

OUT should be «IN»

The role of Out-Of-Home in media strategies

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Leading new thinking.

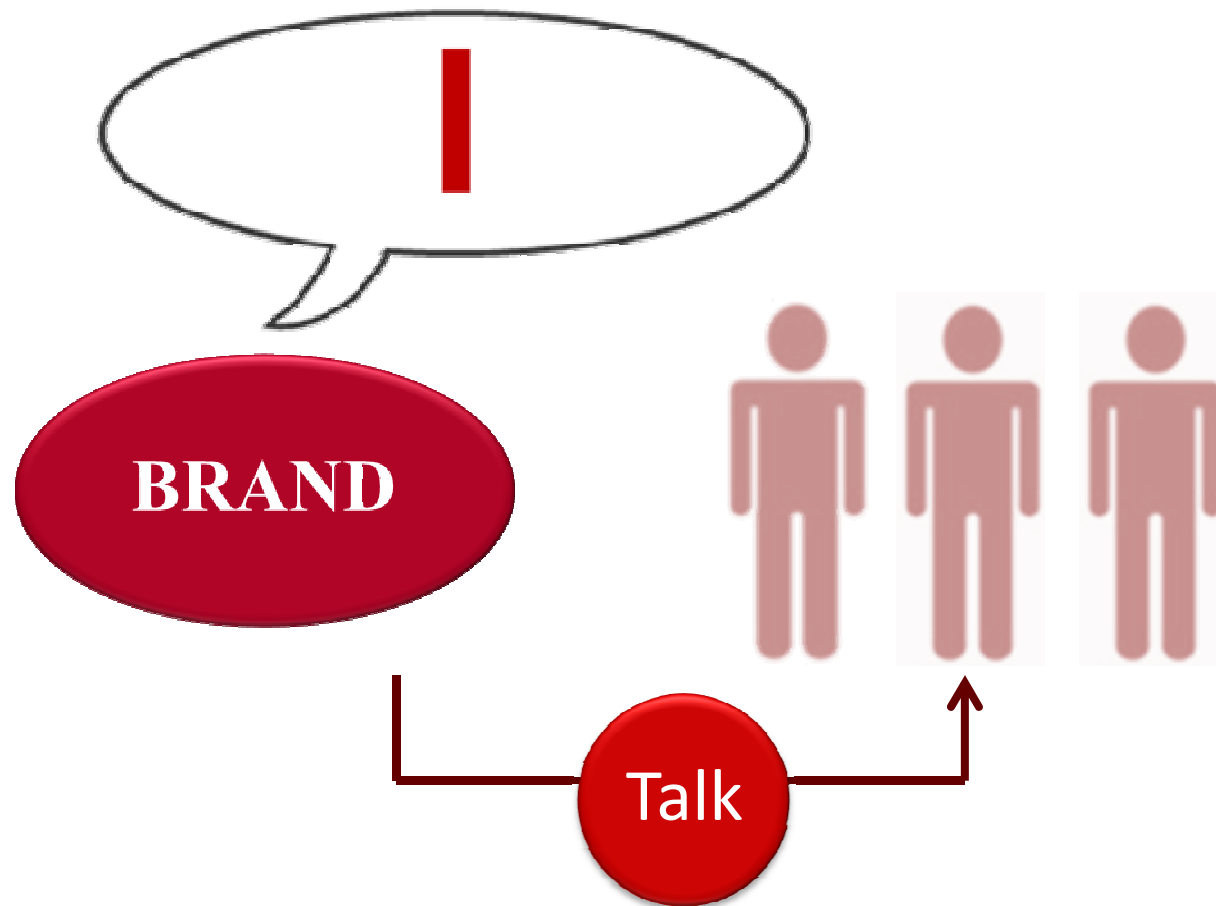
- Global Media Agency
- Part of **! IAVAS**



Our Mission:

