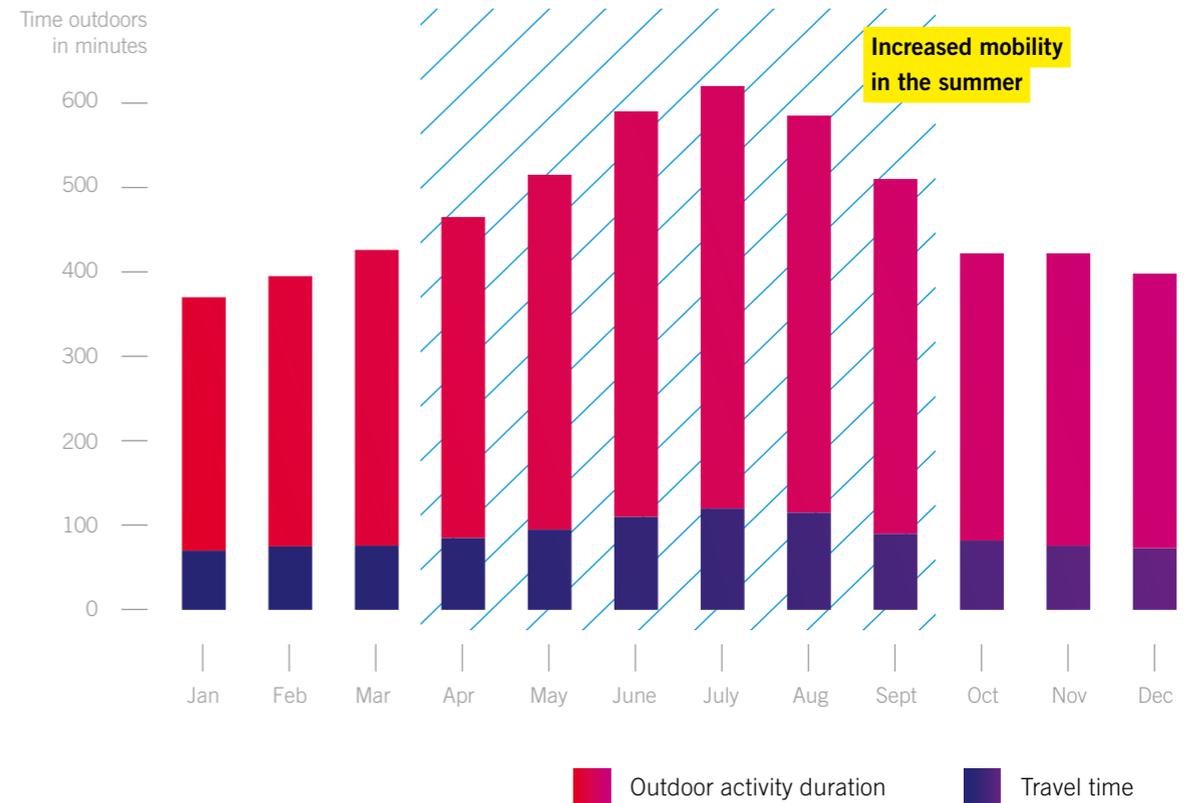


### OOH SEASONAL BENEFITS

- > TV viewership rates are lower in the summer
- > Consumers are particularly active outside during summer months
- > A combination of OOH and TV can help to ensure that marketing exposure stays constant all year round

## TIME SPENT OUTDOORS OVER THE YEAR

TIME SPENT OUTDOORS AND TRAVELLING (in minutes)



Source // Mobility: In-house calculations based on data from MiD (2008); Definition of travel time: Cumulative travel time by an individual; Outdoor activity duration: Time spent by an individual outside on date of survey. // Survey conducted via WallDecaux's Mobile Personal Insight Assistant (PIA) in December 2016.



# 03

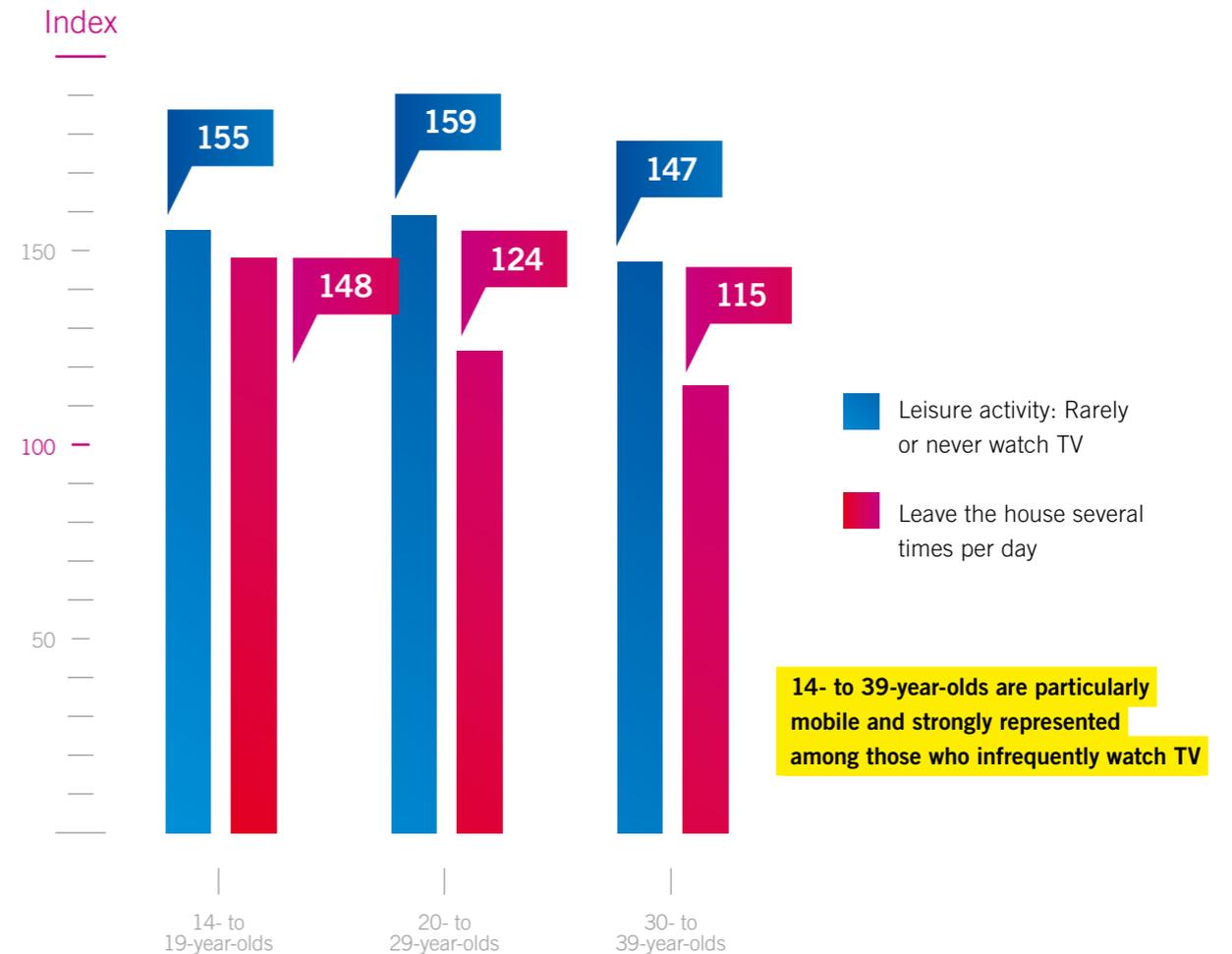
## INCREMENTAL REACH

### OOH REACHES CONSUMERS WHO RARELY WATCH TV

The media landscape is becoming increasingly fragmented, making it ever-more difficult to reach consumers with a single advertising medium. TV advertising is known for its ability to quickly generate a large number of audience contacts nationwide. However, it is also a hotly contested market, with advertisers competing fiercely for the attention of viewers.

