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Aepe

asociación
española de empresas
de publicidad exterior

SPAIN OVERVIEW

Madrid 2011 FEPE International

SUMMARY

- BACKGROUND

- MAIN OBJECTIVES

- MAIN ACHIEVEMENTS

- A FEW FIGURES ABOUT OUTDOOR IN SPAIN

- WHAT ABOUT TOMORROW?

BACKGROUND

- AEPE is initially created in 1966 under the name of ADVERTISING CLUB

- This same year ADVERTISING CLUB became member of both the FEPE and the World Association for Transports

- In 1979 AEPE is established and became member of FEPE

MAIN OBJECTIVES (I)

- Contribution to knowledge and development of outdoor media

- Collaboration in research and development of useful tools for planning

- Promotion and use of outdoor advertising among agencies and advertisers

- Defense of the professional, economic, labor, technological and commercial interests of its partners

MAIN OBJECTIVES (II)

- To provide maximum collaboration to the Administration for the defense, development and improvement of both outdoor advertising and associate companies in any aspect related with their professional activity

- Collaboration with the rest of professional associations of the sector in order to improve outdoor advertising

MAIN ACHIEVEMENTS

Fields of action

Professionalization

Training
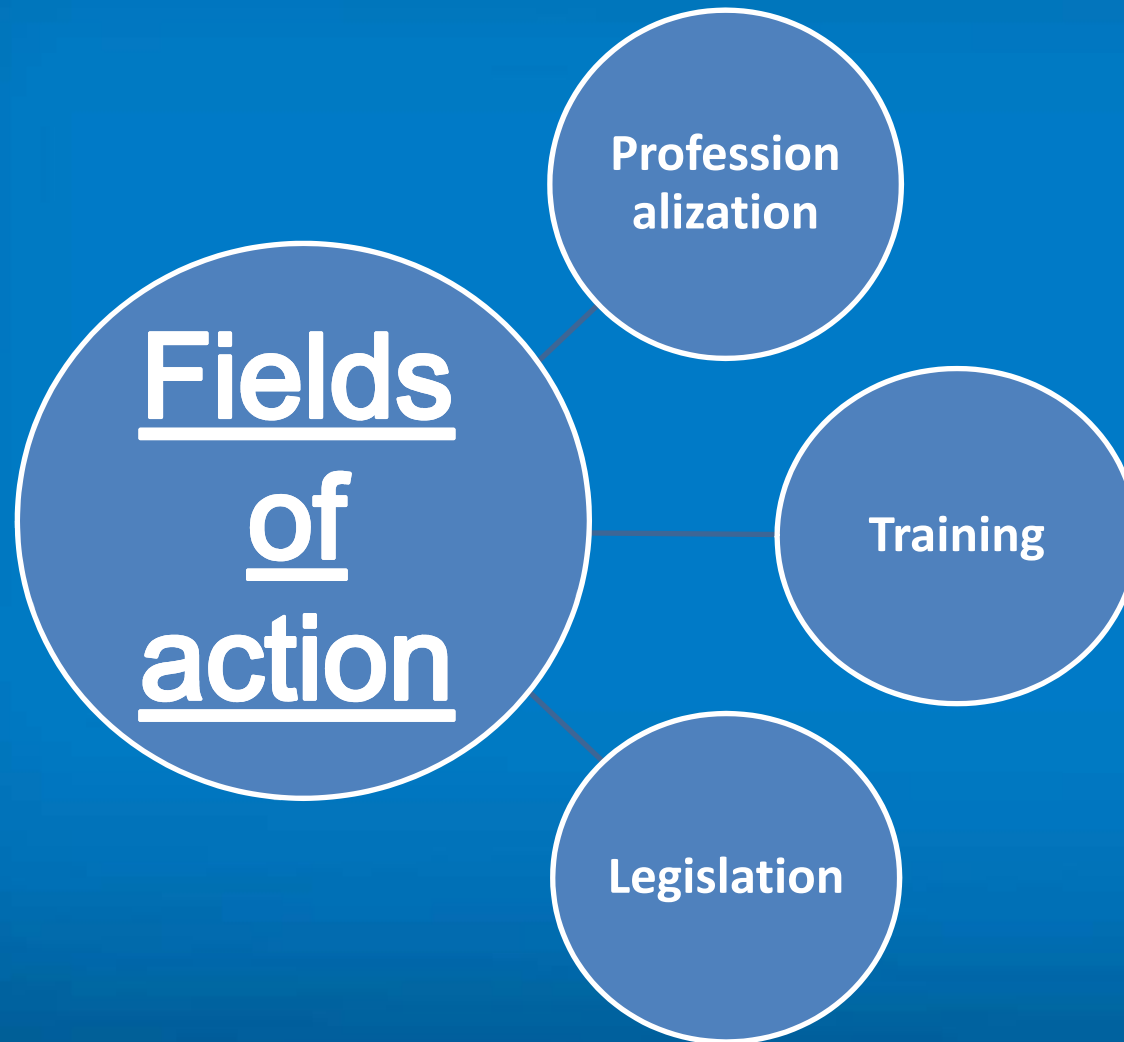
Legislation

MAIN ACHIEVEMENTS

Legislation

- ➢ Nothing outstanding
