



OUTSMART

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



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

Australian Case Studies



Out-of-Home Synergy

Australian Case Study: Out-of-Home Synergy

Background:

- Launch of new line extension
- Significant spend allocated to drive high awareness

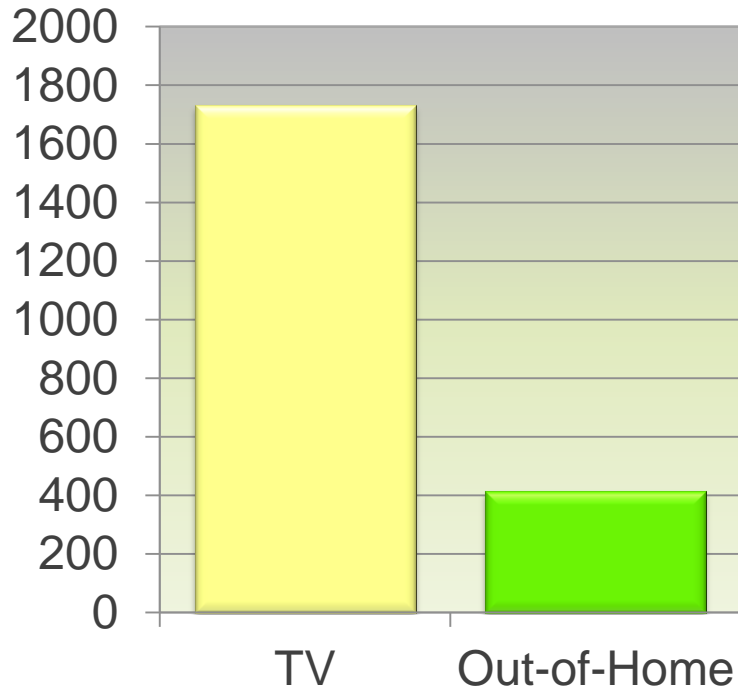
Campaign:

- Multi-media campaign with strong synergies
- Out-of-Home used from start along with TV and online

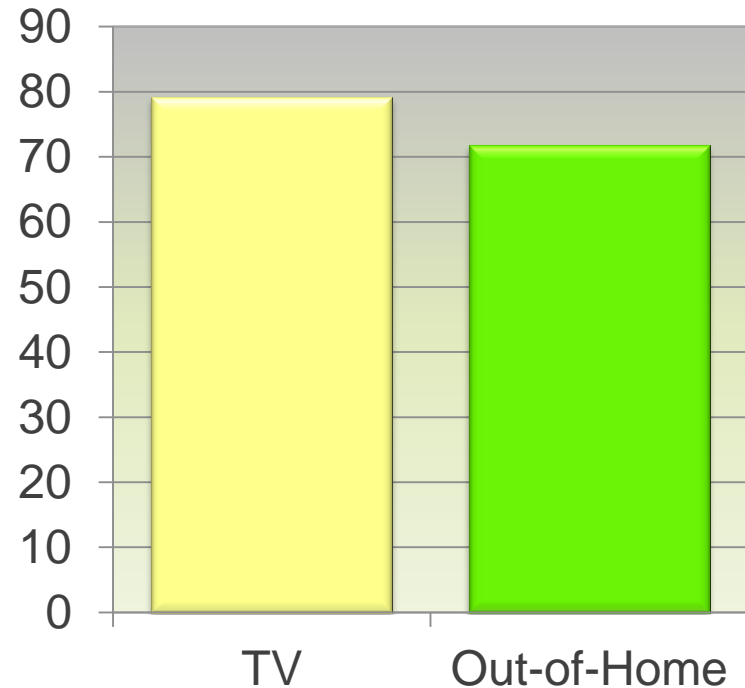
Australian Case Study: Out-of-Home Synergy

Campaign Delivery:

Budget (\$000s)

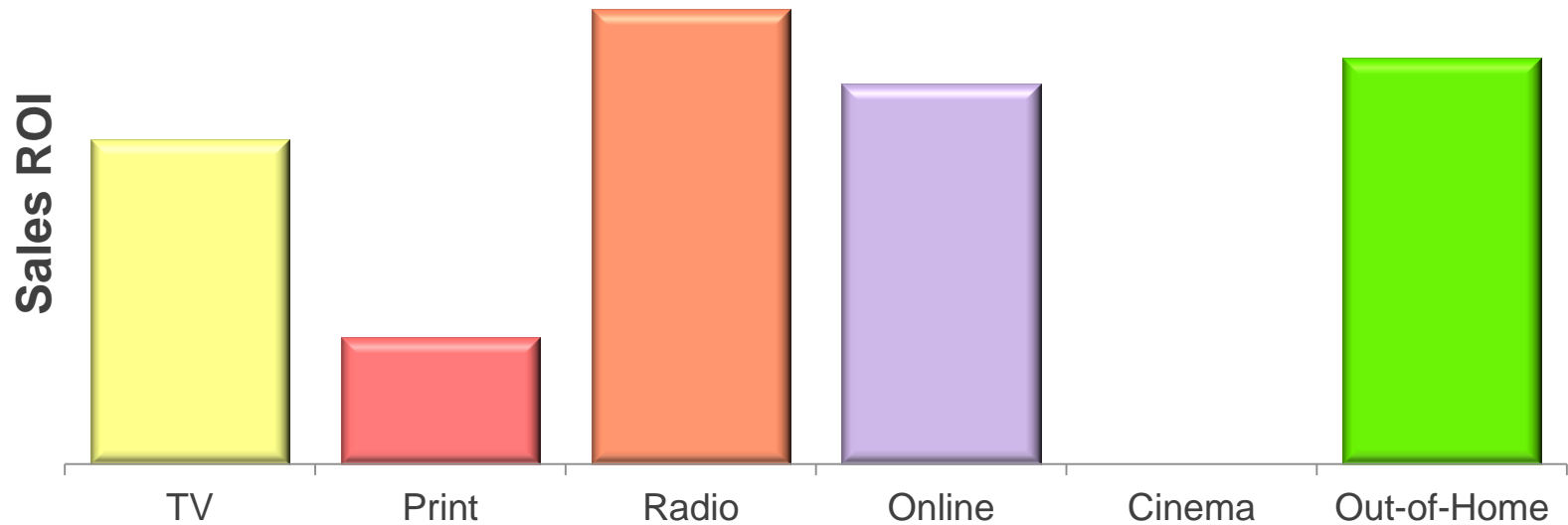


Audience Reach (%)



Australian Case Study: Out-of-Home Synergy

Campaign Delivery:



Average % media mix



Australian Case Study: Out-of-Home Synergy

Econometric results:

- Out-of-Home provided very good support to the TVC during the launch
- Out-of-Home worked in 3 key ways to provide strong payback for the client;
 1. Strong direct ROI
 2. Increased the memory of the TVC
 3. This Out-of-Home/TV synergy accounted for 10% of the TVC ROI



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