At the same time, viewer demographics are changing, making it increasingly difficult for advertisers to reach younger target markets. Young consumers use TV in a highly selective manner, and have become accustomed to ad-free streaming services. According to a study undertaken by the communications research firm GIK, 85% of Germans leave the house at least once per day, and most are on the go several times per day. This high level of mobility, in combination with growing urbanization, has made OOH an increasingly important advertising medium for reaching target audiences. Both OOH and TV are excellent tools for the rapid achievement of high reach levels. While TV advertising is appropriate for building national reach, OOH helps to generate additional consumer contacts in select urban areas. Furthermore, OOH is particularly suitable for reaching consumers who infrequently watch TV.

### OOH IS AN IDEAL MEDIUM FOR REACHING CONSUMERS WHO RARELY WATCH TV



# DECLINING MARGINAL BENEFIT OF SINGLE MEDIUM TV CAMPAIGNS

WallDecaux's "Mind the Gap" study examines the changing TV viewing behavior of younger consumers. Traditional TV channels have been experiencing declining viewership rates. As a result, TV advertising campaigns have become ever less effective for reaching target markets. The "Mind the Gap" study shows that by shifting advertising spending from TV to OOH, it is possible to make up for TV's declining reach among younger viewers, and even achieve a net reach gain. CLP advertising is thus a key to reaching young and mobile audiences in an era of declining TV viewership rates.

In a study that was undertaken in cooperation with Unilever and OMG, researchers examined the reach achieved by two versions of an advertising campaign for Magnum ice cream bars. The mixed TV and OOH campaign outperformed the single-medium TV campaign in every respect. Furthermore, the study demonstrated that by running mixed media campaigns, advertisers can avoid unnecessary spending on TV advertising that has a declining marginal benefit per contact.

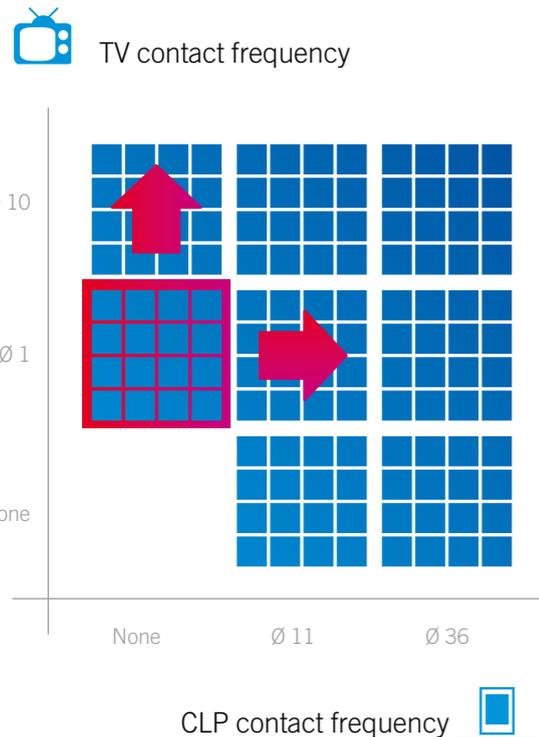


"The study provides a model for how to run an outdoor advertising campaign that is effective for reaching target consumers who infrequently watch TV."

Frank Händler, Director BrandScience OMG

## TV & OOH ACHIEVES GREATER REACH THAN TV ALONE

Key findings of the study: TV vs. TV & OOH among 18- to 29-year-olds:



"Which media spending is more efficient, given the same total advertising budget: TV or TV in combination with OOH?"



**+20 %** Net reach

- +130% Unaided brand awareness
- +157% Unaided brand recall
- +18% Aided brand recall
- +83% Prompted to make purchase

## OOH GENERATES MORE CONTACTS

As shown by the “Mind the Gap” study, advertisers run the risk of wasted spending on duplicate contacts when relying solely on TV advertising. Repeated exposure of your advertising message to the same individuals has a declining marginal benefit – and may even call forth an adverse reaction when the average number of contacts per person is too high. This makes integrated campaigns that include OOH all the more important, for they enable exposure to target markets who are difficult to reach with TV

advertising. OOH reaches a broad cross-section of the populace, including those who infrequently watch TV, such as business travelers, families, and university students.

Data gathered by AGMA confirm that shifting advertising spending from TV to OOH improves a campaign’s impact, including its average and gross contact totals, without compromising net reach.

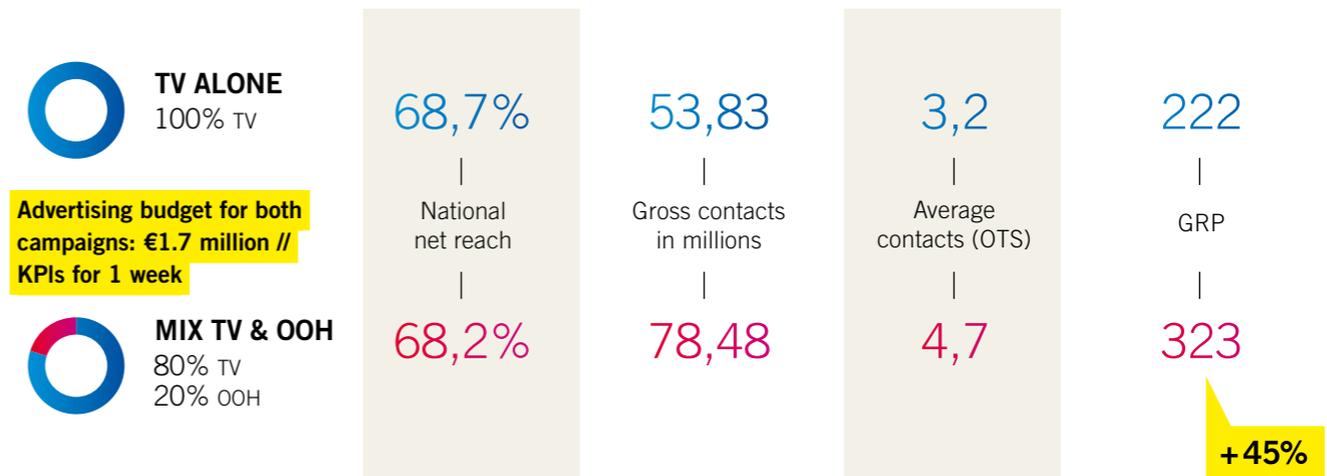


### ESTIMATING THE EFFECTS OF A BUDGET SHIFT

- > Estimations are based on data gathered by AGMA (ma Intermedia PLuS)
- > Data on a typical single medium TV campaign can be compared to data on TV + OOH campaigns
- > The chart below is based on a typical TV campaign and budget for a company in the telecommunications industry (Budget for both campaigns: €1.7 million)



### FROM MONO TO MIXED MEDIA TYPICAL TV CAMPAIGN OF A COMPANY IN THE TELECOMMUNICATIONS INDUSTRY



Source // AGMA, ma 2018 intermedia PLuS, target audience: 30- to 49-year-olds who are employed full-time // TV broadcast plan: Typical TV planning // OOH: OOH shift to national ShoppingNet (600 CLPs), Hamburg city network (840 CLPs) and Dortmund city network (434 CLPs)

# 04

## GREATER IMPACT

### USING OOH TO TRIGGER TV COMMERCIAL RECALL

Advertising posters are an excellent tool for reminding consumers of television commercials they have previously seen. In an ideal case, they will encourage the consumer to replay the commercial in his or her head. This “visual transfer effect” can dramatically augment the impact of a TV campaign. With OOH, your advertising message is no longer confined to the living room, but rather transported onto the street, in close proximity to where your products are sold.

