



ANATOMY
OF OOH

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

CREATIVE TIPS FOR DIGITAL OOH

March 2019





CREATIVE TIP FOR DOOH:

CREATIVE CONCEPT FIRST, TECHNOLOGY SECOND

“There is one main ingredient for a DOOH campaign to be amazing, and that’s a great creative concept. The technology or anything else involved in the campaign is merely a tool to build a story that will truly engage the audience. They are what help the story come to life.”

Ric Albert, Creative Director at Grand Visual

Grand Visual specialise in production for DOOH



CREATIVE TIP FOR DOOH:

BE DYNAMIC

Only 6% of all DOOH campaigns used dynamic creative, according to UK outdoor company Outdoor Plus.

Simon Valcarcel of Clear Channel recently wrote in response to this, “94% of campaigns wasted the opportunity to make the creative more relevant, more interesting, more playful and, ultimately, more effective.”



BE DYNAMIC

DRIVE ACTION

UK's NHS Blood and Transplant service used location, date, time of day, day of week, and live appointment data to serve dynamic OOH ads encouraging viewers to donate blood

BE DYNAMIC

TARGET MESSAGES

Lexus used cameras to identify the brand, model, and colour of passing cars to serve different messages to drivers





CREATIVE TIP FOR DOOH:

LOCALISE

Localising DOOH creative can improve results.

But ensure the passing audience has a connection with the creative.

A UK study tested the effect of different levels of localised creative for Subway

“It reveals that an understanding of location has never been more important: it’s not enough to know the footfall, or profile of a typical passer-by; it is also important to have an understanding of their feelings towards a certain location*.” *Mediacom UK*

- Creative that referenced the city performed best

+9% uplift in sales

- Creative that referenced the region also did well

+8% uplift in sales

- Creative that hyper-localised to specific areas within the city

+1% uplift in sales

*Mediacom believe questions remain; the hyper local creative performance to the passing audience could be the result of 'passers-by did not feel as strong a connection to the local area (e.g. Walton in Liverpool) as they did to the broader region' and 'whether hyper-localised messaging might perform better in conurbations where particular neighbourhoods or districts have an established heritage and particularly strong sense of community'.

Source: The cocktail party effect: How salience in out-of-home affects the bottom line, click [here](#) for more details.

OOH connects people, places and technology

- OOH has always excelled at delivering mass reach, visual impact and location targeting

9 in **10**

Australians leave home each day



Anatomy of Out of Home