



# **OUTSMART**

**Why Out-of-Home is  
a clever investment**



**Combining econometric modelling with MOVE  
– what do we see?**

# Australian Case Studies



## New Product Development

# Australian Case Study: New Product Development

## Background:

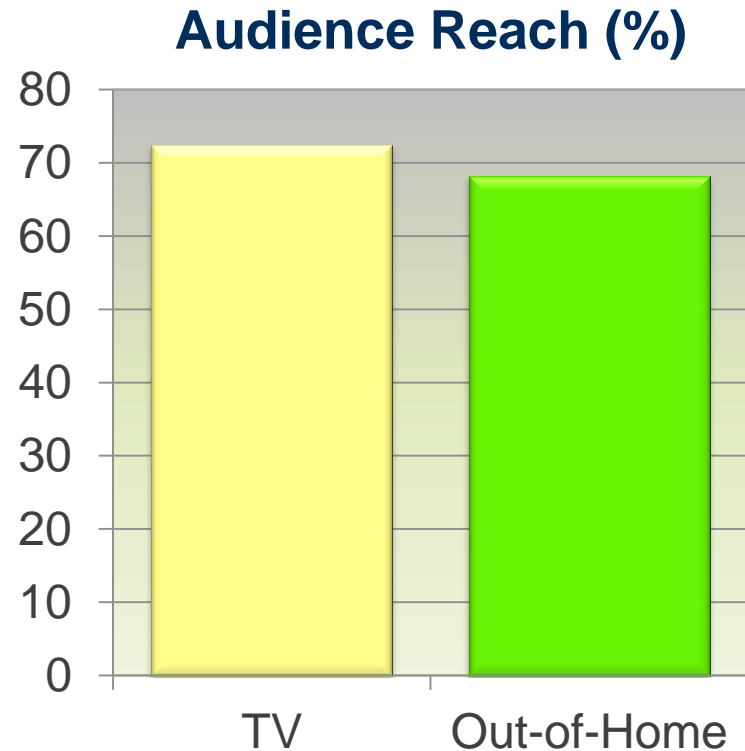
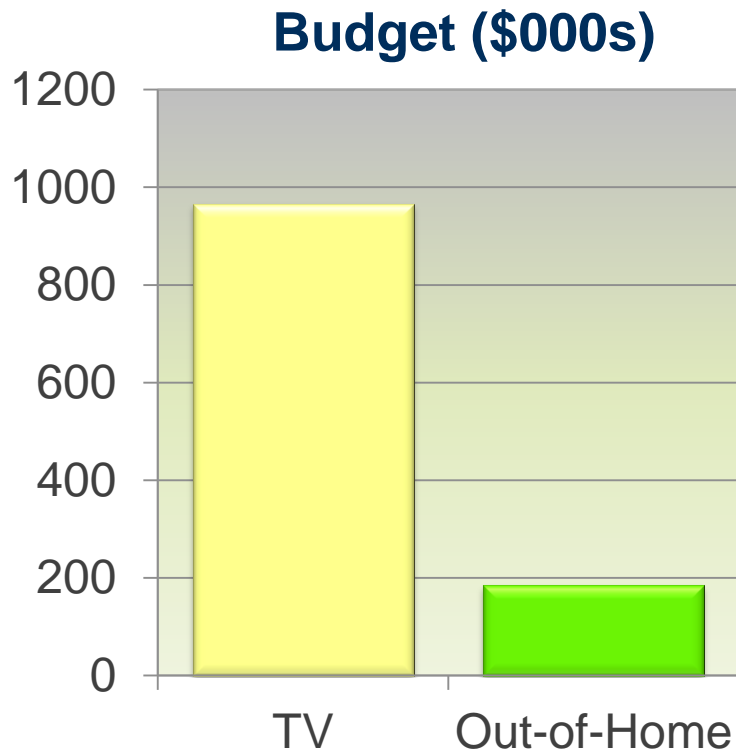
- An established brand
- New range launch in an expanding market
- Creative goal to distinguish the brand from others

## Campaign:

- Multi-media approach – TV, Out-of-Home and online
- Three week top heavy TVC followed one week later by two week Out-of-Home and online element

# Australian Case Study: New Product Development

## Campaign Delivery:



# Australian Case Study: New Product Development

## Econometric results:

- Out-of Home delivered much greater reach efficiency than TV
- Out-of-Home delivered ROI two times greater than TV
- Synergies between the TVC, Out-of-Home and online campaigns increased the overall campaign ROI
- The multi-media platform established for this launch resulted in the brand going on to perform as a leader in its market





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