OUT should be «IN»

The role of Out-Of-Home in media strategies

Rafael Urbano – Managing Director MPG Iberia
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, Costumer 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

What the company says

What consumer experiences (Interactions & conversations)

What others say about the company
Meaningful Communications

What’s the role of OOH in this new paradigm?
Meaningful Communications

7 reasons for OOH

- Talk
- Think
- Trust
1st reason for OOH

+ 10

REACH percentage points (OOH+TV vs TV only)
Spain, Ind. 16 +
Optimum Media Mix to optimize weekly 1+ Reach

### Budget per week (€)
- 300,000
- 400,000
- 500,000
- 600,000
- 700,000

### TV
- 100%
- 81%
- 73%
- 69%
- 67%

### OOH
- 19%
- 27%
- 31%
- 33%
- 33%

**Spain, Ind. 16+**

**MPG**

Leading new thinking.
weekly 1+ Reach Comparison
Optimum Media Mix vs TV only
(same total budget)

Reach 1+ per week (% target)

Budget per week (€)

300.000 400.000 500.000 600.000 700.000

TV only OOH + TV

Spain, Ind. 16 +
+10 REACH p.p. (OOH+TV vs TV only)

Budget per week (€)

Reach 1+ per week (% target)

- TV only
- OOH + TV
2nd reason for OOH

-11% Cost Per Reach Point
- **11% Cost Per reach Point**

- **Budget = 1,000,000 € / week**

<table>
<thead>
<tr>
<th></th>
<th>Reach 1+</th>
<th>Cost Per Reach Point</th>
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<tbody>
<tr>
<td><strong>TV only</strong></td>
<td>79 %</td>
<td>12,3 k€</td>
</tr>
<tr>
<td><strong>OOH + TV</strong></td>
<td>89 %</td>
<td>11,2 k€</td>
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</tbody>
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**-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

Win exclusive tickets to the AVATAR world premiere.
Visit www.lge.co.uk/avatar to enter.
We Think
We Think
6th reason for OOH

OOH + Digital → They Trust
They Trust
They Trust

DIESEL CAM

EDITA Y PUBLICA
REENCUADRA LA FOTO, AÑADE UN COMENTARIO Y ENVÍALA A FACEBOOK
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

Think

Talk

Trust

Talk

Think

Talk

Think

Talk

Think

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Talk

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Talk

Think

Talk

Think
MUCHAS GRACIAS!