

## Use location based advertising this holiday season

- Consumer spending is about to increase
- Placement in context improves recall
- Keep your message simple and relevant

October 2018



ANATOMY  
OF OOH



# HOLIDAYS ARE A TIME OF INCREASED SPENDING

Recent history shows 11% more is spent during the holiday season

Total retail  
spending  
increases by

**11%**

during  
November,  
December and  
January  
compared to the  
previous nine  
months

This equates to an average of  
**\$1.1B** more per month

Source: ABS Retail Trade, Australia catalogue number 8501.0 – Total industry Turnover shows 11% higher across Nov/Dec 2016 and Jan 2017 compared with Feb to Oct 2016 and 10.9% higher Nov/Dec 2017 and Jan 2018 compared with Feb to Oct 2017



# LOCATION RELEVANT OUT OF HOME IMPROVES CAMPAIGNS

People more likely to recognise the brand when creative has context to the environment

40%

More people recognised the brand when the creative imagery was relevant to its placement location versus not relevant to the location.



# KEEP YOUR MESSAGE SIMPLE AND RELEVANT

## Single-minded creative delivers better recall

A study of single vs multiple messages showed a 41% increase in recall for *single* messages.

Use location specific messaging and geographical targeting for best results

Source: University of Alberta 1991.  
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**MOVE**  
Measurement of Outdoor Visibility and Exposure