

OMA MOVE

Measurement of Outdoor Visibility and Exposure

GREAT CREATIVE IMPROVES ROI

- Award winning creative delivers 11x better ROI
- Eye tracking learnings from Talon

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ANATOMY
OF OOH

It's so easy to pick you out in a crowd.

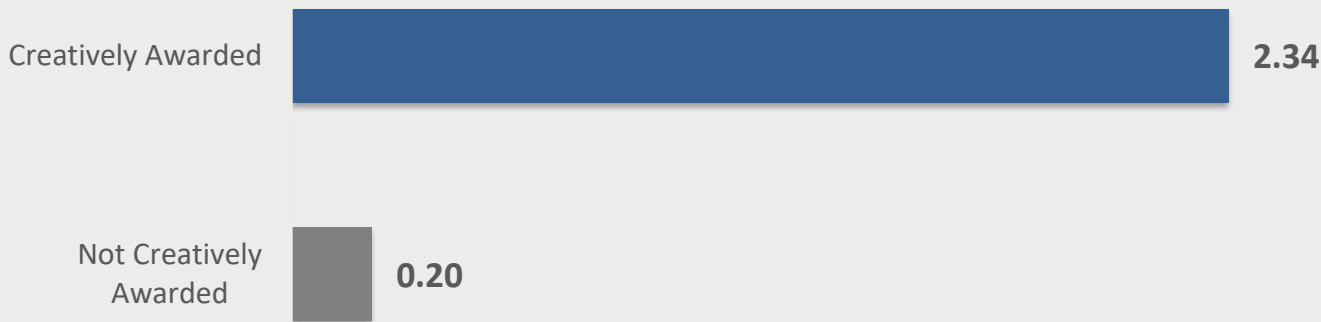


GREAT CREATIVE IMPROVES ROI

Creatively-awarded campaigns deliver 11x the return on investment of non-creatively awarded campaigns

CAMPAIGN EFFICIENCY

POINTS OF MARKET SHARE GAIN AT EQUIVALENT SPEND



SIMPLICITY IN OUT OF HOME IS KEY

Limit elements to allow people to quickly absorb the brand message

“The essential parts of an OOH creative are the image, the headline and the logo”

Talon Canvas eye tracking

“Busy creatives that have more than five components, tend to underperform when tested”

Talon Canvas eye tracking



LAYOUT AFFECTS POSITION OF CREATIVE ELEMENTS

Position creative elements in sequential order to promote message takeout

“Landscape creatives are usually read from left to right and portrait creatives from top to bottom.” Talon Canvas eye tracking

