

# Where OOH fits within the media flow



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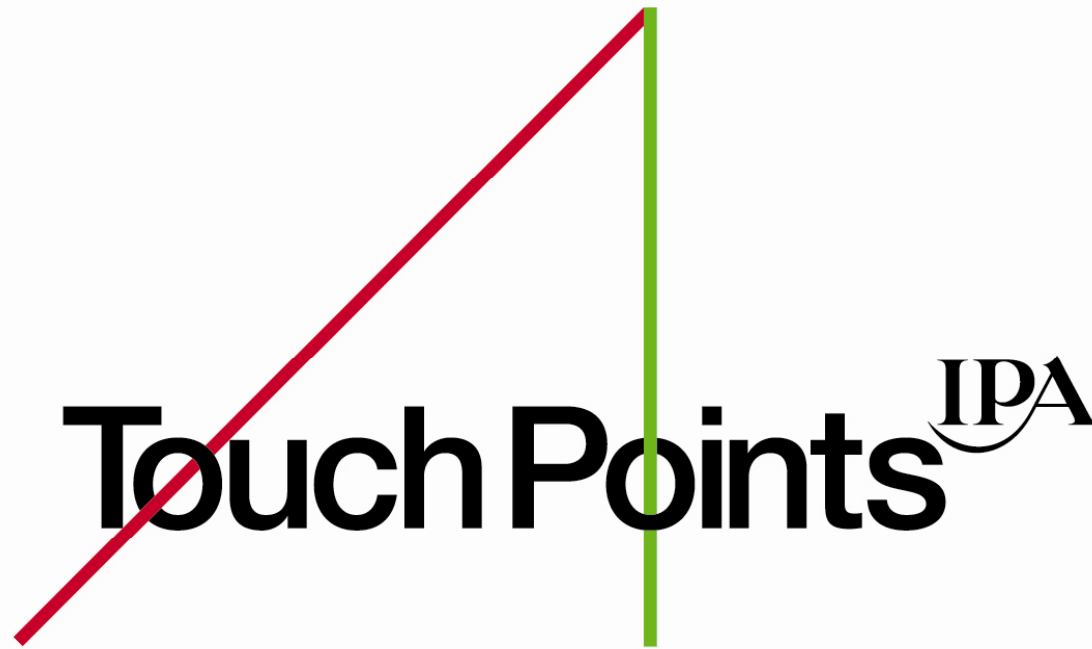
# 1. About the new media flow