  - ⇒ 17 autonomous regions
  - ⇒ + 8.000 municipalities

- ➢ No state regulation

MAIN ACHIEVEMENTS

Training

➢ Sponsorship of doctoral thesis in outdoor advertising

➢ Outdoor advertising as a subject in media studies

➢ Agreements with universities for seminars and post-degree courses

➢ Organization of both the National Congress of Outdoor Advertising in the last 20 years and the Annual Training Seminar for Media Planners in the last 4 years
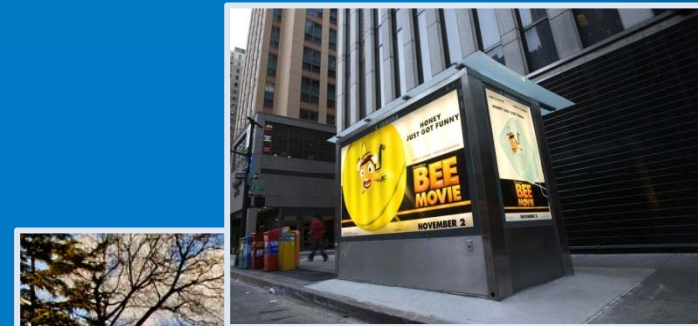
MAIN ACHIEVEMENTS

Professionalization

➢Collaboration to implement Geomex – since 2000 until the most recent upgrades.

➢In 2006, incorporation of outdoor media to the EGM (audience multimedia study with more than 40 years of history)

MAIN ACHIEVEMENTS

AEPE represents:

- Printing companies............. 70%
- Billboards............................ 60%
- Street furniture................... 60%
- Malls................................... 27%
- Buses.................................. 35%
- Metro.................................. 40%
- Airports............................... 50%
- Train stations.......................80%
- Big formats and canvas.......75%

MAIN ACHIEVEMENTS

Volume of activity

- 51 associate companies representing 70 % of the Outdoor Advertising Market

- The rest is basically composed by three companies

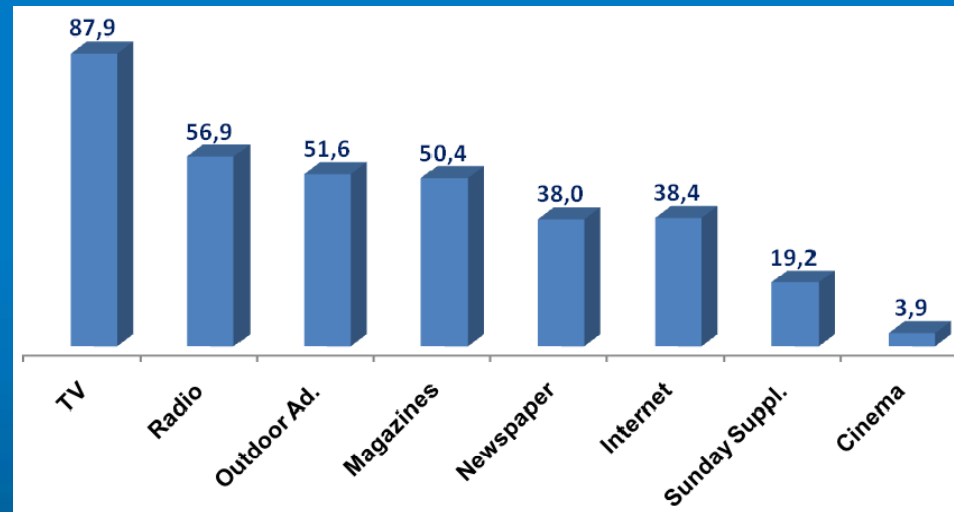Source: Infoadex. (2005-2010). Figures in million Euro.

