Writing our future

Rob Atkinson,
Managing Director
Clear Channel UK
Our medium

THE POSTER
“Everything is in play in a poster. They are there to be cherished and we should aim high to create the very best ones.”

Paul Brazier
Executive Creative Director
AMV BBDO
Why outdoor is back in.

Nothing has ever communicated as single-mindedly as the poster. But now it's found a host of new ways to do what no other medium can. There are now posters that know what you're looking at, what you're wearing, and what say you are. Touch screen posters with pages you can turn, posters you can look at and be in at the same time, posters you can even play tennis with. So visit the Clear Channel screens displayed in the position. See the very latest innovations in outdoor. Then join the great poster revival with one of your own.

Clear Channel
Writing our future

Post Digital OOH
Living our ambition

United Kingdom
- 150 screens across 15 of its top shopping malls, including The Trafford Centre in Manchester
- 48-sheet billboards positioned at key locations in London

United States
- 600 panels in key cities providing live updates and dynamic content
- 20 large interactive LCD panels in downtown San Francisco and 10 panels in Washington DC.

France
- 173 plasma screens in the major French shopping centers
- LED screens right in the centre of Nantes
- LED screens in shopping centres of Carré Sénart (Paris) and La Part Dieu (Lyon)
- The biggest digital screen (56 sqm), since March 2010, in La Défense, the 1st Business Centre in Europe.

Norway
- Partnership with all Olav Thon Gruppen and Am#1 Eiendom malls
- 47 panels in Oslo Airport

Finland
- 40 digital street furniture screens in Helsinki
- 16 shopping malls around Finland, including Kamppi (Helsinki's biggest shopping centre), with both indoor and outdoor digital panels
- Digital advertising in Helsinki airport, cinema lobby areas, harbours and railway stations

Belgium
- A digital installation in a key railway station

Denmark
- Copenhagen metro: 54 billboard-sized digital projections
- Copenhagen airport: 20 small format digital panels
- Presence in 17 Steen & Strøm centres, leading shopping centres in Denmark
- Communications channel in every Bika's grocery store.

Switzerland
- Signature digital installation, the “Walk Seven”, at Zurich airport: seven large high-definition LCD screens set up in a row displaying synchronized advertising messages.

Italy
- 110 screens in selected motorway service stations

Spain
- Digital billboards network in Madrid covers the key ring road around the city, reaching 55% of the population
- 57 digital portrait panels in La Vaguada, Spain’s most prestigious mall environment
- Nuevo Centro, the most important mall in Valencia includes touch screens and cameras to improve customer experience
Digital OOH revenues exceeded £100m for the first time in 2010

Source: Outdoor Media Centre
Where we REALLY are in the UK

Total media spend for Q1 and the OMC's latest revenues for digital OOH

Source: Nielsen Media Research
The essential ingredient

THE CLIENT!
What do clients want?
What do clients want?
Are we helping clients to...

Build their business
“All our marketing is driven by our strategy to reach more consumers with our brands and build greater connections with each and every one of them. Our investment reflects the specific needs of each brand and the business, but it also reflects our changing consumers.

“We are seeing people spend more time online, on social networks and gaming, and we’re exploring more marketing opportunities here. But traditional media are still crucial.

“Successful campaigns today are centred on big ideas driven by a killer consumer insight, and need to play right across the mix.

“The more innovative you can be in your execution, the more consumers you’ll reach.”

Roisin Donnelly, Head of Marketing, P&G UK & Ireland
Interaction & integration
HSBC, Hong Kong
Beck’s, UK
Corona Light, US
Coca Cola
Australia
Interaction to transaction
Context & immediacy
World events
NIKE
Mount Rushmore
The essential ingredient

THE CLIENT!
Thank you.

Any questions?