In order to maximize the benefits of visual transfer, it is important to have a strong campaign idea and to customize your content for each advertising channel. Your TV and poster advertising should be creatively harmonized by employing similar key visuals and messaging.





## VISUAL TRANSFER STUDY DESIGN

**QUESTION**  
Can volunteers recall TV commercial information about a brand, product and message based on a fictitious poster advertisement?

**METHOD**  
Online survey, n = 1,000

**INSTITUTE**  
Trend Research, Hamburg

## AN EXPERIMENT WITH VISUAL TRANSFER

The follow experiment shows how well visual transfer between TV and OOH works. A fictitious poster advertisement was created from an IKEA TV commercial featuring a built-in kitchen. Nowhere on the ad was the IKEA logo or name displayed. Then, 1,000 volunteers were showed the ad in online interviews. The vast majority who had already seen the TV commercial had no trouble identifying the brand (83%) and the product (76%). Many were able to provide additional information not included in the poster as well.

## THE REMINDER EFFECT OF OOH AN EXAMPLE FROM IKEA

This poster reminds me of a TV commercial.



I knew immediately what it was about.



I could instantly identify the advertised brand or product.



I could link a brand / company with the poster though it hasn't been identified.





**METHOD**

**COMPARING TWO CONTACT GROUPS**

The study's authors created a video contact group and a mixed contact group for recalling the Citroen C1 advertising campaign.\*

**VIDEO GROUP**

This group only saw the video, which resembled campaign commercials in TV or online (n = 1,488).

**BOOHSTER GROUP**

This group saw both the video and the OOH still image. Some saw a print or online display as well (n = 568).

**THE OOH EFFECT IN VIDEO CAMPAIGNS**

The TV, online and mobile advertising mix also benefits from visual transfer combined with OOH. This is shown by the WallDecaux study "Video BOOHster," which examined the effect of OOH in video campaigns.

Using a mixed automotive campaign for the Citroen C1, the study compared two contact groups, one that watched a test campaign video and one (THE BOOHster group) that saw an OOH still image in addition to the video.

57% of the test subjects who saw the OOH image recalled the TV, online and mobile videos – explicitly confirming the visual transfer effect. Moreover, the findings show that those who saw the video and the OOH still image were four times as likely to recall the Citroen C1 brand. This is further proof of the effectiveness of outdoor advertising posters.

**OUT OF HOME IMPROVES VIDEO CAMPAIGN THROUGH 4 BOOHST EFFECTS**



**1. A REACH**

Campaign reaches more people



**3. BRANDING**

Contact with still images deepens brand anchoring



**2. VISUAL TRANSFER**

OOH increases TV commercial recall



**4. ACTIVATION**

Encourages individuals in the target market to take the next step in the sales funnel

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## METHOD

### TEST CITIES AND CONTROL CITIES

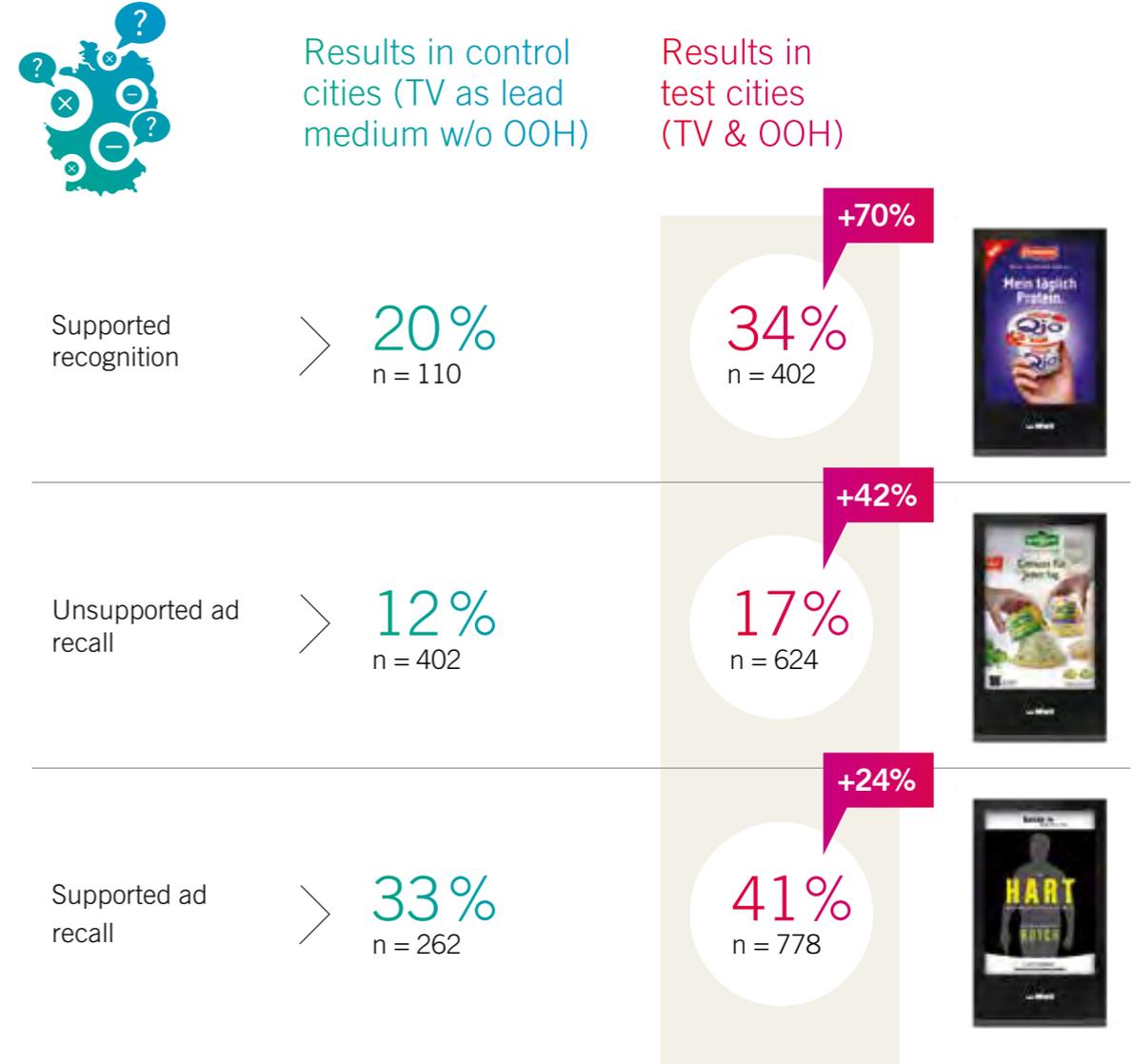
- > Regional comparison (with and without OOH) provides valuable insights into the concrete effects of OOH in the mix
- > Three WallDecaux impact cases are depicted here
- > Target markets in control cities only saw TV commercials, while those in test cities were exposed to OOH as well

## WALLDECAUX IMPACT CASES

WallDecaux's research is not the only source of data that demonstrates the effectiveness of OOH & TV. Its customer-centered advertising impact studies provide ample evidence as well. Below are several examples examining campaigns combining TV and OOH.