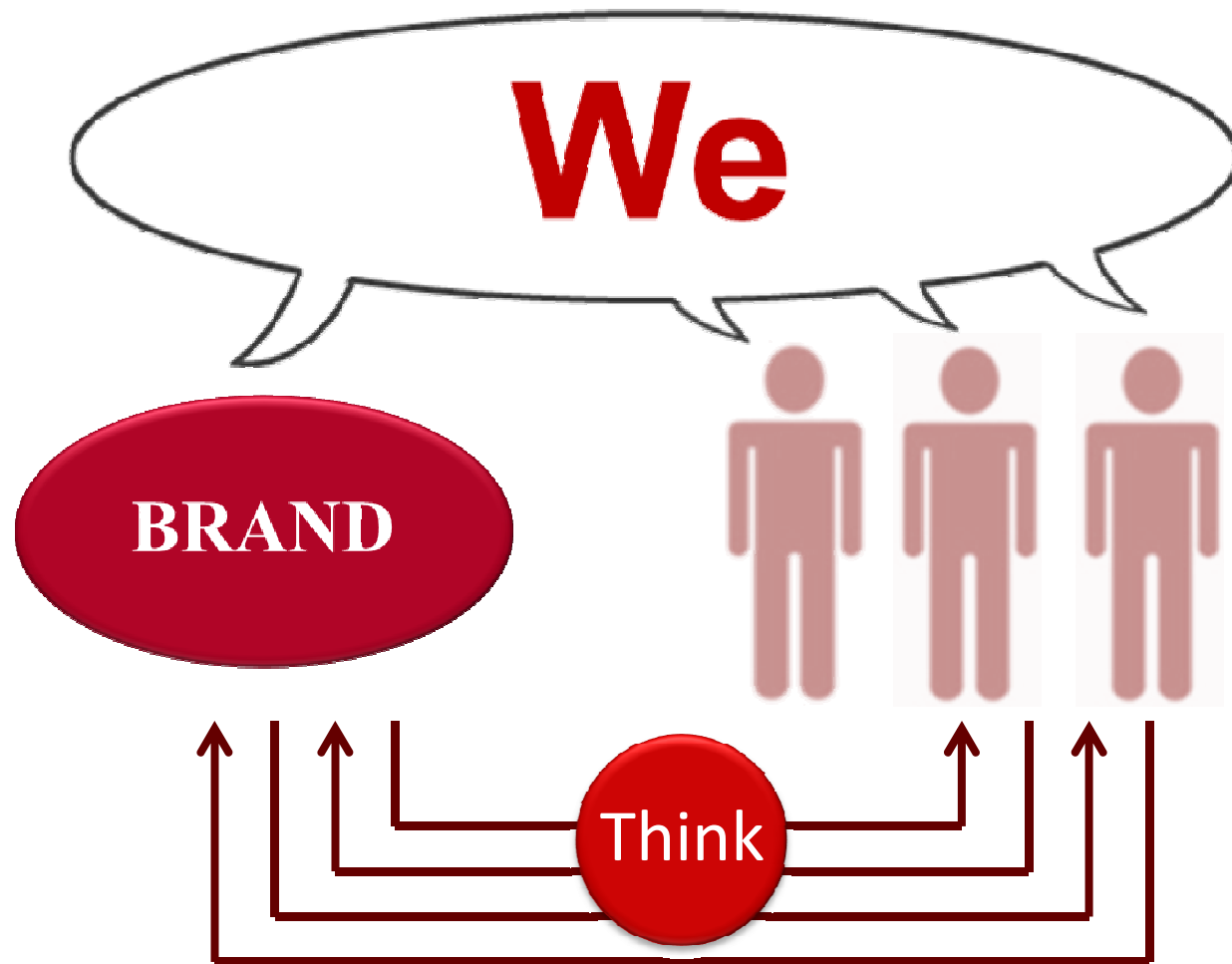
**Establish Meaningful Touchpoints
between Brands and Consumers
to deliver better business results.**

