

A nighttime photograph of a city street. In the background, a multi-story building is visible with some lit windows. A large digital billboard is the central focus, displaying the text "WRITE THE FUTURE" in white capital letters next to a white Nike swoosh logo. Below the billboard, the "CLEAR CHANNEL" and "DIGITAL" logos are visible. The foreground is dominated by horizontal light trails from passing vehicles, showing streaks of yellow and red light. On the left, a smaller billboard for "M&S" is partially visible.

# Writing our future

**Rob Atkinson,  
Managing Director  
Clear Channel UK**

**Our medium**

**THE POSTER**



# HELLO BOYS.

THE ONE AND ONLY  
**wonderbra**

THE ORIGINAL PUSH-UP, PLUNGE BRA, AVAILABLE IN SIZES 32-38B/C



"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.

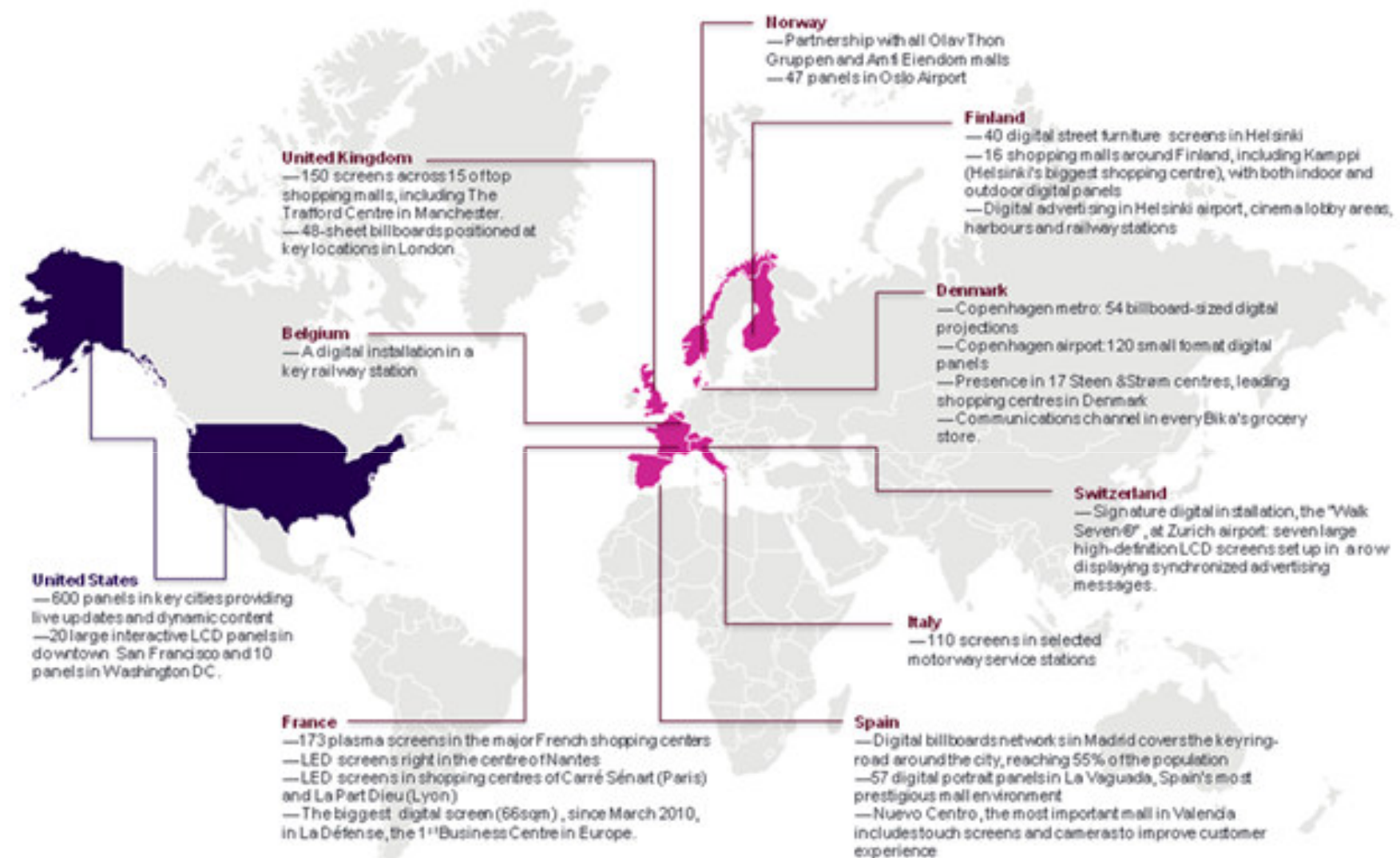
Nothing has ever communicated as singlemindedly as the poster. But now it's found a host of new ways to do what no other medium can. There are now posters that know what you're looking at, what you're wearing, and what sex you are. Touch screen posters with pages you can turn, posters you can look at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



