



ANATOMY
OF OOH

HOW TO BUILD A BRAND WITH OUT OF HOME

June 2019

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure



Terminal

Out of Home creates benefits for both – brand building and sales activation

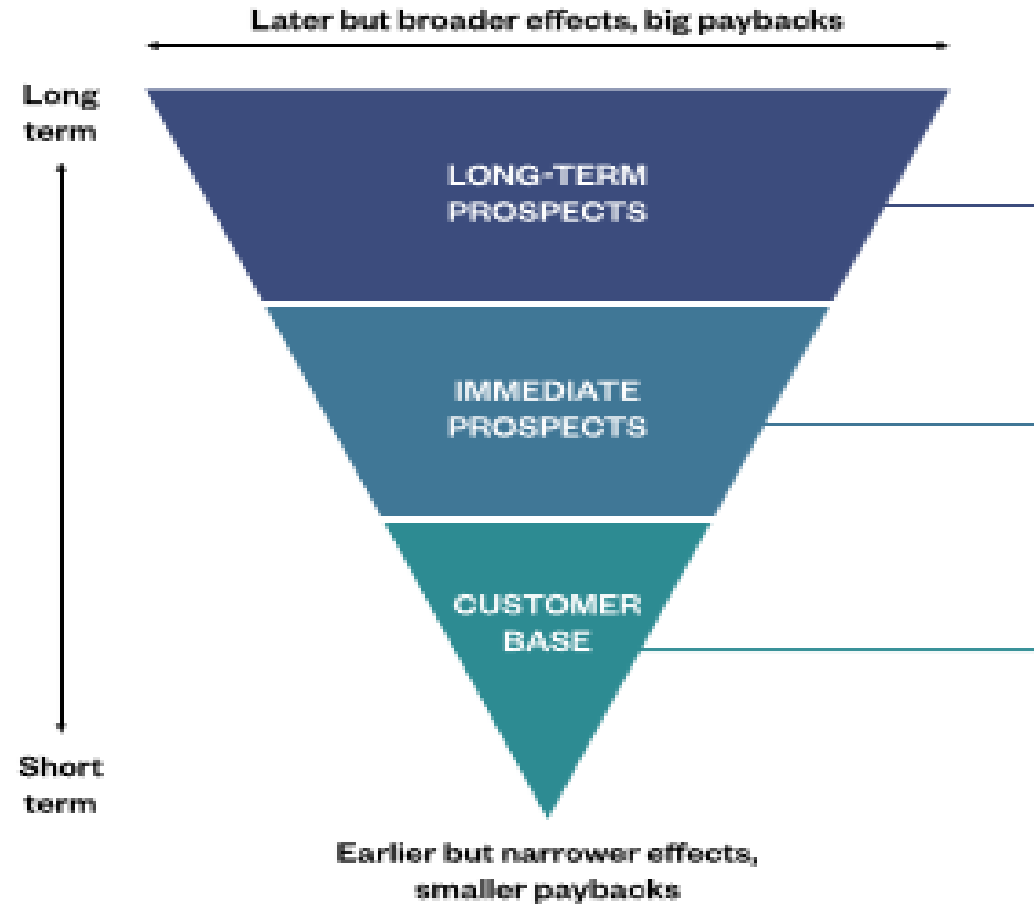
Brand Building	Sales Activation
Creates mental brand equity	Exploits mental brand equity
Influences future sales	Generates sales now
Broad reach	Tightly targeted
Long term	Short term
Emotional priming	Persuasive messages

Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 01)

Long-term, broader effects lead to big paybacks

“Marketers need to drive both short and long-term effects, continually feeding the funnel with new prospects who may not buy for some time, as well as stimulating purchase among existing customers.”