Communication: from talk to building relationships



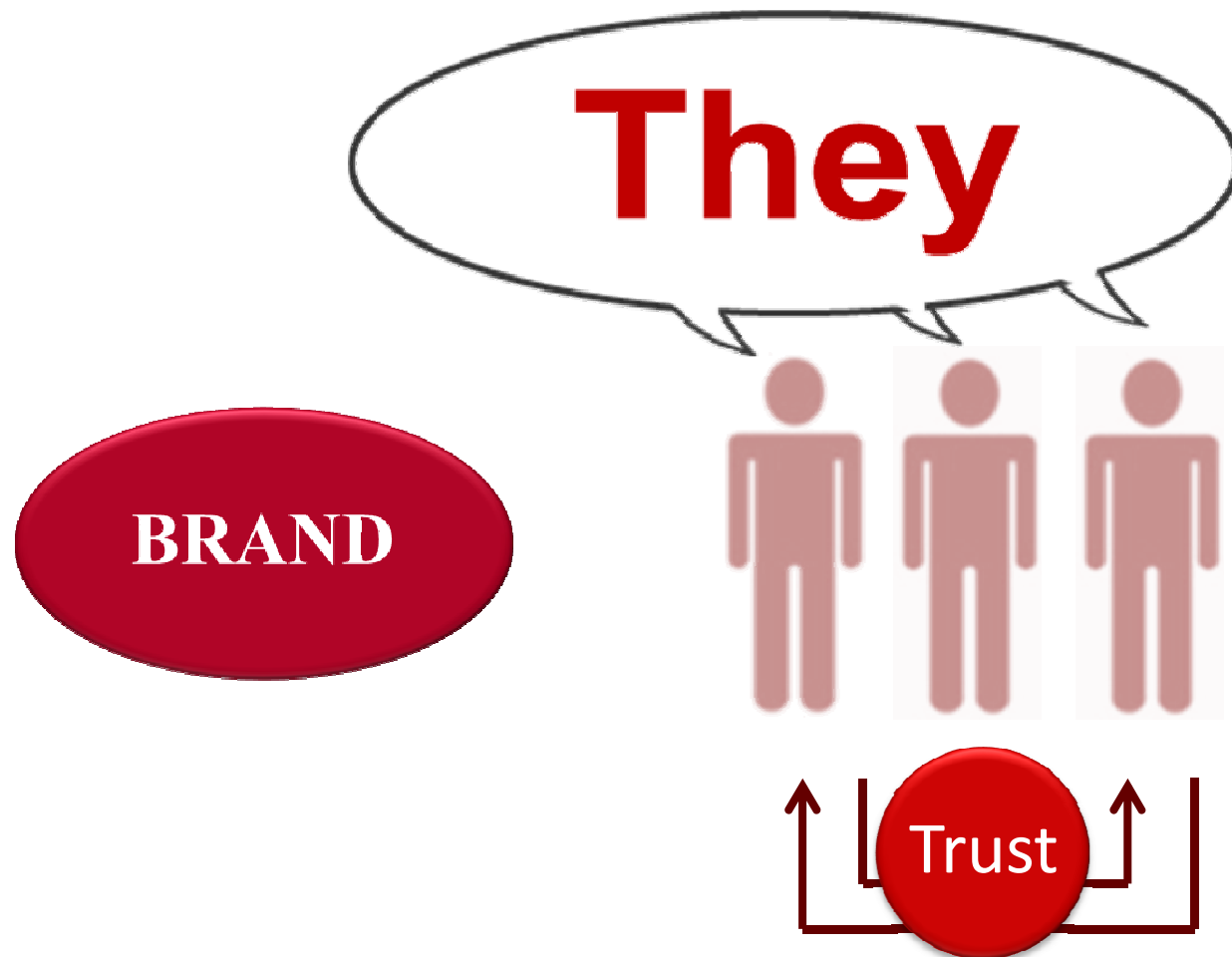
TV spots, print ads, radio, posters, internet display, video on-line pre-rolls, sales letters, PR, sponsorships...