Comparing the results from cities in which only TV commercials aired with those from cities in which both TV commercials and OOH posters appeared makes clear that OOH contributes significantly to brand recognition and advertising recall. Two FMCG campaigns and a study for an entertainment industry advertiser illustrate this effect.

## OOH CREATES BETTER PERFORMANCE



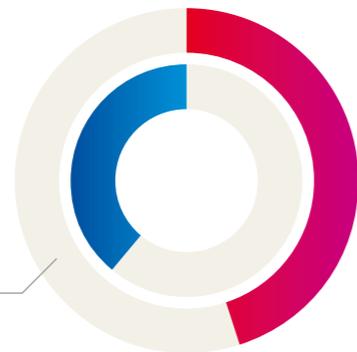
## LEVI'S CASE DOOH IN THE MIX WITH TV

The Levi's campaign in Düsseldorf is an example of a successful mix of TV and digital CLP. Within Levi's target market (18–34-year-olds), 45% saw the light boxes and 39% saw the TV commercial. The animated OOH ads were very well liked by the participants, who found them modern and brand suitable. Around one in every two participants who saw the OOH ads subsequently tried on a pair of Levi's jeans.

### DOOH AND TV DIGITAL BOOSTS BRAND VISIBILITY

 39%

YES / TV recognition



45%

YES / DOOH recognition



### DIGITAL CAMPAIGN LEVI'S

**DURATION**  
Mixed media campaign in March of 2017

**ELEMENTS**  
Deployment of 30 DOOH in Düsseldorf (two ads) running currently with TV, print and online ads

**TARGET MARKET UNDER OBSERVATION**  
18–59-year-olds in Düsseldorf + observation  
Levi's target market: 18–34-year-olds

**COLLECTION METHOD**  
Online survey in Düsseldorf by Trend Research

Question // "Here are the current TV commercials from Levi's. Have you seen one of them on TV recently?"  
Question // "Here are the digital posters that have appeared in the past 14 days. Have you seen one or more of them?"  
Base // Recognition // Levi's target market of 18–34-year-olds: n = 129

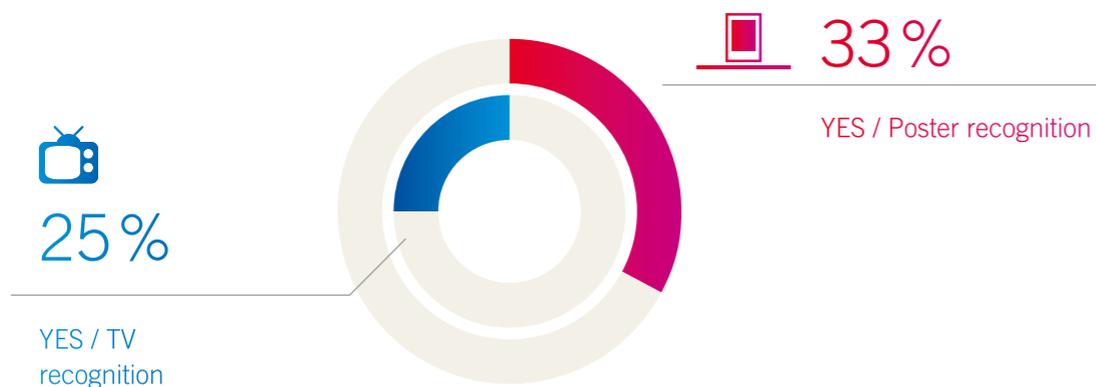
## EHRMANN'S NATIONAL MIXED MEDIA CAMPAIGN

Colorful and catchy posters provided high visibility in German cities for three Ehrmann products. The recognition levels remained fairly high – 36% – for each of the products, especially among those who use Ehrmann products and those who are in charge of the housekeeping (36%). OOH increased the reach of the mix by 20%.

The successful mixed campaign shows how the right set of ad elements can give established brands a boost from time to time.



### COMPARISON OF RECOGNITION FROM CLP AND TV EVERY THIRD CAN RECALL THE POSTER ADVERTISEMENTS



#### NATIONAL MIXED CAMPAIGN EHRMANN

**DURATION**  
National OOH Campaign in July 2016

**ELEMENTS**  
Poster deployment of a national GRPNet 1200 running currently with TV, online and social media ads

**TARGET MARKET UNDER OBSERVATION**  
18–59-year-olds

**COLLECTION METHOD**  
Representative online collection in two waves (before and after OOH deployment)  
Pilot wave: n=404; success wave: n = 624; total number: n = 1,030

# 05 BRAND BUILDING WITH OOH & TV

## OOH MAKES YOUR BRAND STAND OUT

Eye-catching products are not the only way to make brands stand out. A unique advertising mix that sets itself apart from those of its competitors also does the job. The problem is that in many other branches – including FMCG, commerce, and pharmaceuticals – brands opt for very similar mixes, even appearing in the same TV time slots. As a result, many brands present themselves in a similar manner during commercial breaks.

The concentration of so many similar advertising mixes makes brand recognition more difficult for viewers. OOH provides brands an opportunity to stand out from their direct competitors and makes them tangible for passersby in urban areas. This brings major share-of-mind (SOM) benefits relative to single-strategy TV campaigns. Through the deployment of media combinations, the investment of advertising money becomes more efficient while brand building and brand recognition improves.



## SHARED BRAND KNOWLEDGE

In an era when media is becoming increasingly tailored to individuals, it is more important than ever before that brands stay publicly visible. Why? A brand is only a brand if people recognize it and associate with it the right sort of qualities. Particularly decisive for brand building is an ever-expanding reach. This ensures a brand's physical and mental presence. The British advertising consultant and researcher Les Binet has coined a word for strong brand presence in the minds of consumers: fame.

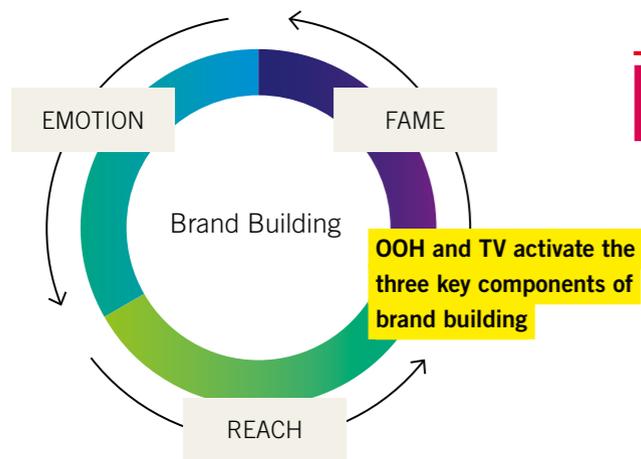
Binet and fellow advertising expert Peter Field believe that OOH and TV are the best brand-building media out there today. When combined, they activate the three main components of brand building: reach, fame and emotion. These components increase shared brand knowledge and boost brand effectiveness by an average of 27%.



