“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

<table>
<thead>
<tr>
<th>Medium</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>55%</td>
</tr>
<tr>
<td>OOH</td>
<td>27%</td>
</tr>
<tr>
<td>RADIO</td>
<td>7%</td>
</tr>
<tr>
<td>PRESS</td>
<td>5%</td>
</tr>
<tr>
<td>WEB</td>
<td>6%</td>
</tr>
</tbody>
</table>
Who’s on the target?
...but investments stay low

QUALITY & INNOVATION

Which issues?
...but investments stay low

MEASURABILITY

Which issues?
...but investments stay low

CAPILLARITY

Which issues?
...but investments stay low

PUBLIC ADMINISTRATION

Which issues?
...but investments stay low

CREATIVE IMPACT

Which issues?
...the unexpressed potentiality

Opportunities

CAPILLARITY
MEASURABILITY
QUALITY
PUBLIC ADMINISTRATION
CREATIVE IMPACT
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!