Communication: from talk to building relationships



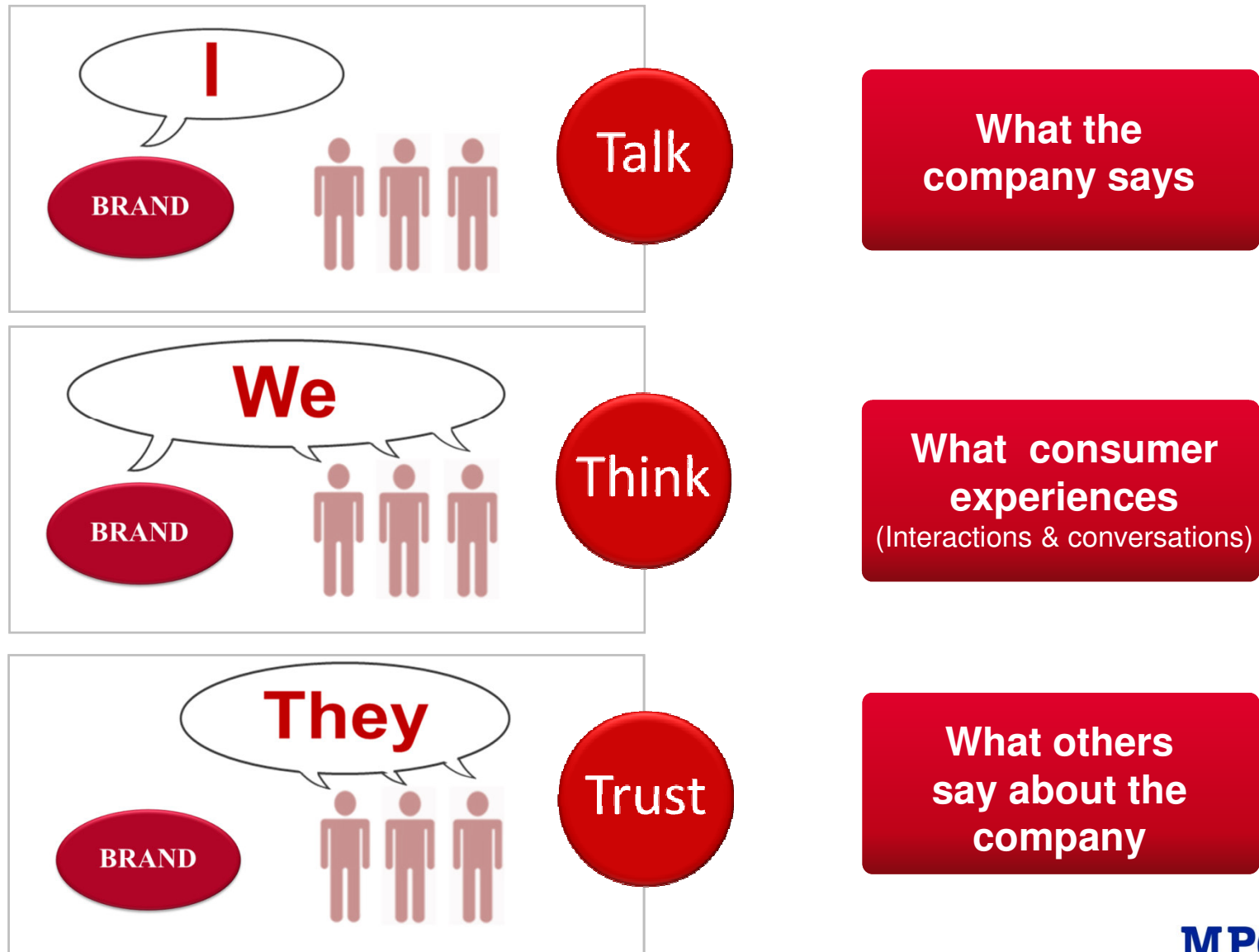
Brand website/blog and apps, SEO/SEM, Sales Force, Customer Service, Brand Facebook/Twitter/YouTube Channel, Loyalty Cards, call center...