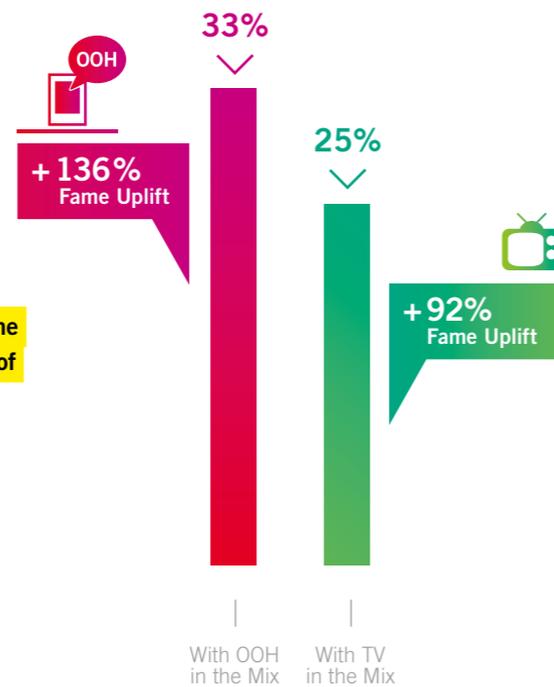
“In a rapidly changing world, some things stay the same: brand presence in people’s minds is a touchstone of business growth.... High visibility and a strong brand image among individuals in the target market continue to be prerequisites for success, even in the digital age.”

Katja Brandt, Mindshare CEO, OMG Jahrbuch 2018

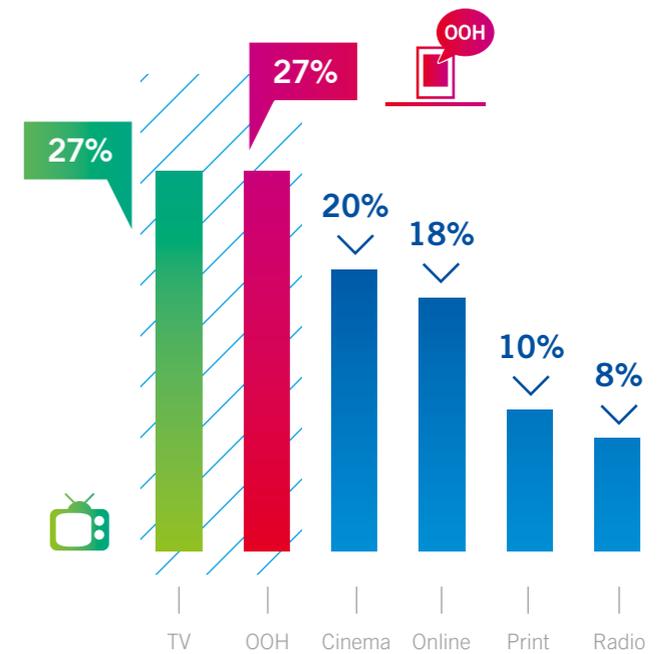
## HOW SUCCESSFUL BRANDING WORKS



## FAME EFFECT ... WITH OOH AND TV



## AUGMENTED BRAND EFFECTIVENESS



# STRIKING A BALANCE BETWEEN BRAND BUILDING AND SALES ACTIVATION

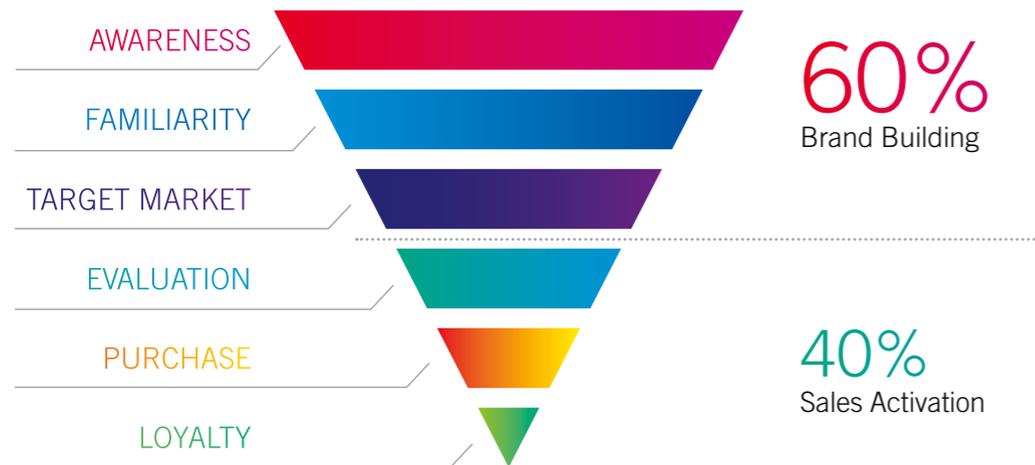
Long-term brand building is the foundation of every successful market strategy. It is what strong brands need if they are to become permanently anchored in the minds of consumers – allowing brands to grow and steadily expand their customer base.

As the advertising industry has become more performance driven and marketers are increasingly drawn to strategies whose results can be quickly evaluated, even experts in the ad world tend to

overemphasize short-term sales measures. Those who invest in the top of the sales funnel with OOH & TV create more brand loyalty and revenue growth while reducing consumers' price sensitivity.

KitKat is a prime example of how OOH can have an amplifying effect at all levels of the sales funnel. Investment in OOH pays off even at the bottom of the funnel – in the purchase or use of the advertised product.

## THE SALES FUNNEL



## RECOMMENDED STRATEGY

60%  
Brand Building

40%  
Sales Activation

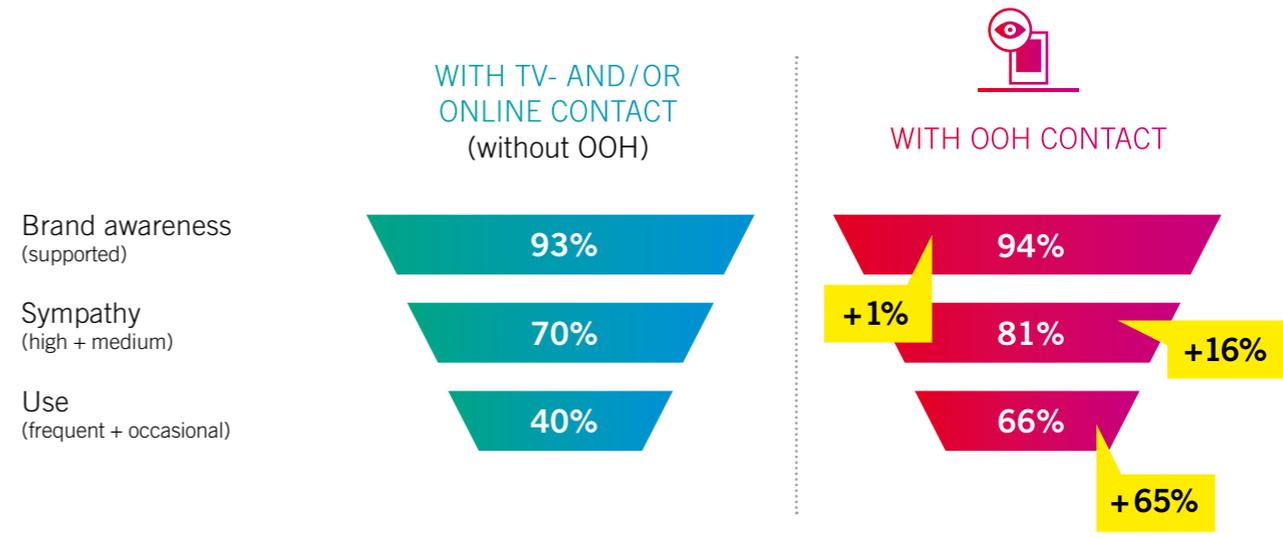
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### METHOD

