

“OOH in Italy: the Vodafone approach”

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A snapshot: people are 'out of home'

DAY



NIGHT



and are constantly moving



Media time spending

TV	55%
OOH	27%
RADIO	7%
PRESS	5%
WEB	6%



Who's on the target?



...but investments stay low

QUALITY & INNOVATION



Which issues?



the Vodafone approach



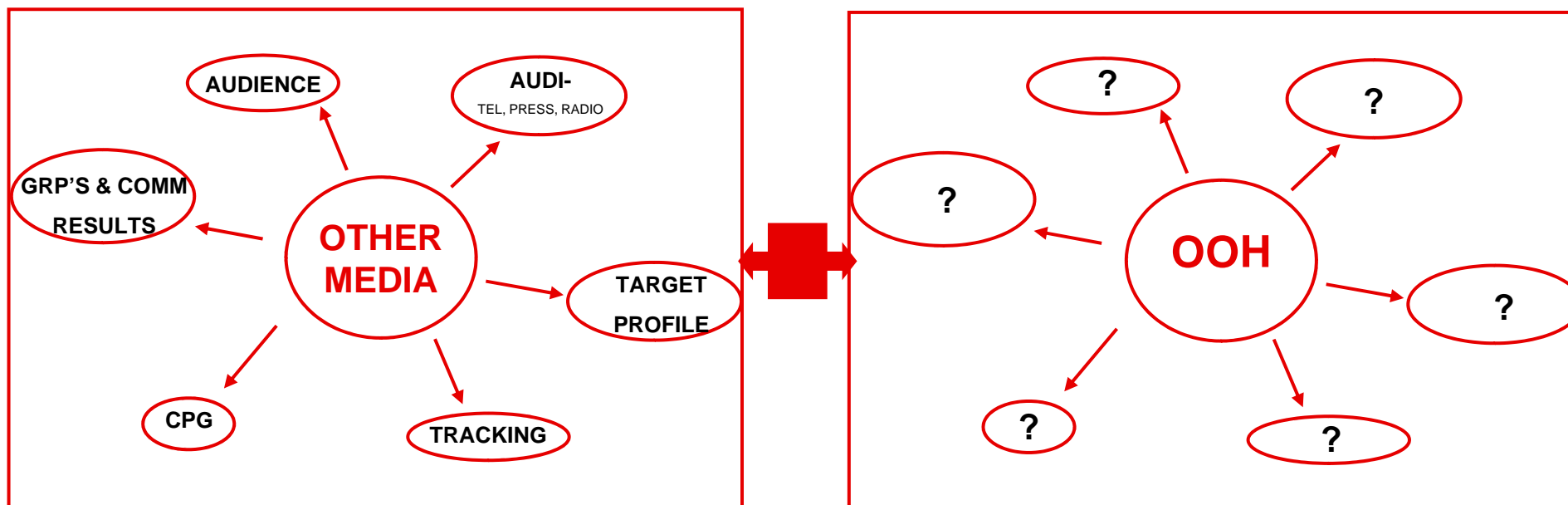
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...but investments stay low

MEASURABILITY



Which issues?