Communication: from talk to building relationships



Person-to-person, prescriber-to-consumer conversation, Blogs, FB, Twitter, forums and any other consumer opinions or comparisons in digital platforms

Meaningful Communications



Meaningful Communications



What's the role of OOH in this new paradigm ?

Meaningful Communications

7

reasons
for
OOH

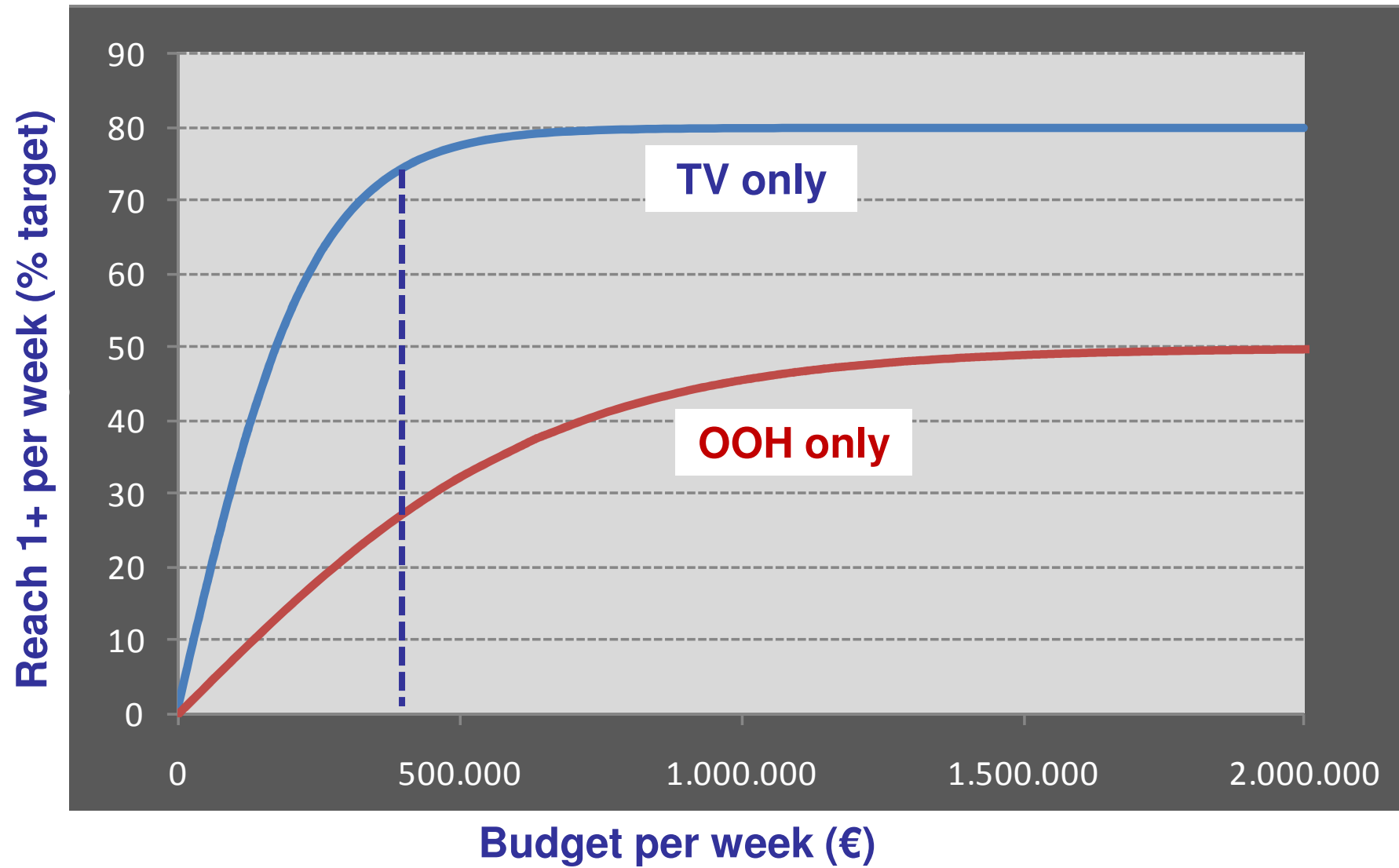




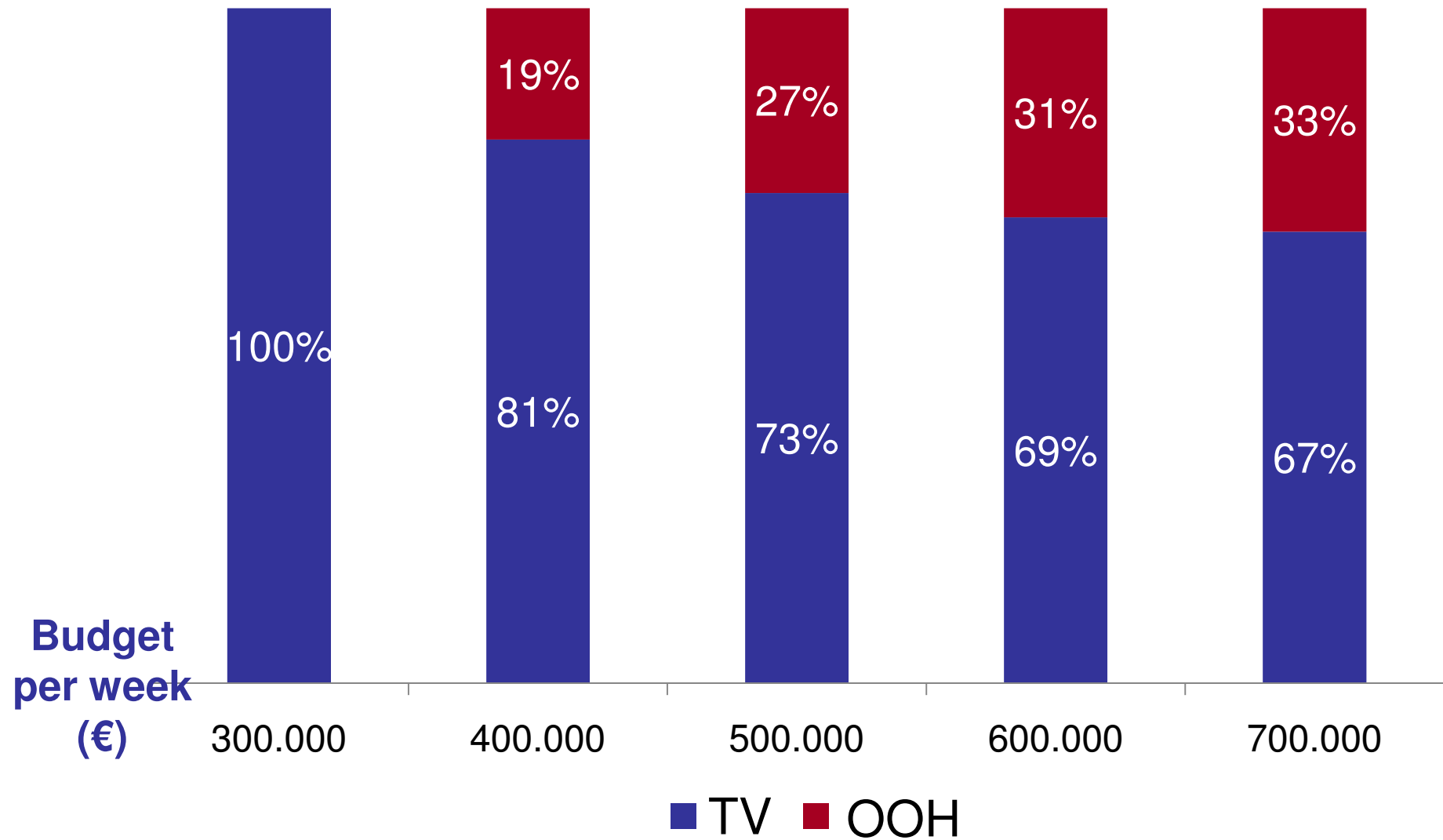
1st reason for OOH

+10

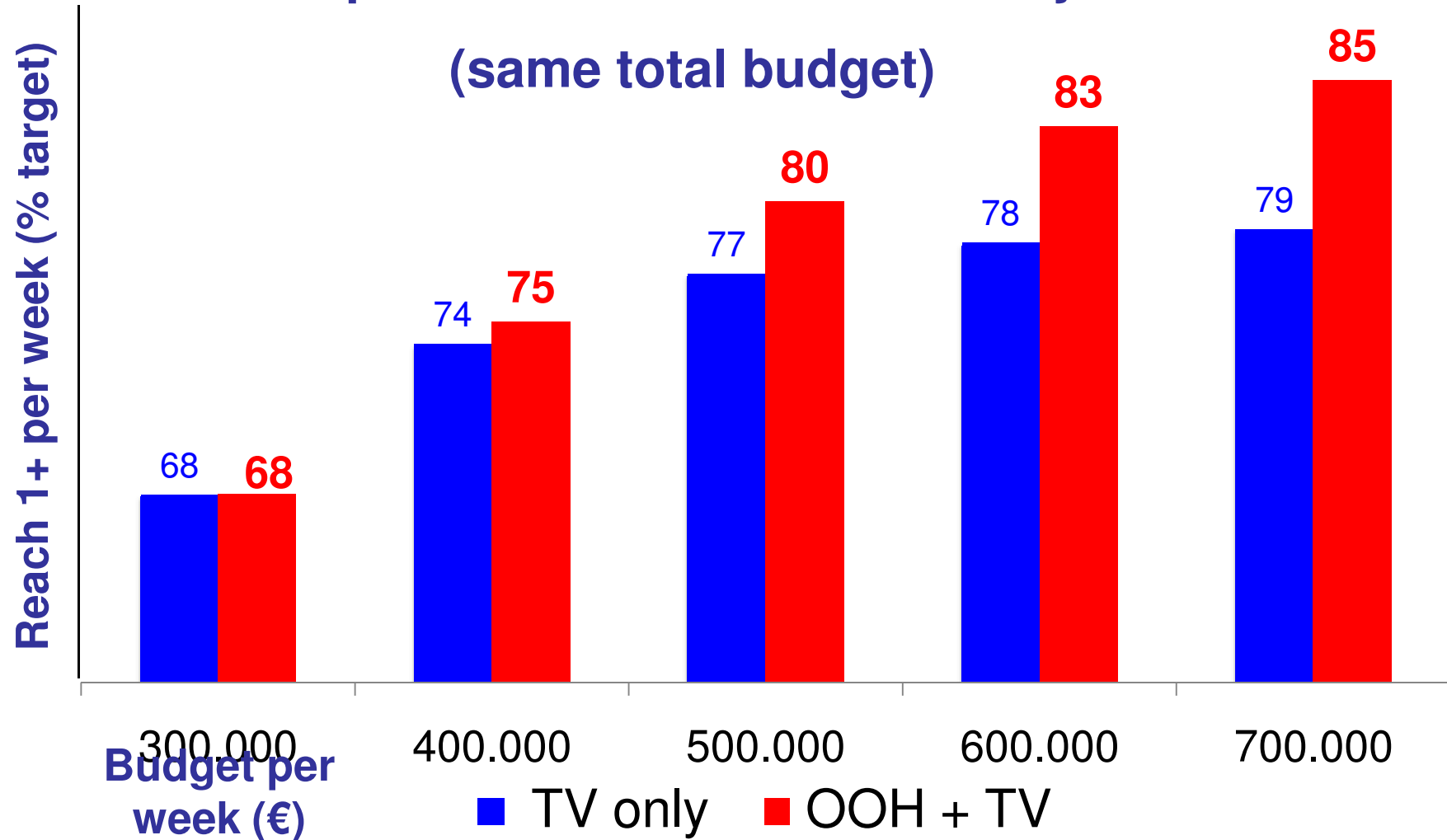
REACH
percentage points
(OOH+TV vs TV only)