#### BRAND TRIAD FOR KITKAT

- > Use of the brand triad concept to describe the brand position in the minds of targeted consumers
- > Based on a case study for KitKat
- > Contact group comparison: persons who only saw TV or online ads for KitKat vs. those who saw poster ads
- > OOH influences awareness, sympathy and use

## OOH INFLUENCE IN THE SALES FUNNEL KITKAT'S BRAND TRIAD



> OOH AS A CATALYST AT ALL LEVELS OF THE FUNNEL

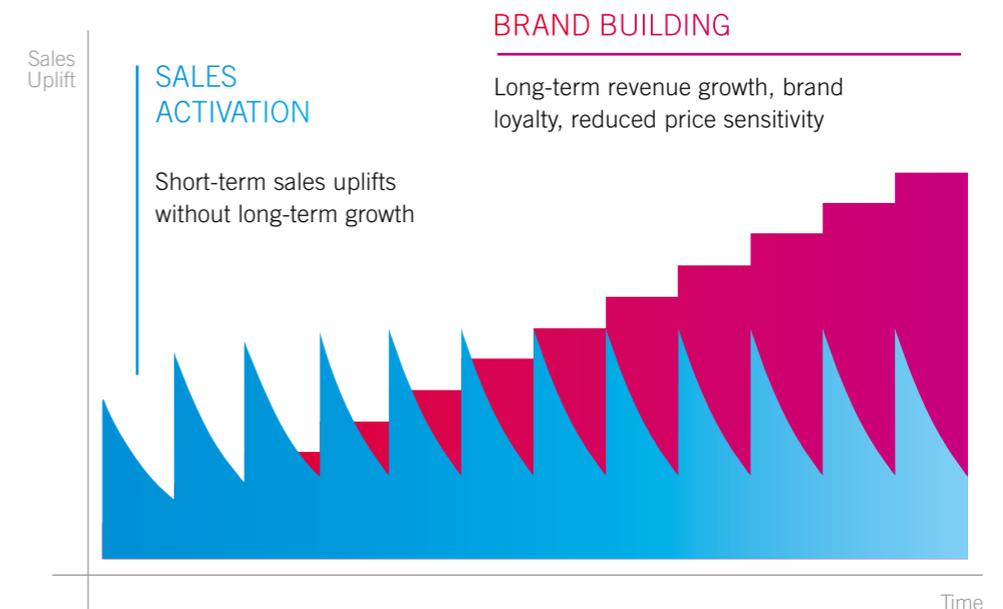
# 06 SALES EFFECTS



## LEVERAGING SALES WITH OOH & TV

The high visibility that makes OOH and TV ideal media for brand building also makes them effective strategies for boosting sales. Indeed, Les Binet found in his research that while advertising focused on sales activation can deliver short-term growth, only brand-building media can generate lasting sales uplifts.

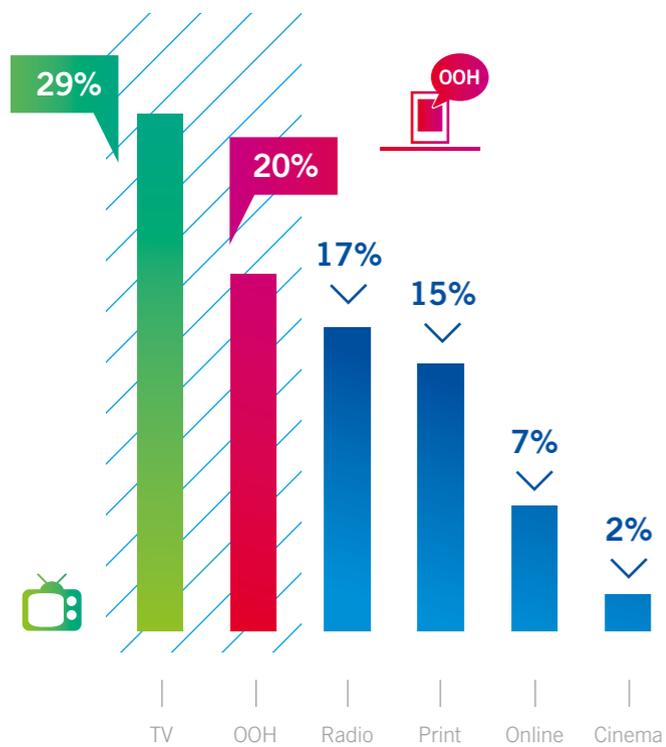
TV is a proven tool for leveraging strong sales growth at the national level. But the many local touchpoints provided by OOH can also drive up sales. OOH advertising near supermarkets and retail stores, in pedestrian zones, or in the vicinity of shopping centers reaches people when purchase opportunities are close by. This makes advertising more effective, and increases the likelihood of making a sale.



One in three people (36%) see OOH as a catalyst for subsequent purchases of advertised products in retail stores. Nearly as many (29%) report that they purchased an advertised product on their mobile devices directly after seeing an OOH ad. According to the IPA Databank, adding OOH to the advertising mix increases sales by 20%. By comparison, TV in the mix raises sales by 29%.

OOH and TV advertising both reach their target markets at a variety of touchpoints. And both guide customers toward the final destination of their journey – a completed purchase.