FEPE Congress: "Where OOH fits within the media flow" 27<sup>th</sup> May 2011



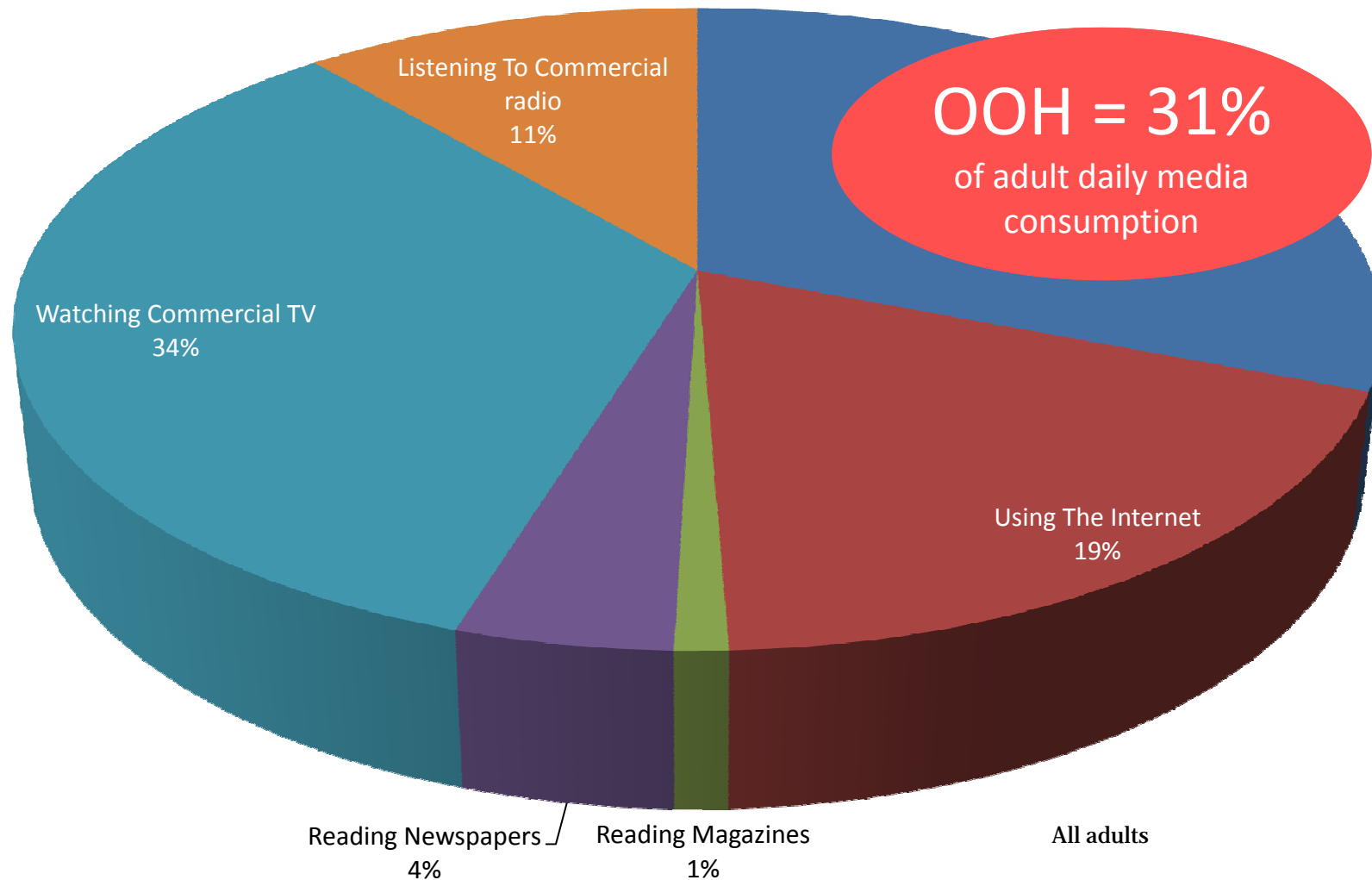
# We need key insights into multi-media