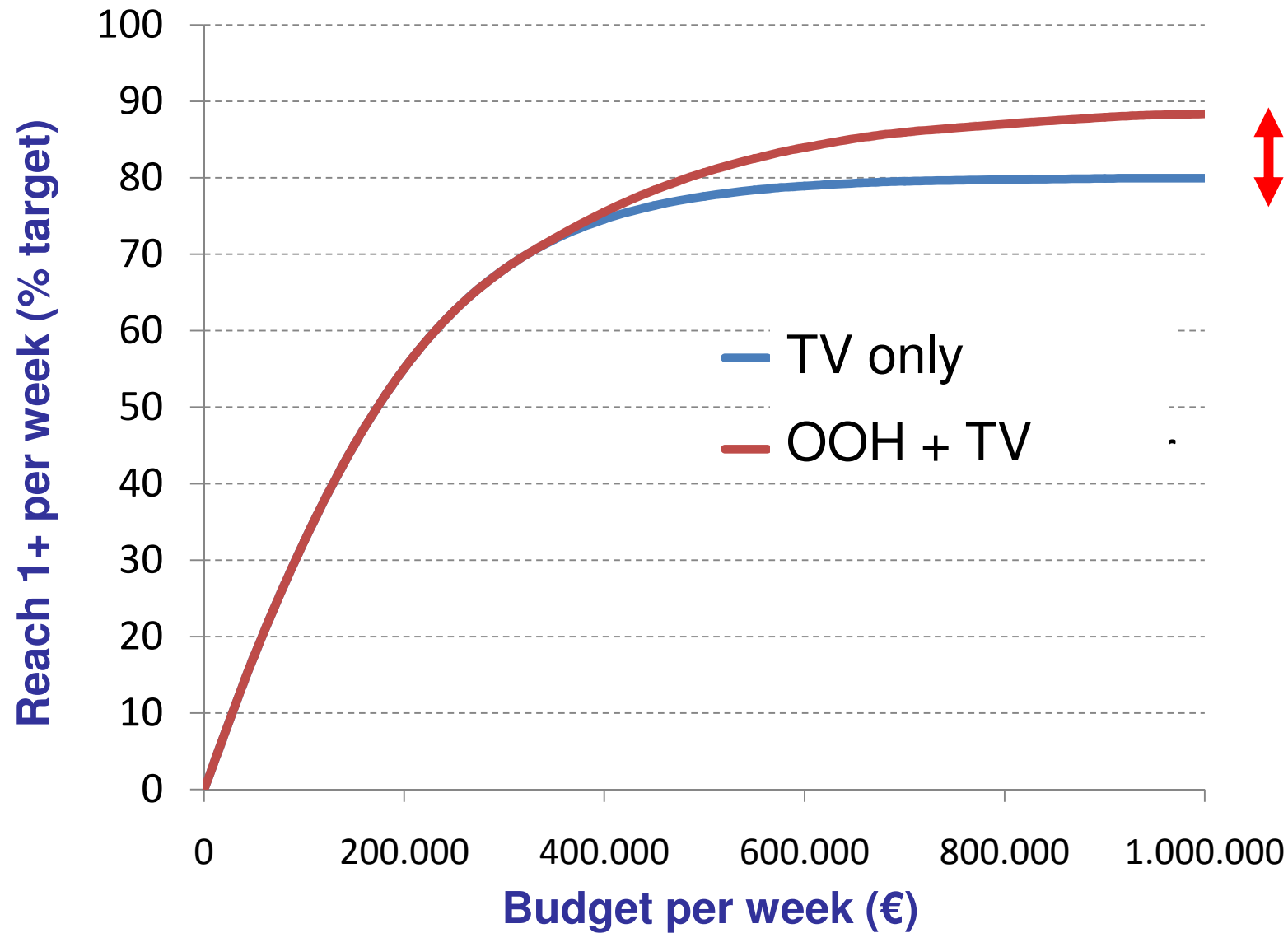
Optimum Media Mix to optimize weekly 1+ Reach



weekly 1+ Reach Comparison Optimum Media Mix vs TV only



+10 REACH p.p. (OOH+TV vs TV only)