### INCREASING BUSINESS EFFECTS BY ADDING MEDIA TO THE MIX



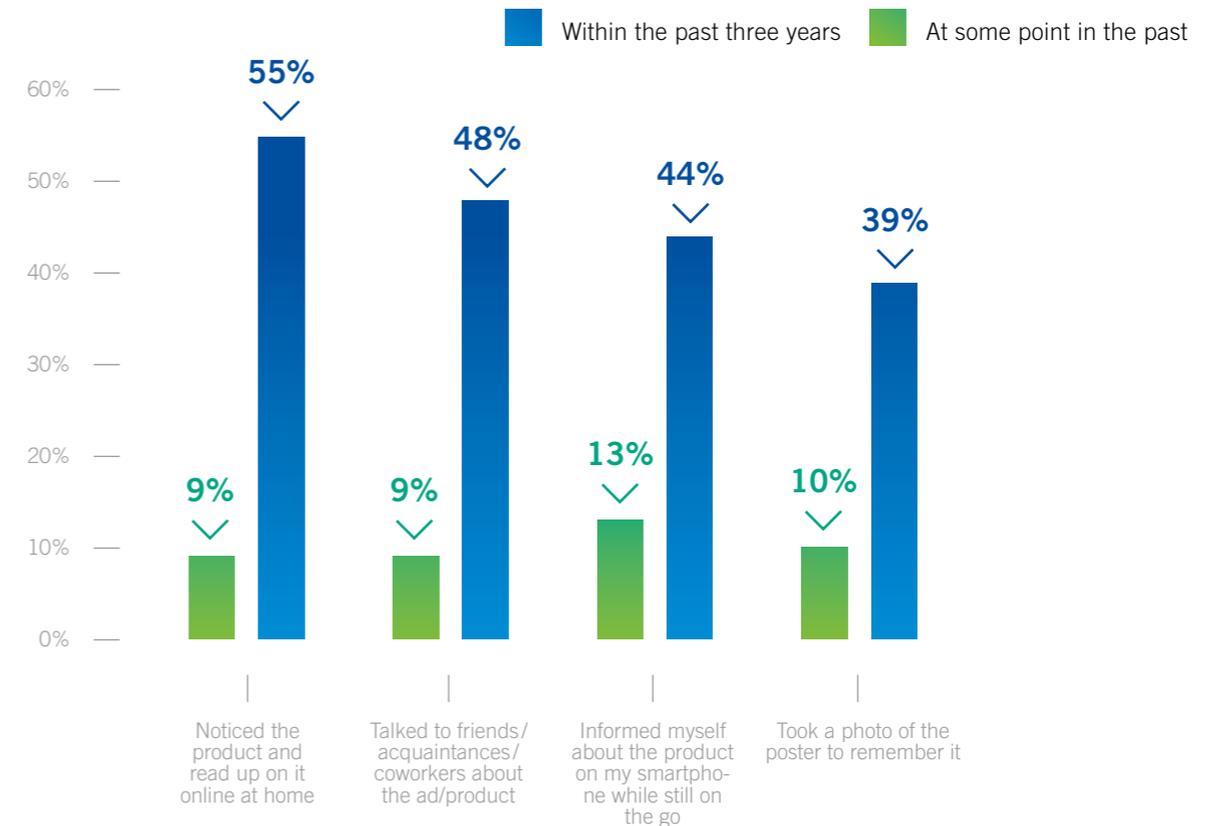
### ACTIVATING OOH & TV

Just as the value of online advertising cannot be measured by clicks alone, the benefits of OOH advertising are not limited merely to its effects on sales. This is because OOH ads work differently from those on TV and online. Its effects are more implicit and enduring.

OOH triggers viral effects – in the real world and in social media. OOH positively influences individuals in the target market by making sure that they think about the advertised products and services and find out more about them.

Nevertheless, advertisers have always known that it also contributes significantly to sales activation.

### WHAT HAVE YOU DONE AFTER SEEING A POSTER WHILE OUT AND ABOUT?



## THE MORE YOU THINK ABOUT A PRODUCT, THE MORE LIKELY YOU ARE TO BUY IT

The Qjo case shows that OOH has a positive effect on the target market. 22% of survey respondents in test cities featuring OOH said that they would consider Qjo for their next high-protein yogurt purchase. In control cities where OOH did not appear, 16% said they would consider buying Qjo.

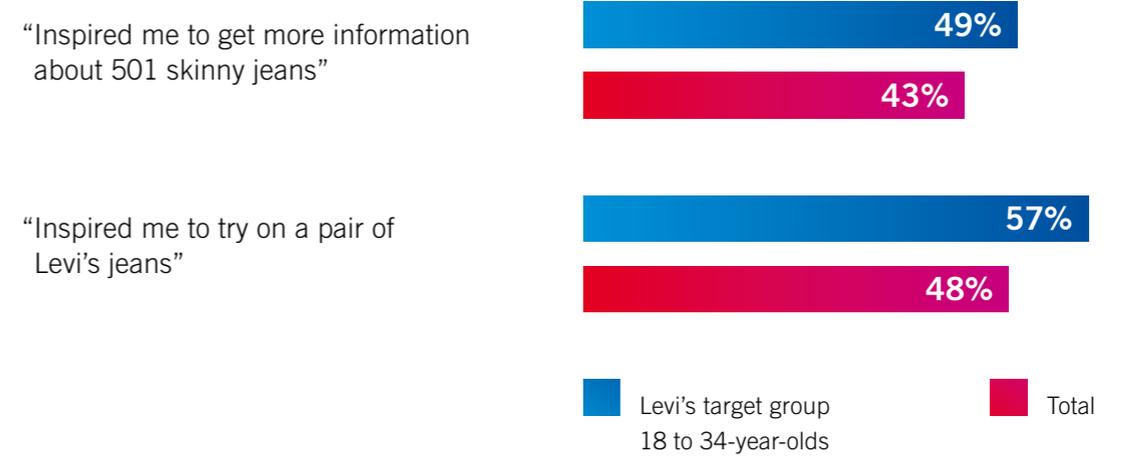
A study for Levi's found that DOOH combined with TV can activate sales. 49% of Levi's target market obtained additional information about the advertised product (501 skinny jeans). More than half of the target market (57%) tried on the product in a retail store.

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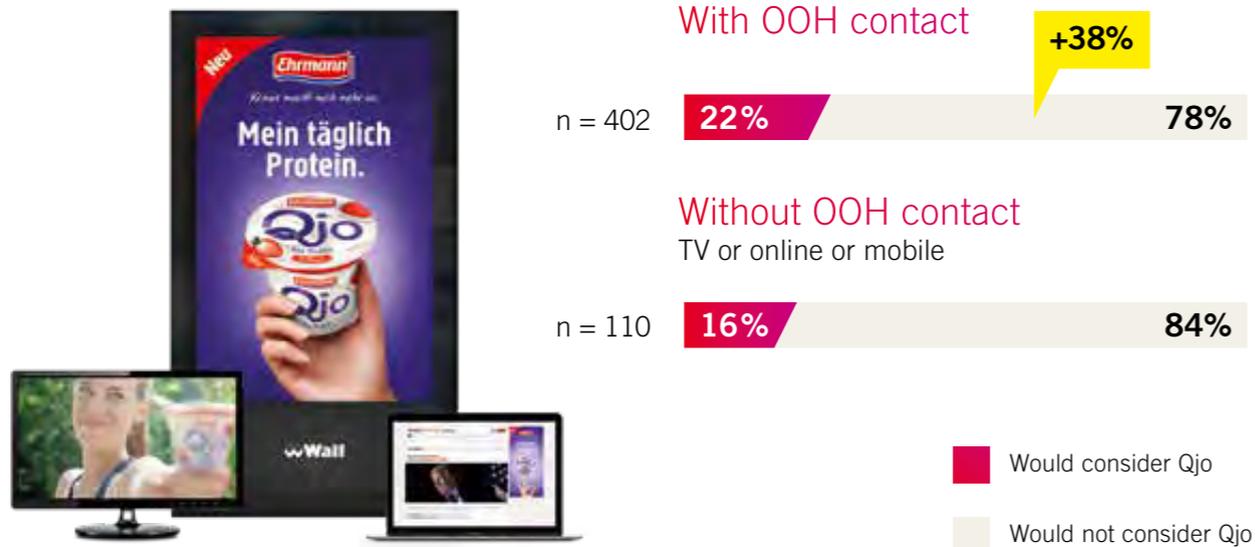
**METHOD RELEVANT SET**

> Participant survey regarding product selection for next purchase (often used for specific product categories)