A FEW FIGURES ABOUT OUTDOOR IN SPAIN

3rd MEDIA IN NATIONAL COVERAGE

EGM

Media consumption (%) - 2010
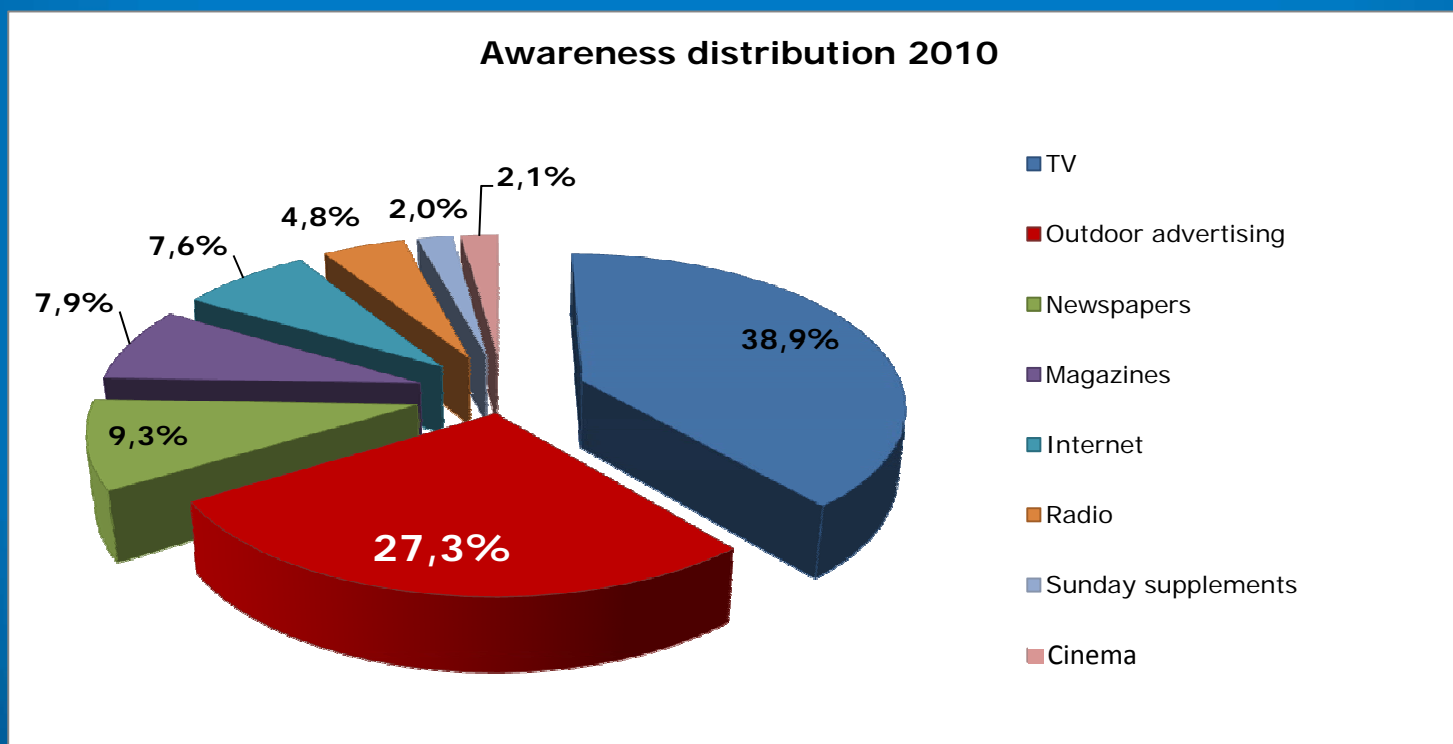
(%) people who remind having seen an ad yesterday

Media	%
TV	87,9
Radio	56,9
Outdoor Ad.	51,6
Magazines	50,4
Newspaper	38,0
Internet	38,4
Sunday Suppl.	19,2
Cinema	3,9

Sources: EGM 2010

A FEW FIGURES ABOUT OUTDOOR IN SPAIN

2nd MEDIA IN TERMS OF AWARENESS

TOP OF MIND (IMOP)