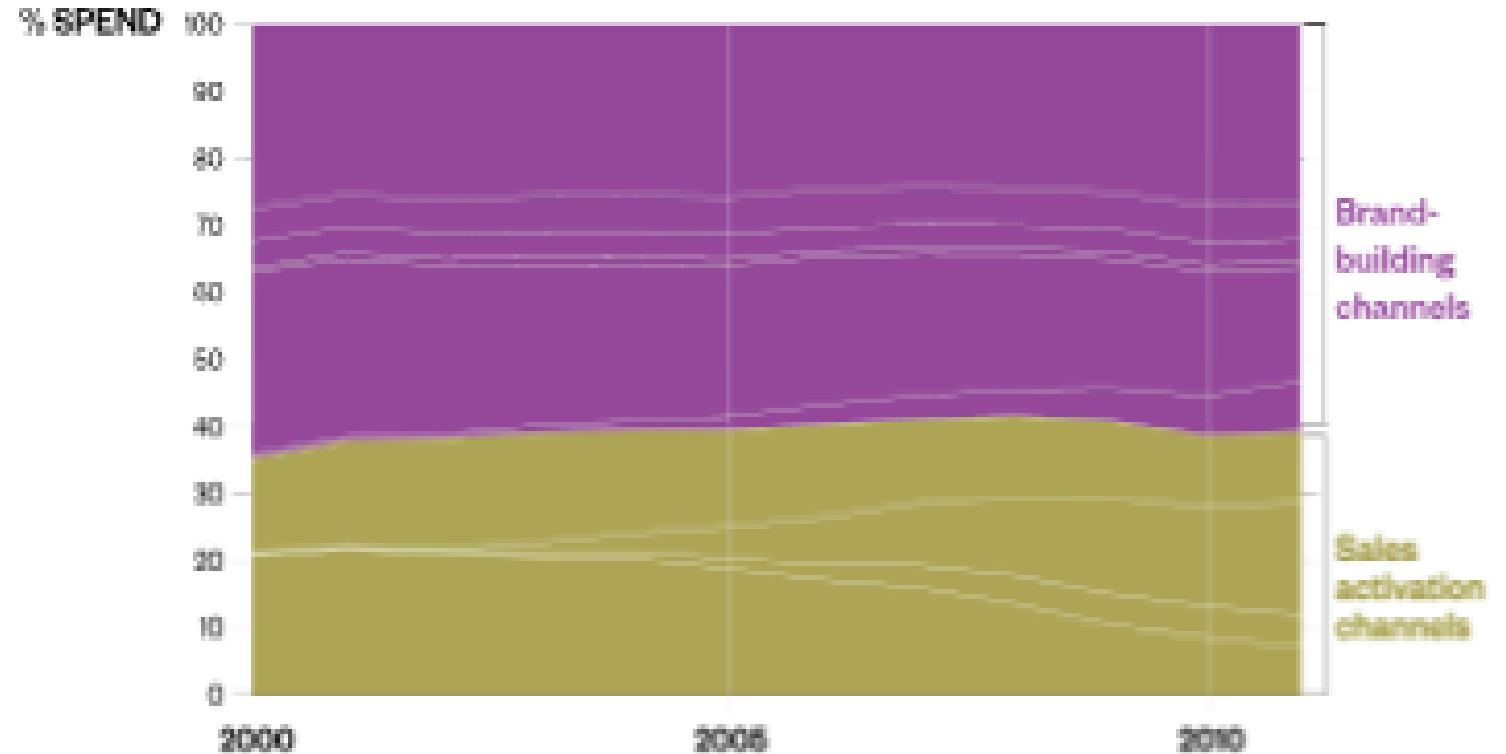
– according to *‘The long and the Short of It’* published by the IPA.



60:40 is the optimum: 60% to build your brand, 40% to activate sales

“IPA data suggests that the optimum balance of brand and activation expenditure is on average around 60:40.”

– according to *‘The long and the Short of It’* published by the IPA.