# Media habits by day part and much more

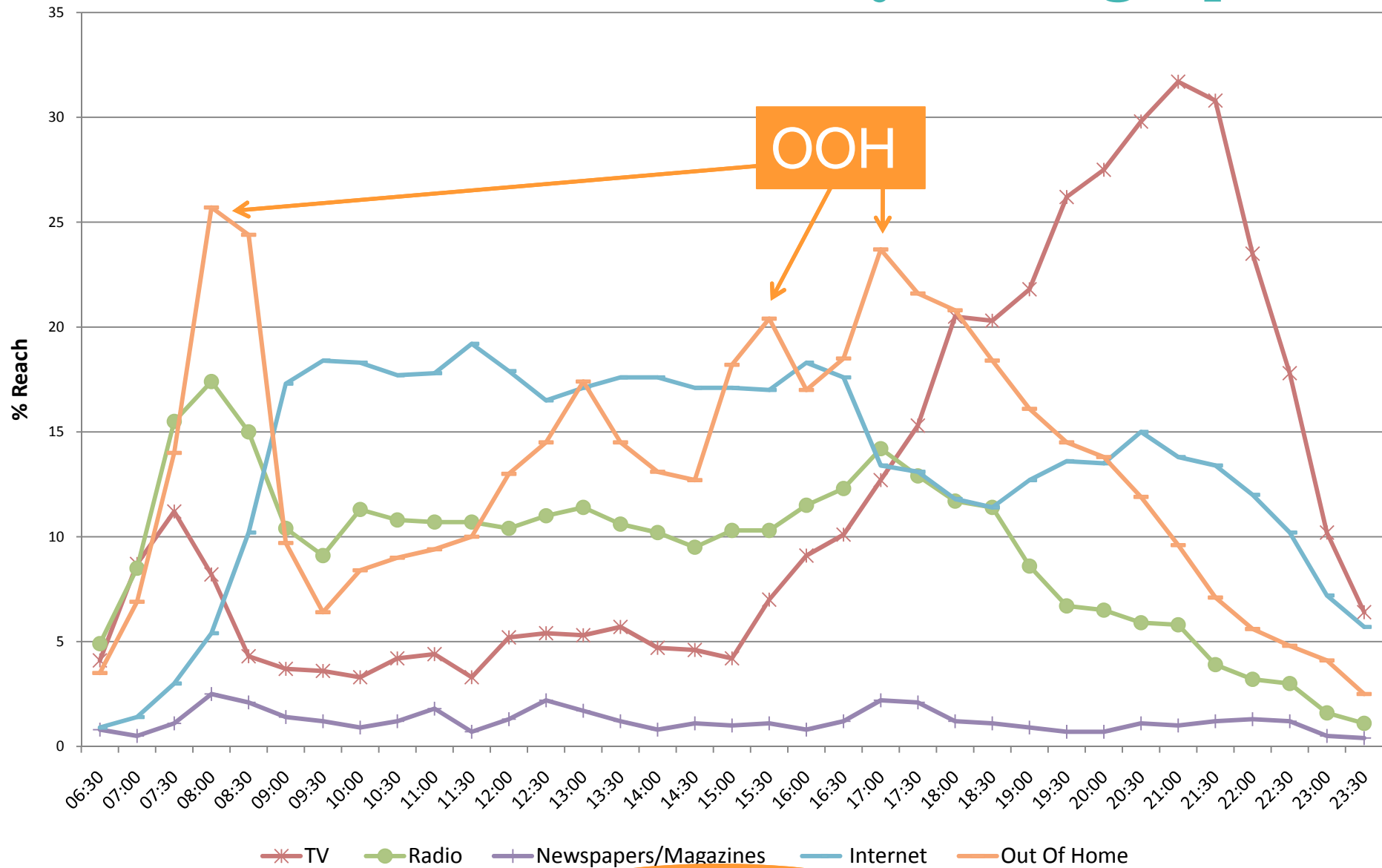


# TouchPoints confirms OOH's importance



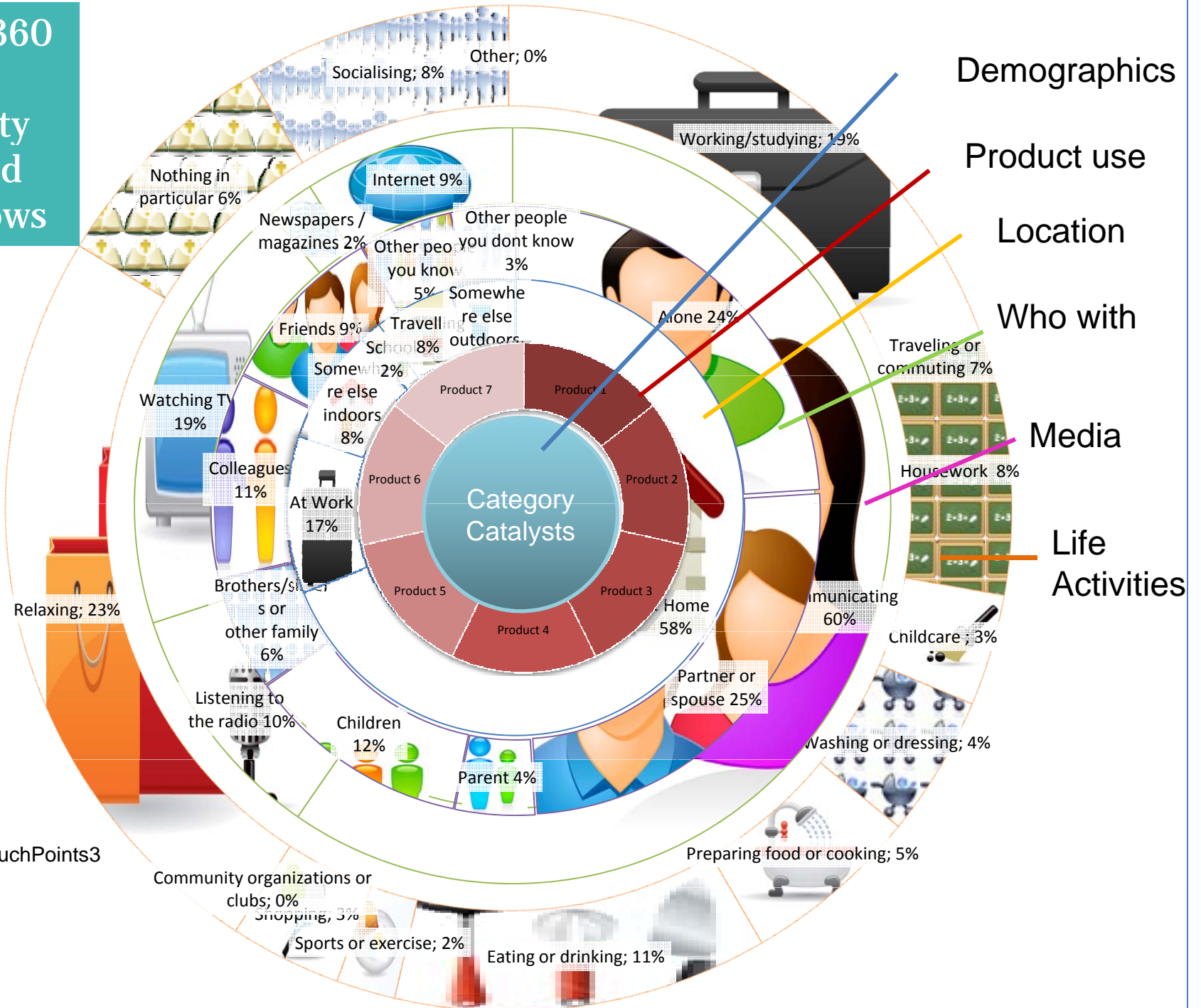
Source: IPA TouchPoints3

# We can see media habits by demographic



Source: IPA Touchpoints 3 Hub Healthy and Fit 16-34 year olds average weekday media consumption