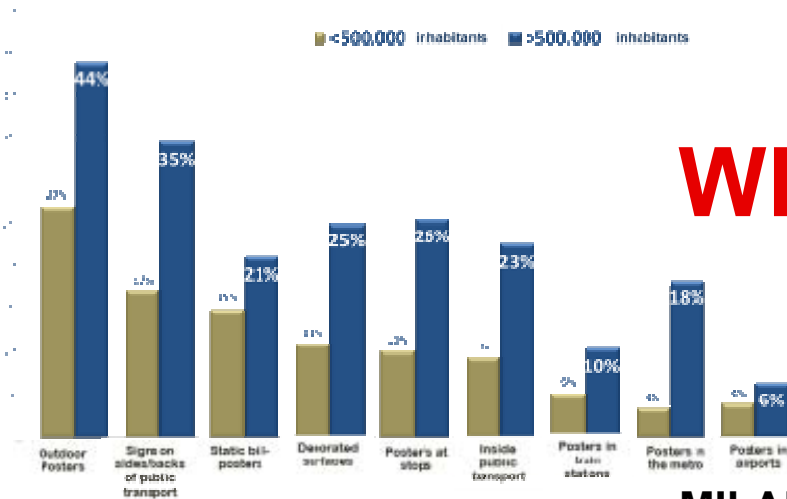


...but investments stay low

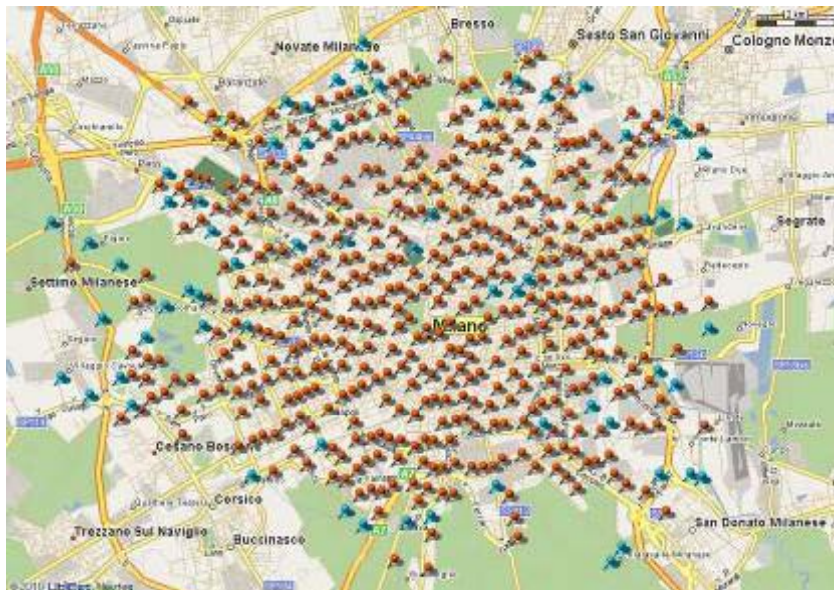
CAPILLARITY



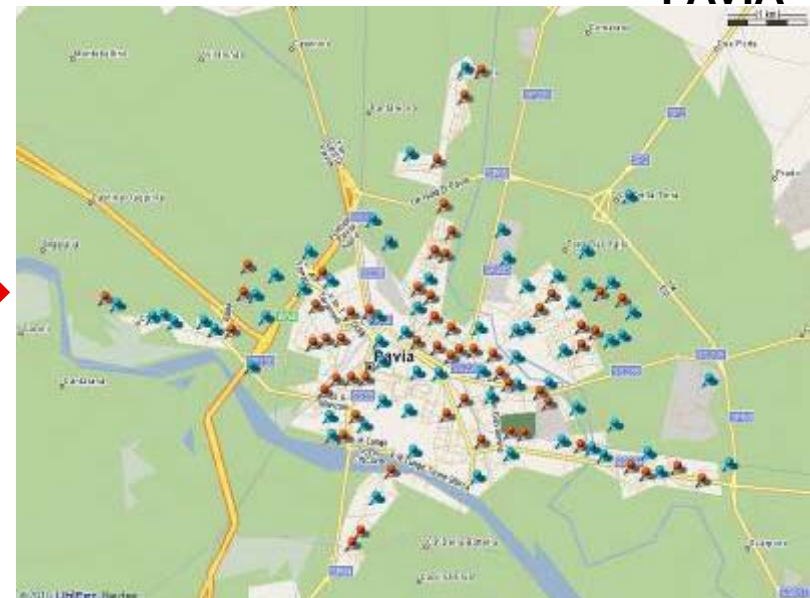
Which issues?



MILAN

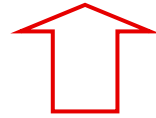


PAVIA



/odafone approach

...but investments stay low
PUBLIC ADMINISTRATION

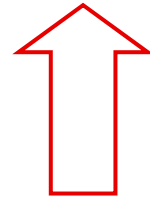


Which issues?



...but investments stay low

CREATIVE IMPACT



Which issues?



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...the unexpressed potentiality





OOH future is bright!



The opportunity

As the new media emerges as the leader in advertising and promotions, OOH media can complement the communication strategy by showcasing innovative and creative outdoor advertising,

reaching out the world on the move.



Thank you!