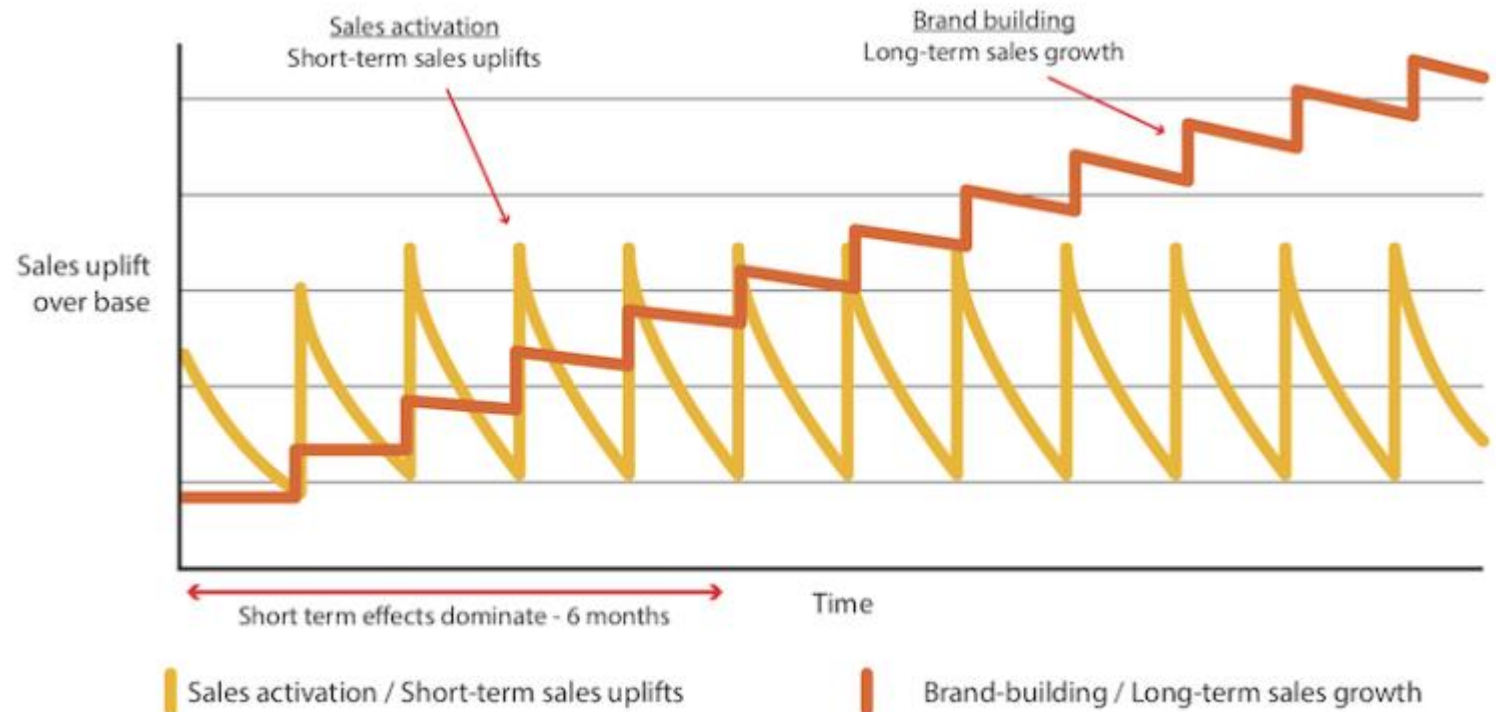


Source: Nielsen

Long vs short term gain

Brand building and activation work over different time scales.

The bigger payback from brand-building can take more than six months.



Source: Les Binet and Peter Field, *Media in Focus: Marketing Effectiveness in the Digital Era*, IPA, (Figure 02)