And the 360 degree complexity of life and media flows

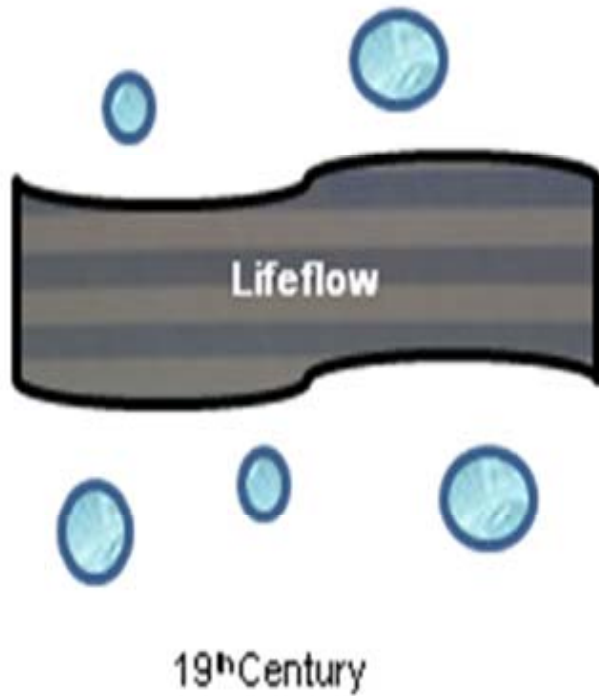


Source: IPA TouchPoints3

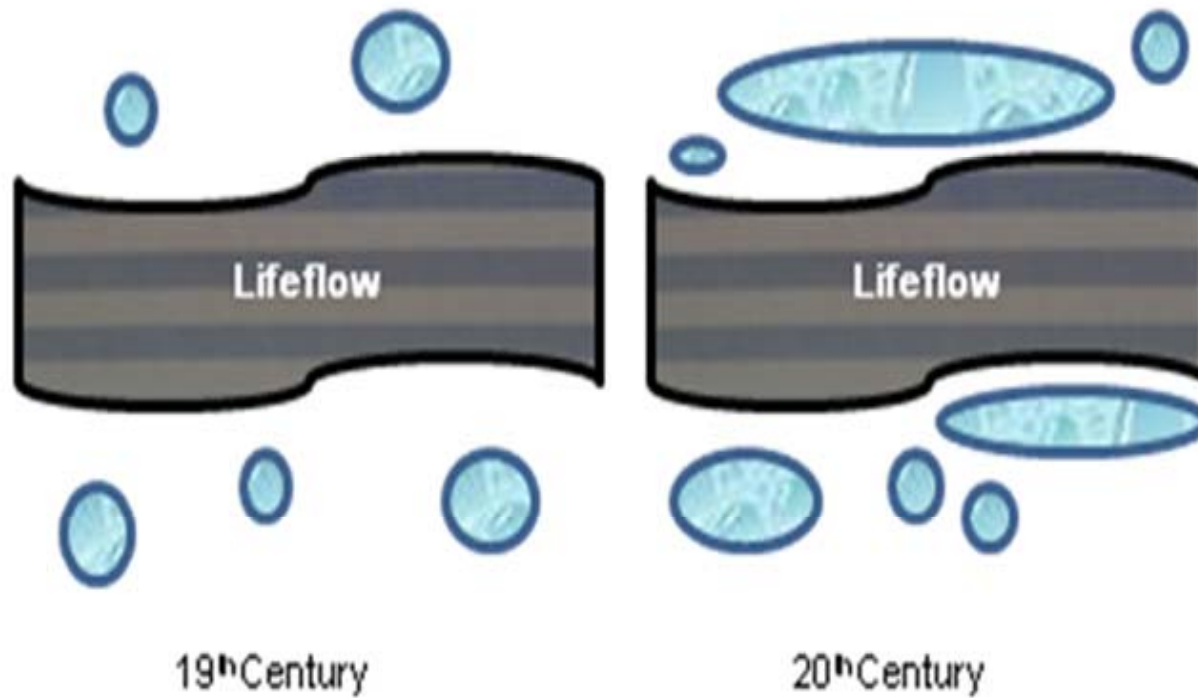


# The “media flow” concept simplifies this complexity

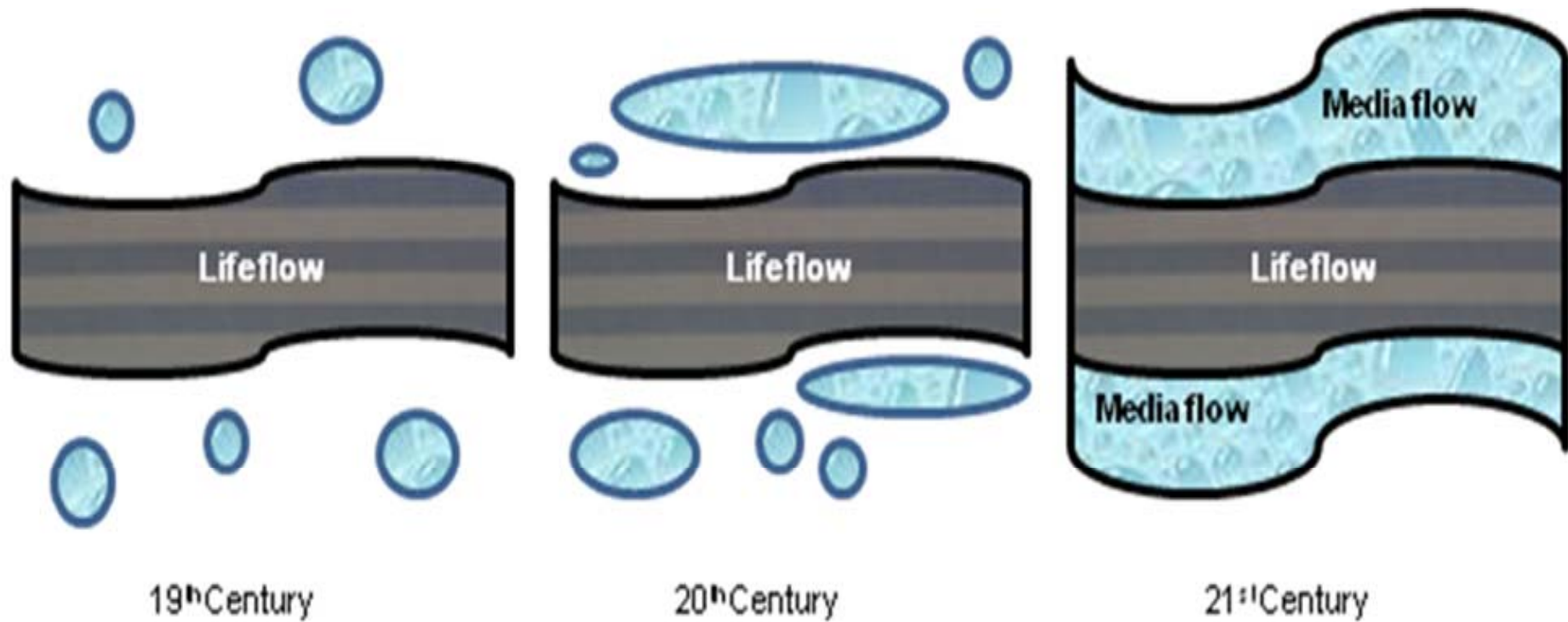
# The evolution of the media flow



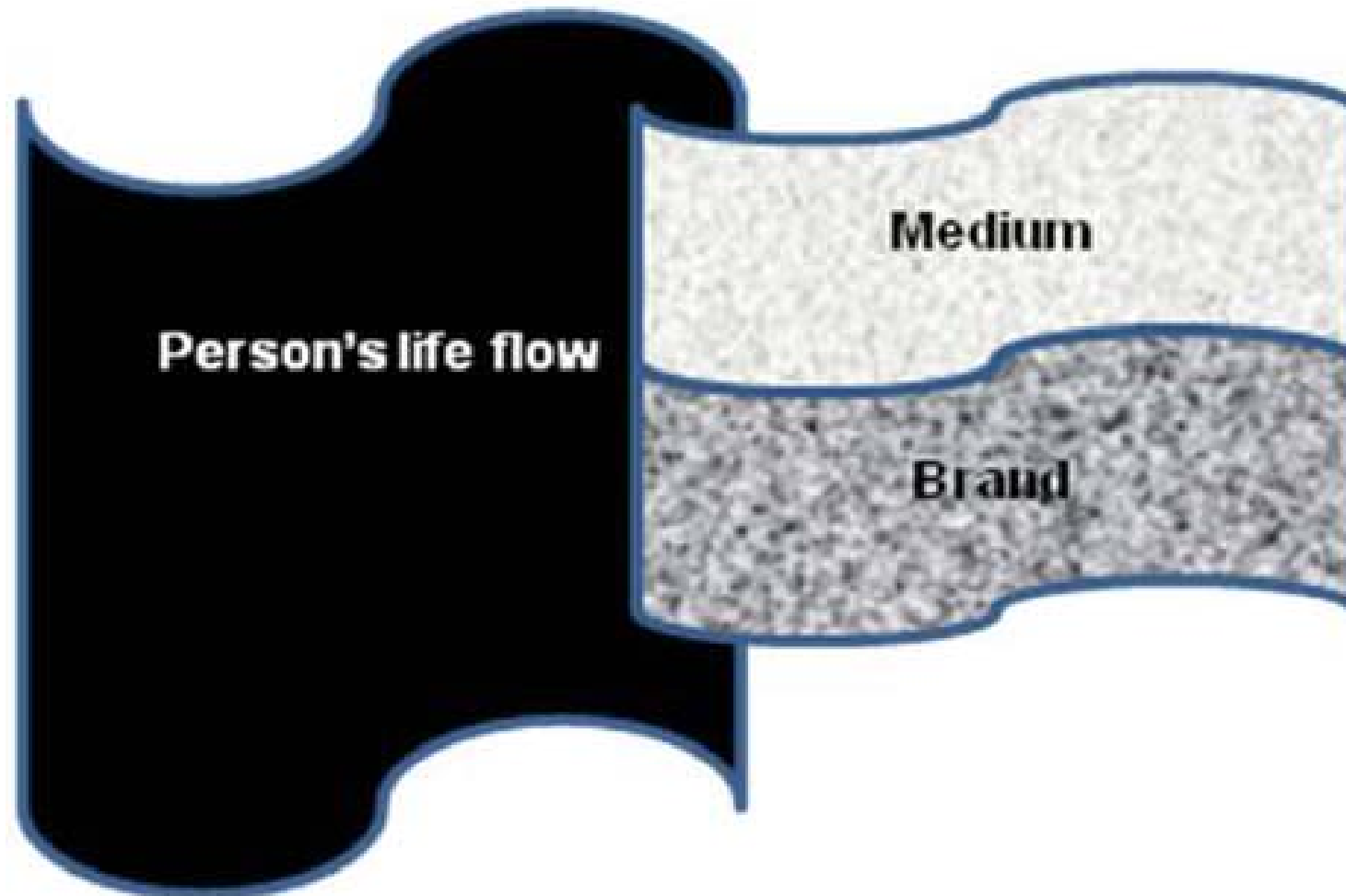
# The evolution of the media flow



# The evolution of the media flow



# Media puts brands into a person's life flow



# Dramatic increase in media

- We've moved from **media scarcity** to digital media **surplus**
- People are **living with** and **within** a **multi-media world**
- People are **more mobile** —benefits OOH, but **competition is intensifying**

# Life flow

- People move constantly from ‘not buying’ to ‘buying’ mode
- dunnnhumby estimate the average household makes **21 purchases a day...**
- ...with main grocery shoppers buying an average of **16 items daily**

# Media flow

- Digital technology enables people to **step in** and **out** of the media flow at will
- Most youngsters live **in** the media flow
- Accenture estimate the average UK individual is exposed to **1,009** commercial communications **daily**



