

# OMA MOVE

Measurement of Outdoor Visibility and Exposure

## Out-of-Home works

A wrap-up of research findings published by OMA members in 2016

January 2017



ANATOMY  
OF OOH



# OUT-OF-HOME WORKS

## A quick wrap-up of OMA members 2016 research

increases  
intrigue  
&  
brand  
advocacy

increases  
campaign  
effectiveness

positively  
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&  
superior  
reach

creates  
engagement

we're twice  
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outside  
the home

# OUT-OF-HOME INCREASES INTRIGUE AND BRAND ADVOCACY

## Research study proves relevance of traditional broadcast medium

An in-depth qualitative and quantitative research study revealed out-of-Home:

increases intrigue by **75%**

increases brand advocacy by **89%**

# OUT-OF-HOME INCREASES CAMPAIGN EFFECTIVENESS

## Research shows campaigns that include Out-of-Home work better

This research looked at the effect of including OOH as part of other media campaigns:

**TV:** increase purchase intent by **60%**  
on top of a TV campaign run on its own

**RADIO:** increase loyalty by **29%** on  
top of a radio campaign run on its own

**ONLINE:** increase intrigue by **38%**  
on top of an online campaign run on its own

**PRINT:** increase advocacy by **28%**  
on top of a print campaign run on its own

# OUT-OF-HOME NUMBER 1 FOR UNDER 25s

## Research showed reach of OOH

A combination of quantitative research and focus groups promoted the case for Out-of-Home to be the centrepiece of more media campaigns. Core findings included:

- OOH is **positively perceived** which transfers to the brand. The medium drives brands' reputation, and conveys luxury and innovation.
- OOH **achieves superior reach** as a complementary or standalone media format.
- OOH also provides opportunity to **reach consumers at every stage of the consumer journey**, across many different categories.
- OOH is considered one of the most effective media formats for reaching Australians, and was **identified by the younger audience [under 25s] as the NUMBER 1** most effective format for reaching them.

# OUT-OF-HOME CREATES ENGAGEMENT

## Study reports 400,000 shopper engagements

Advertisers are creatively harnessing the technology of digital:

In the **one year across 50 screens**

**400,000** shopper interactions

TWICE AS ALERT AND LIKELY TO ACT OUTSIDE THE HOME THAN INSIDE

And we are 2.5X more alert compared to screen time at home

Research conducted in real world environments found that overall; **arousal was 98% more outside the home** and 150% more for Out-of-Home media versus screen media inside the home.

“This is important news for marketers as we know **arousal drives attention and memory encoding**, both of which are key factors that underpin advertising message impact.”

Dr. Phil Harris,  
Leading consumer neuroscientist and  
Honorary Fellow at the University of Melbourne

Give your brand the primal  
advantage with Out-of-Home.



2X

MORE ALERT &  
LIKELY TO ACT

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