

OMA MOVE

Measurement of Outdoor Visibility and Exposure

OUT OF HOME DELIVERS LONG TERM EFFECTS ON ROI

JULY 2018



ANATOMY
OF OOH

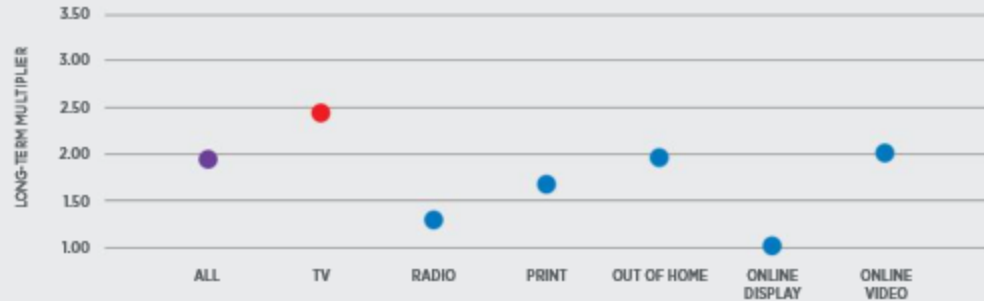


OUT OF HOME (OOH) DELIVERS LONG TERM EFFECTS ON ROI

OOH has the third highest 'long term multiplier effect' overall

“OOH has a strong long-term multiplier of 1.94, justifying its place on the media plan...”
-Ebiquity

Long term multiplier effect – all categories



Source: 'Profit Ability: the business case for advertising', November 2017
Gain Theory Long Term ROI study. 29 Advertisers, 504 campaigns

NOTE Online Video includes Broadcaster VOD, YouTube, Facebook video and online programmatic video

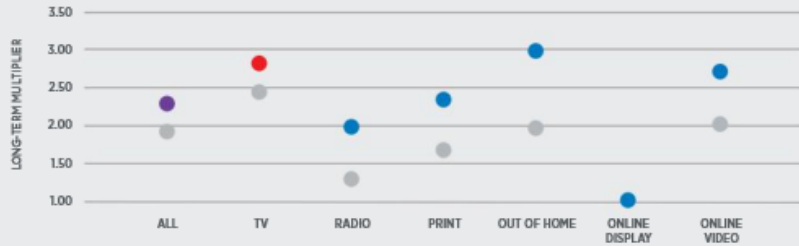
OOH DELIVERS LONG TERM EFFECTS FOR FMCG AND FINANCIAL SERVICES

OOH is highest overall

Long term multiplier effect – FMCG

OUT OF HOME, TV & ONLINE VIDEO DELIVER HIGH LONG-TERM MULTIPLIERS FOR FMCG

FIG. 25



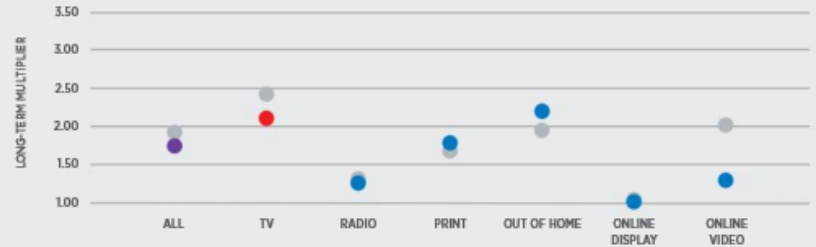
Source: 'Profit Ability: the business case for advertising', November 2017 Gain Theory Long-Term ROI study. FMCG. 5 Advertisers, 31 campaigns

NOTE Online Video includes Broadcaster VOD, YouTube, Facebook video and online programmatic video

Long term multiplier effect – Financial Services

OUT OF HOME & TV HAVE THE HIGHEST LONG-TERM MULTIPLIER FOR FINANCIAL SERVICES BRANDS

FIG. 27



Source: 'Profit Ability: the business case for advertising', November 2017 Gain Theory Long-Term ROI study. Financial Services. 5 Advertisers, 219 campaigns

NOTE Online Video includes Broadcaster VOD, YouTube, Facebook video and online programmatic video

APPLYING LONG TERM MULTIPLIERS – AN EXAMPLE

Short Term ROI
\$2.00

Every dollar spent on the campaign delivered \$2.00 profit in the short term (within 3 months of the campaign finishing)

Long Term Multiplier
x1.94

The long term effect of the campaign (up to 3 years after the campaign finished) for OOH is on average 1.94x the short term effect

Total ROI
\$3.88

The combined profit ROI across the short and long term would be \$3.88 for every dollar spent on the campaign