2nd reason for OOH

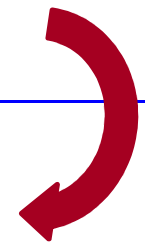
-11%

Cost Per Reach Point

- 11% Cost Per reach Point

- Budget = 1,000,000 € / week

	Reach 1+	Cost Per Reach Point
TV only	79 %	12,3 k€
OOH + TV	89 %	11,2 k€


-11%



3rd reason for OOH

+70%

Awareness per Euro



4th reason for OOH



The

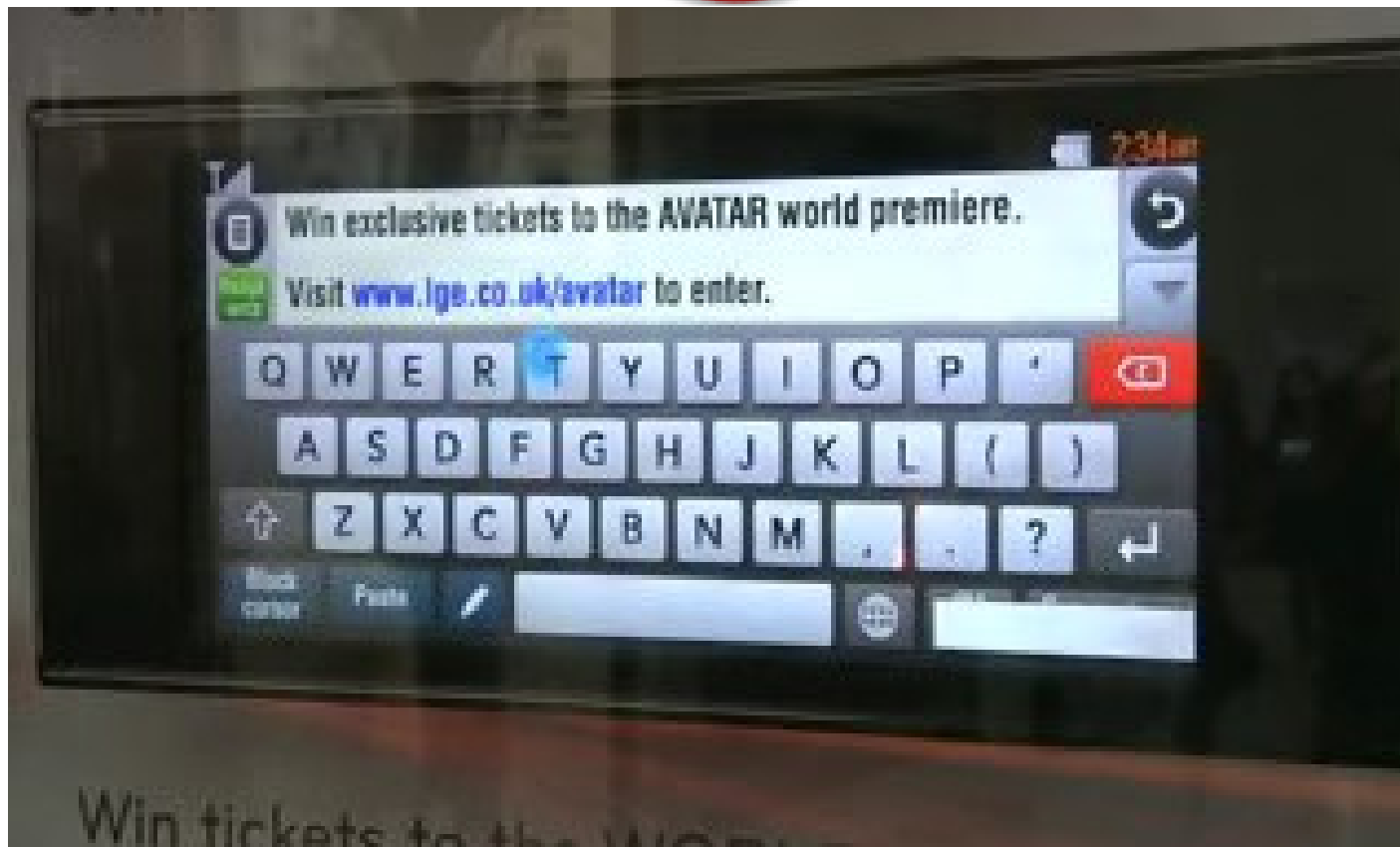
**media
closest
to
POS**



5th reason for OOH

OOH + Digital →





We
Think





We
Think





6th reason for OOH

OOH + Digital →



They
Trust





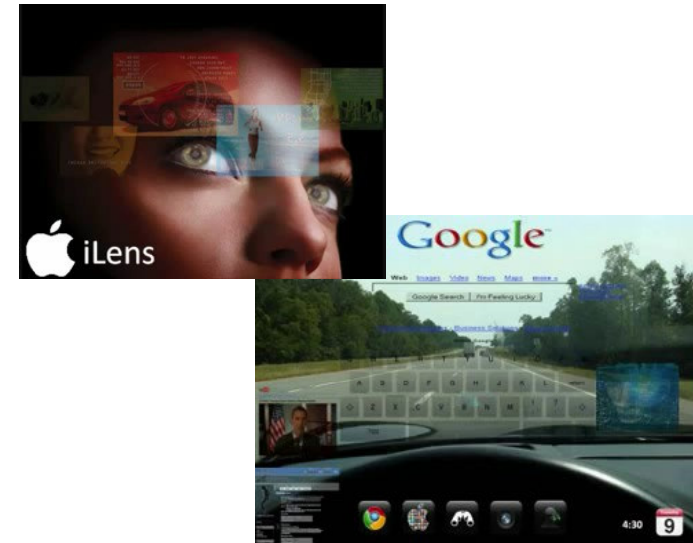
We Think **They Trust** 7th reason for OOH



**Face
detection**



**Geolocalization
through
Augmented
Reality**



i -Lenses



Meaningful Communications

7

reasons
for
OOH



Talk

+10 pp Reach

-11% cost/reach

+70% Ad.Aware

Closest to POS

Interactive

Social

Future

Think

Trust