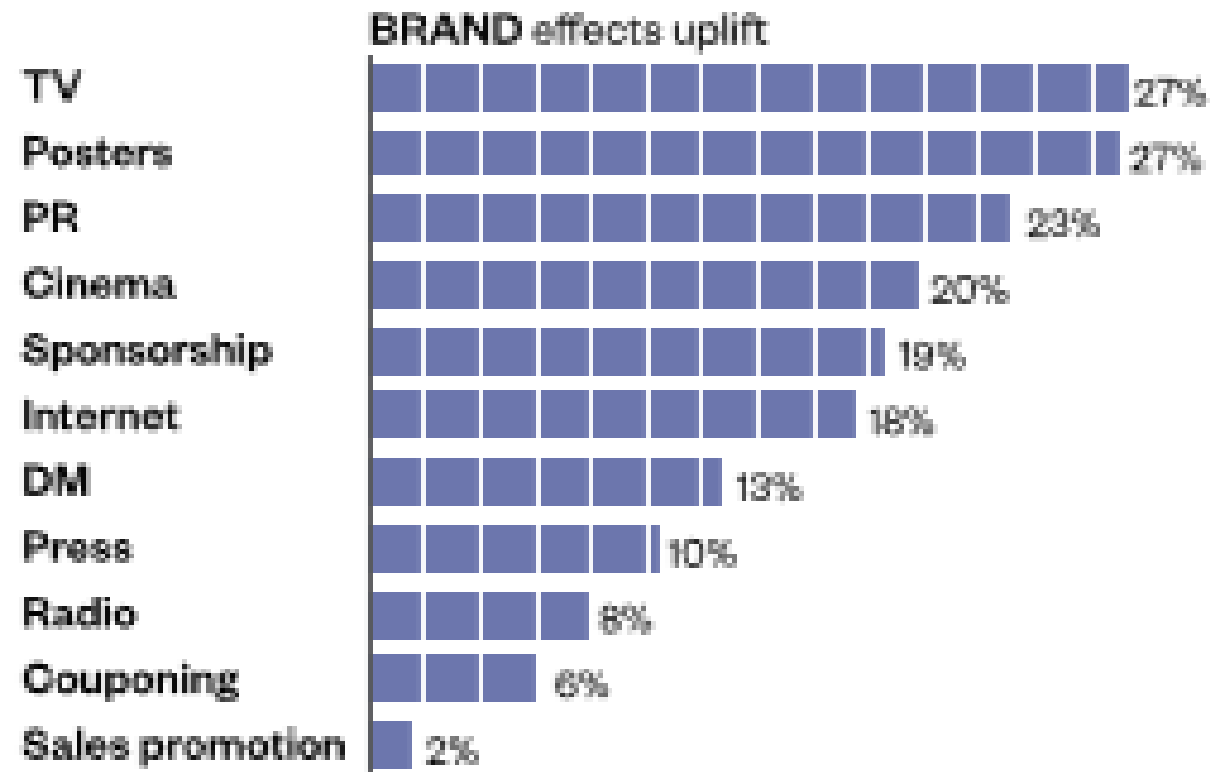
The channels that build brands



Brand building happens across the long-term using reach and emotional involvement.

- according to 'The long and the Short of It' published by the IPA.

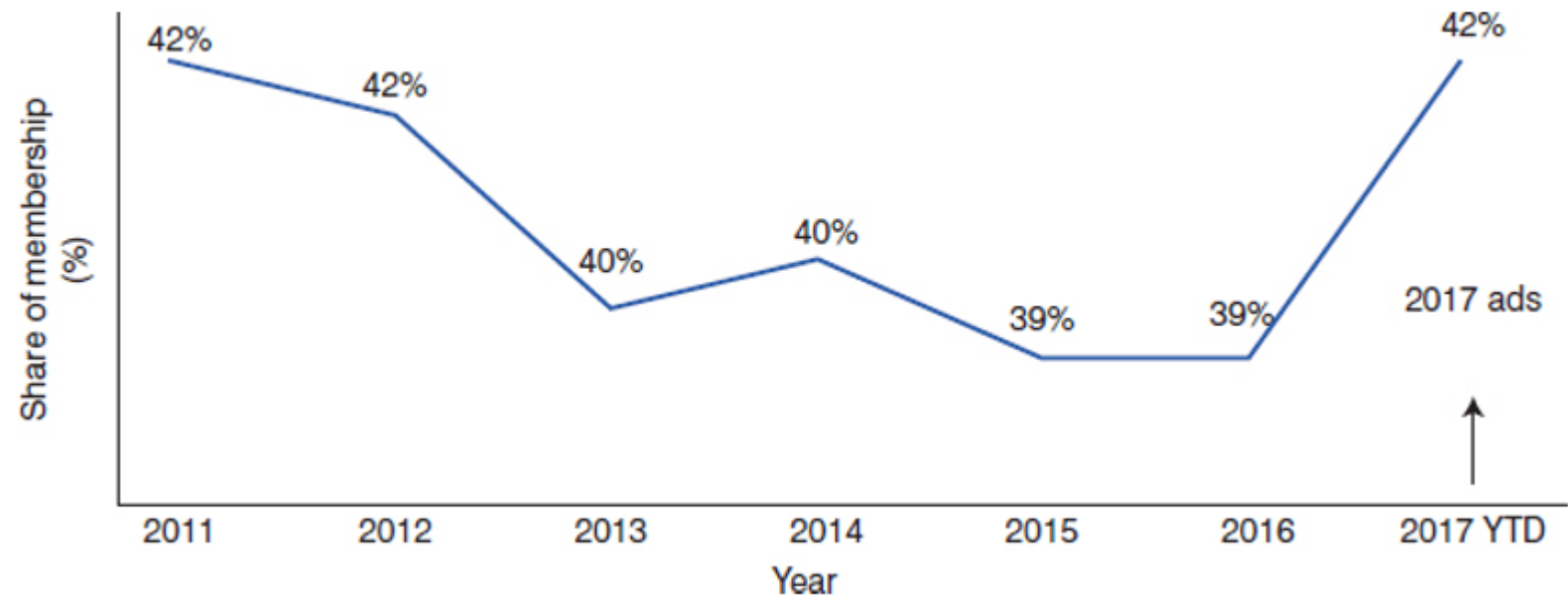
The brand building effectiveness of all channels



Market share slides when brand advertising is reduced

British motoring association AA reduced brand advertising in 2013 and saw market share slide.

Market share was regained when AA returned to brand campaigns in 2017.





Anatomy of Out of Home