Awareness distribution 2010

- TV — 38,9%
- Outdoor advertising — 27,3%
- Newspapers — 9,3%
- Magazines — 7,9%
- Internet — 7,6%
- Radio — 4,8%
- Sunday supplements — 2,0%
- Cinema — 2,1%
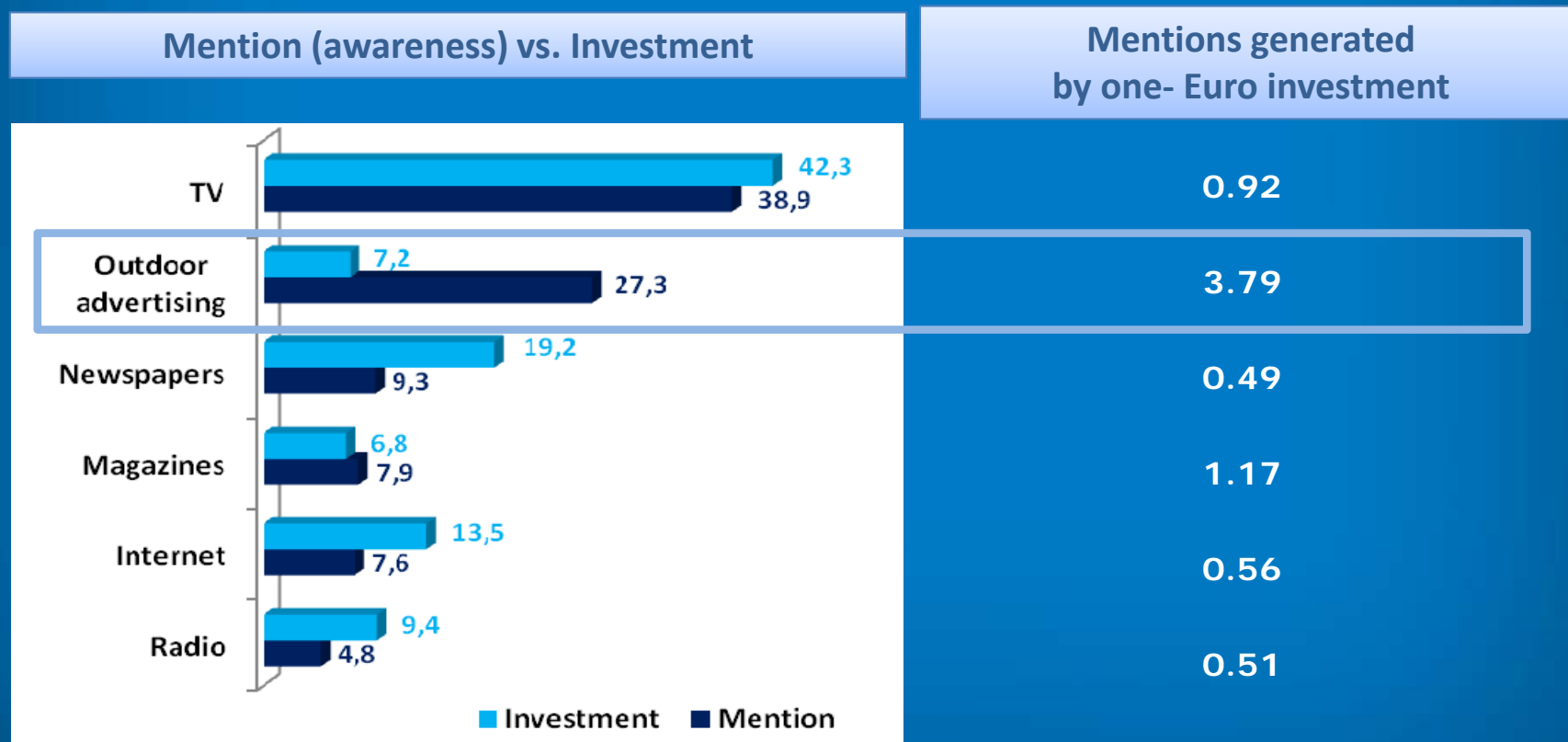
Sources: TOP OF MIND (IMOP)

WHAT ABOUT TOMORROW?

INNOVATION

WHAT ABOUT TOMORROW?

INNOVATION IS MUCH MORE THAN DIGITIZING

- Digitizing is just technology and technology is just a matter of money
- Nowadays clients require products of the 21st century at 19th century prices.

WHAT ABOUT TOMORROW?

WHAT ABOUT TOMORROW?

WHAT ABOUT TOMORROW?

WHAT ABOUT TOMORROW?

INNOVATION: MEDIA

Media:

Everything communicates... or helps to communicate.