**Writing our future**

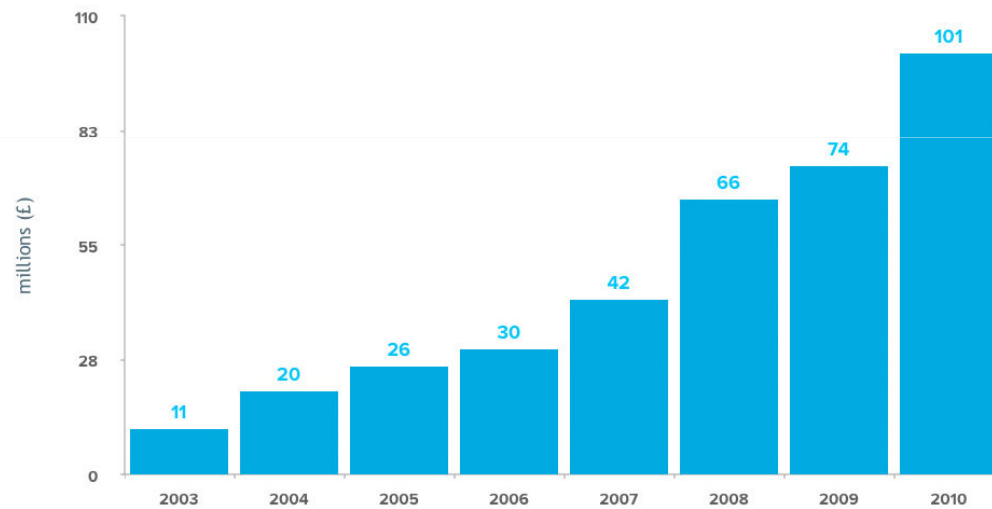
# Post Digital OOH

# Living our ambition



# Where we are in the UK

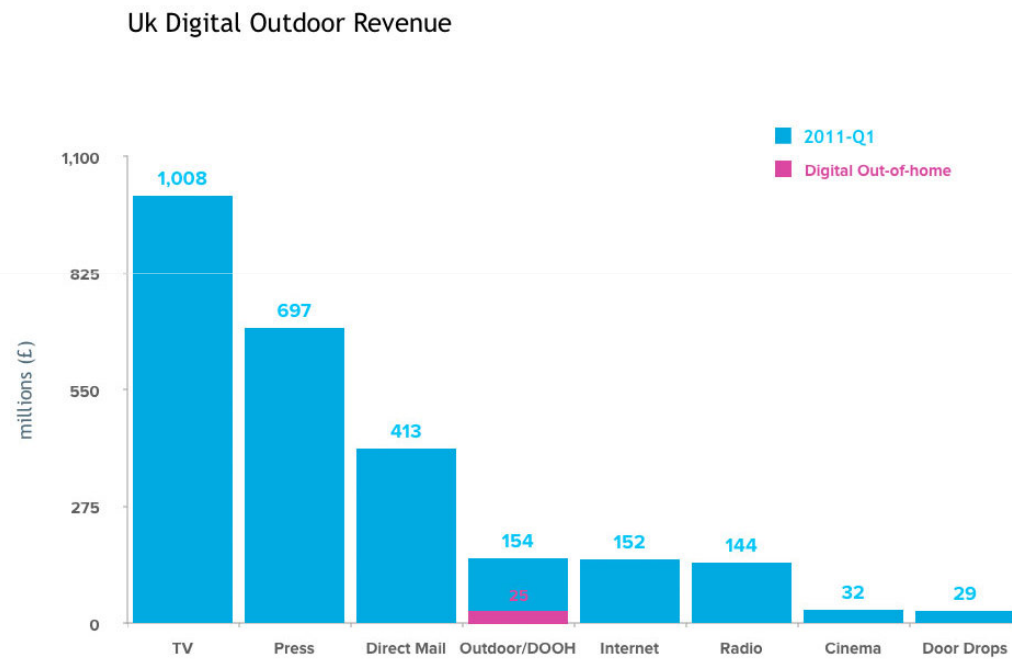
Digital OOH revenues exceeded £100m for the first time in 2010



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?**



**Creativity**

**Help**

**Innovation**

**What do  
clients want?**

**Commercialism**

**Flexibility**

**Sympathy**

**Anticipation**

**Accountability**

**Are we helping clients to...**

**Build their  
business**

# According to the UK's most powerful marketer....

**“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









London 2012



**The essential ingredient**

**THE CLIENT!**





Thank you.

Any questions?