

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

Out of Home works

A wrap-up of research findings in 2017

January 2018



**ANATOMY
OF OOH**

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Belcon

It's a
data
ful
life

OUT OF HOME WORKS

A wrap-up of 2017 research

A look at Australian and international published research findings from 2017:

**OOH
increases
campaign
ROI**

**creative
simplicity
in OOH
is key**

**movement
improves
memory
encoding**

**contextually
relevant
creative
more effective**

OUT OF HOME INCREASES CAMPAIGN ROI

Using Out of Home can lead to 23% more in ROI when combined with other channels

The Leading Edge undertook Australia's largest market mix modelling study which proved OOH increases ROI when added to the media mix:

when added to TV campaigns ROI increases **15%**

when combined with TV and digital ROI increases **23%**

SIMPLICITY TO YOUR OOH CREATIVE IS KEY

Talon Canvas (UK) measures attention and engagement using eye-tracking technology and real people.

One of the first and probably most important findings is that **simplicity in OOH is key.**

Busy creatives that have more than five components, **tend to underperform** when tested with Talon Canvas.



MOVEMENT INCREASES MEMORY ENCODING

Research shows campaigns that have movement have an edge in memory encoding

Australian Neuro-Insight research looked at the differences between static and moving advertising:

The study analysed over 4 billion data points of people's brain reactions to stimulus.

The results found that movement increases memory encoding, in turn increasing ad effectiveness.

CONTEXTUALLY RELEVANT CREATIVE MORE EFFECTIVE

Research shows there is a direct correlation between message and medium

Canadian Research looked at the effectiveness of contextually relevant advertising across digital OOH:

Contextually relevant creative is **19%** more effective