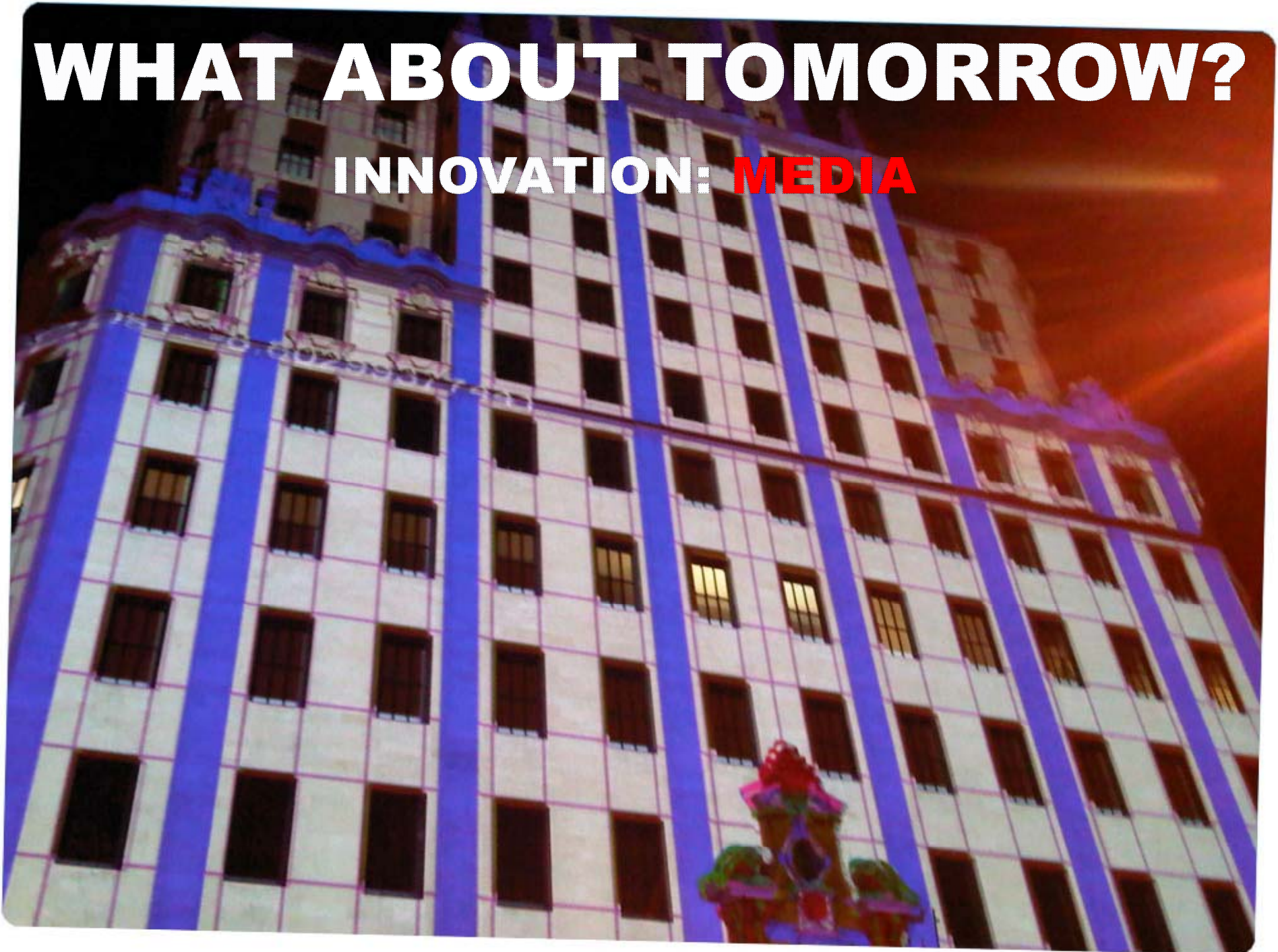Sometimes, media and message get confused

WHAT ABOUT TOMORROW?

INNOVATION: MEDIA

WHAT ABOUT TOMORROW?

INNOVATION: MEDIA

WHAT ABOUT TOMORROW?

INNOVATION: MEDIA

We are committed to the use of all kinds of resources. We use elements installed in streets and malls allowing the incorporation of new technological developments, as well as the exhibition of the most creative ideas:

Corporeal	Integral	Transparency	Bluetooth	Lighting paper

WHAT ABOUT TOMORROW?

INNOVATION: MEDIA

Always remember the phrase by

David Ogilvy:

2003

WHAT ABOUT TOMORROW?

INNOVATION:
MEDIA

"I run the risk of being denounced by the idiots who hold that any advertising technique which has been in use for more than two years is ipso facto obsolete".

David Ogilvy

2009

WHAT ABOUT TOMORROW?

INNOVACIÓN: Transversality

let's turn our advertising action into a multimediaevent:

- We produce a piece of news

- We create expectation around.

- We multiply exhibition in other media.

- We make the most of its capacity to contribute to the campaign's aim.

WHAT ABOUT TOMORROW?

INNOVATION: MEDIA

But the most innovative thing is and it will always be the result of a simple, clear and appropriate idea.

Technology is important, but a good idea is ESSENTIAL

Thank you