## LEVI'S CAMPAIGN ASSESSMENT (TV & DOOH MIX)



## QJO EHRMANN RELEVANT SET



## OOH IMPROVES TV'S ROI

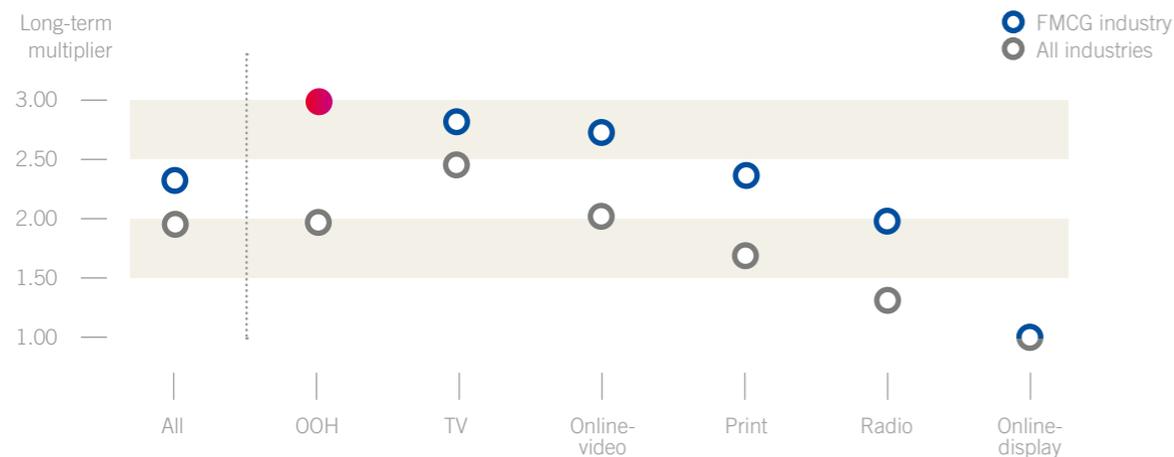
It is difficult to determine whether investment in one specific medium generates more revenue than another. TV does quite well in terms of national KPIs and thus plays a key role in classical ROI models. These conventional approaches rarely consider OOH.

ROI models give special consideration to the particular features of each media channel. Nevertheless, they rarely take note of the important attributes of OOH while collecting and assessing data. This is because selectively deployable regional media like OOH are hard to analyze. Marketers rely on national data, often on a monthly basis. Though models can provide a general sense of orientation, they sometimes fail to understand the mechanisms of individual media. In the case of OOH, it is possible to modulate the time and place of ads with a long-term

sales effect. The Ebiquty ROI study investigated this effect using a "long-term multiplier." This multiplier describes the ability to increase short-term ROI by creating effects that are crucial for long-term brand success. TV, with its ability to tell stories and trigger emotions, received the highest value in the study with a score of 2.4. OOH came in third, just behind online video, with a score of 2. This means that the short-term ROI of an OOH campaign doubles in the long-term view. For campaigns in the FMCG industry, OOH performs the best over longer periods of time.

The Outsmart study looked at the ROI effect of OOH on other media. It found that the use of OOH significantly increases their ROI – further proof of OOH's importance as a supplemental media strategy.

## OOH HAS THE HIGHEST LONG-TERM MULTIPLIER SCORE FOR FMCG PRODUCTS



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### METHOD ROI STUDY

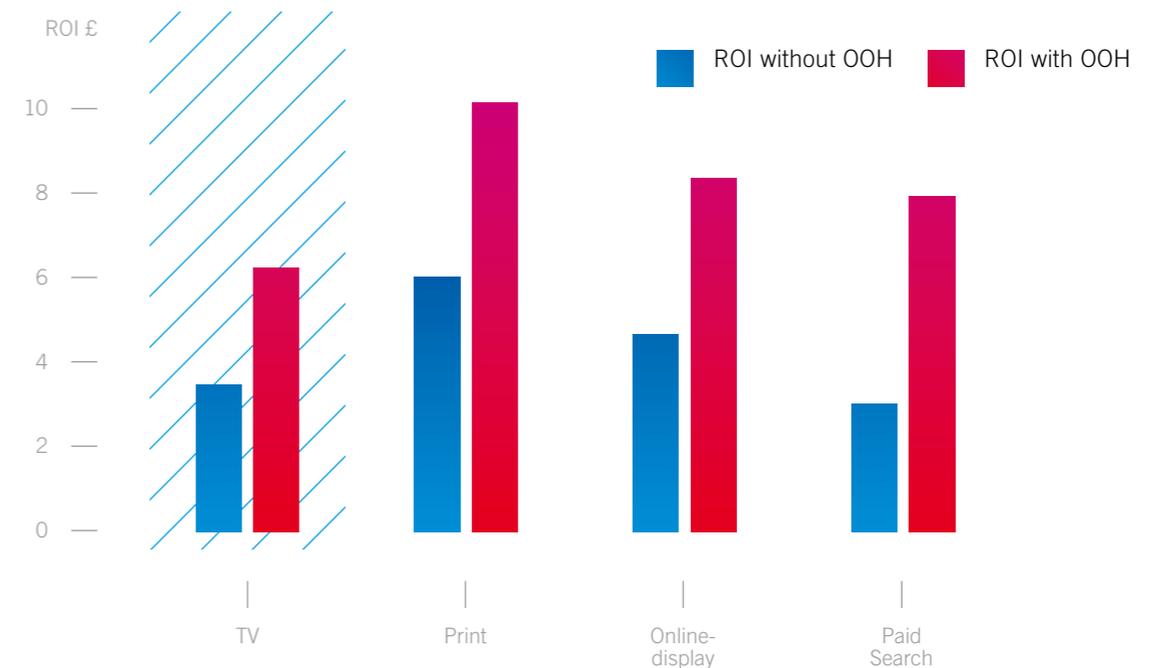
➤ Study of long-term relationships between marketing expenditures and business growth in marketing mix models



**“We found that OOH improves the ROI of other media channels when used in combination.”**

Tim Lumb, Director of Insight & Effectiveness, Outsmart

## OOH IN THE MIX IMPROVES THE ROI OF OTHER MEDIA



# 07 SUMMARY AND OUTLOOK

The second edition of Media Insights highlights the importance of OOH for an efficient advertising mix and as an ideal complement to TV campaigns.

The combination of OOH and TV is an optimal way of increasing a product's reach. OOH is especially good at attracting the attention of young people in the target market, who these days consume more TV on demand and less linear programming.

OOH eliminates advertising pressure on TV campaigns by targeting ads to specific markets and locations. Moreover, it provides a crucial supplement for day sales. OOH is visible during the day when people are out and about, while TV can broadcast the marketing message in the evening. This offers creative space for storytelling. OOH also strikes the right balance from season to season. In the summers, when home media use falls, people spend more time outside, where they are likely to see OOH ads.

Particularly for industries whose brands tend to appear primarily in TV, OOH offers an opportunity to stand out from the competition. Moreover, thanks to the power of visual transfer, OOH reinforces TV commercial messages in the target market – thereby boosting the effect of the advertising campaign.

Visibility and a strong brand image are crucial for success even in today's digital age. OOH and TV are proven media for solidifying a brand's presence – or “fame” – and each helps consumers internalize the message of the brand or ad. They are the most important media for long-term growth of brands and sales revenue. When it comes to efficiency, OOH performs better than some ROI models suggest. Indeed, the use of OOH significantly improves the ROI of TV and other media.

Of course, there is no single universally valid mix that meets every need. Nevertheless, the combination of OOH & TV offers advertising companies enormous – and until now, much neglected – potential.



# WallDecaux

Premium Out of Home