# Navigating the flow

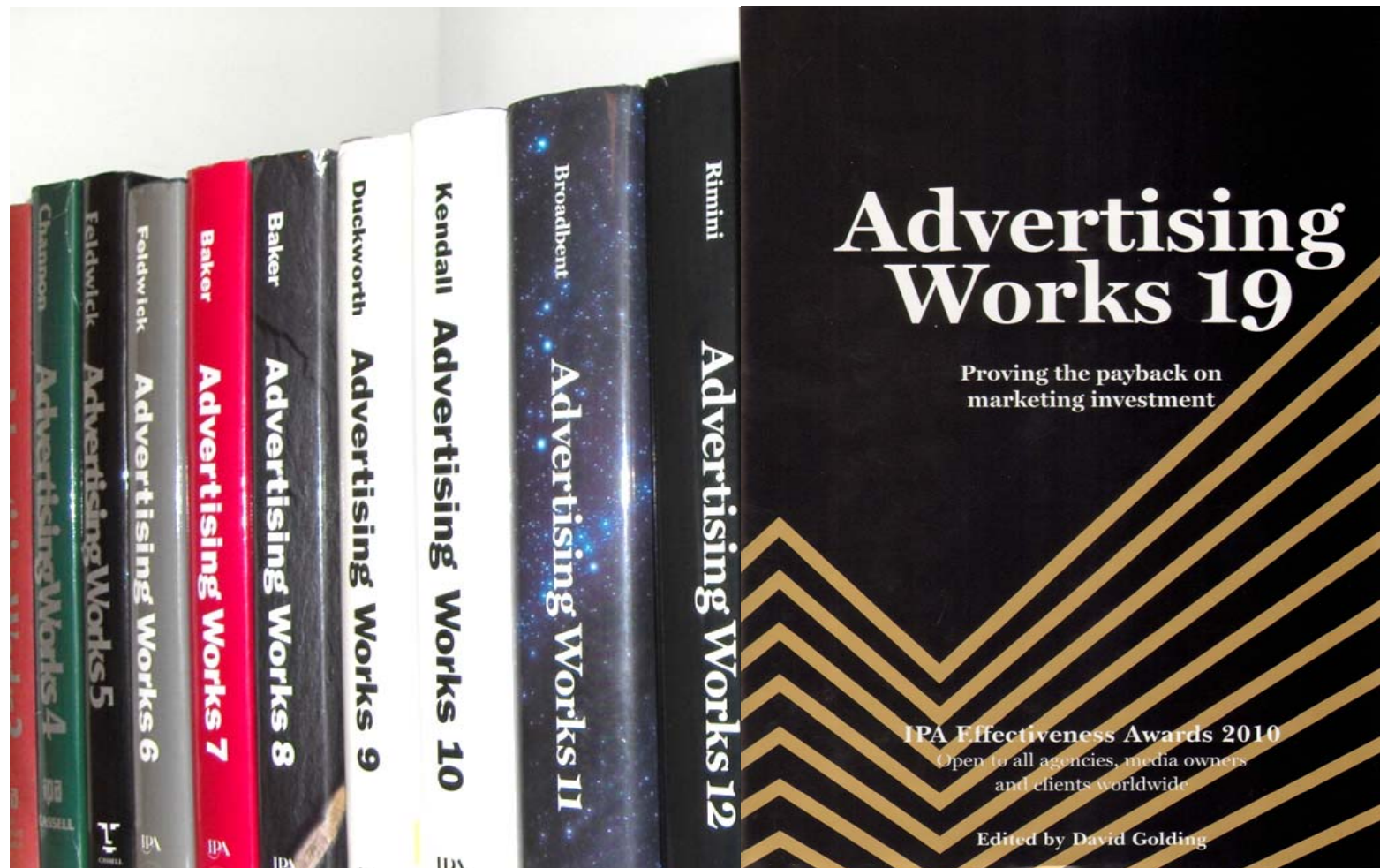
- Media planners need to **place the brand** in the media flow where the customers are stepping in
- But they **step in at different points** on the spectrum of ‘not buying’ to ‘buying’
- So the **media mix** must account for this
- **OOH** needs to **secure its place** in this highly competitive environment

# Each medium a 'fisherman's fly' to choose



## 2. What's proven to work

# 30 years of cases to analyse and learn from

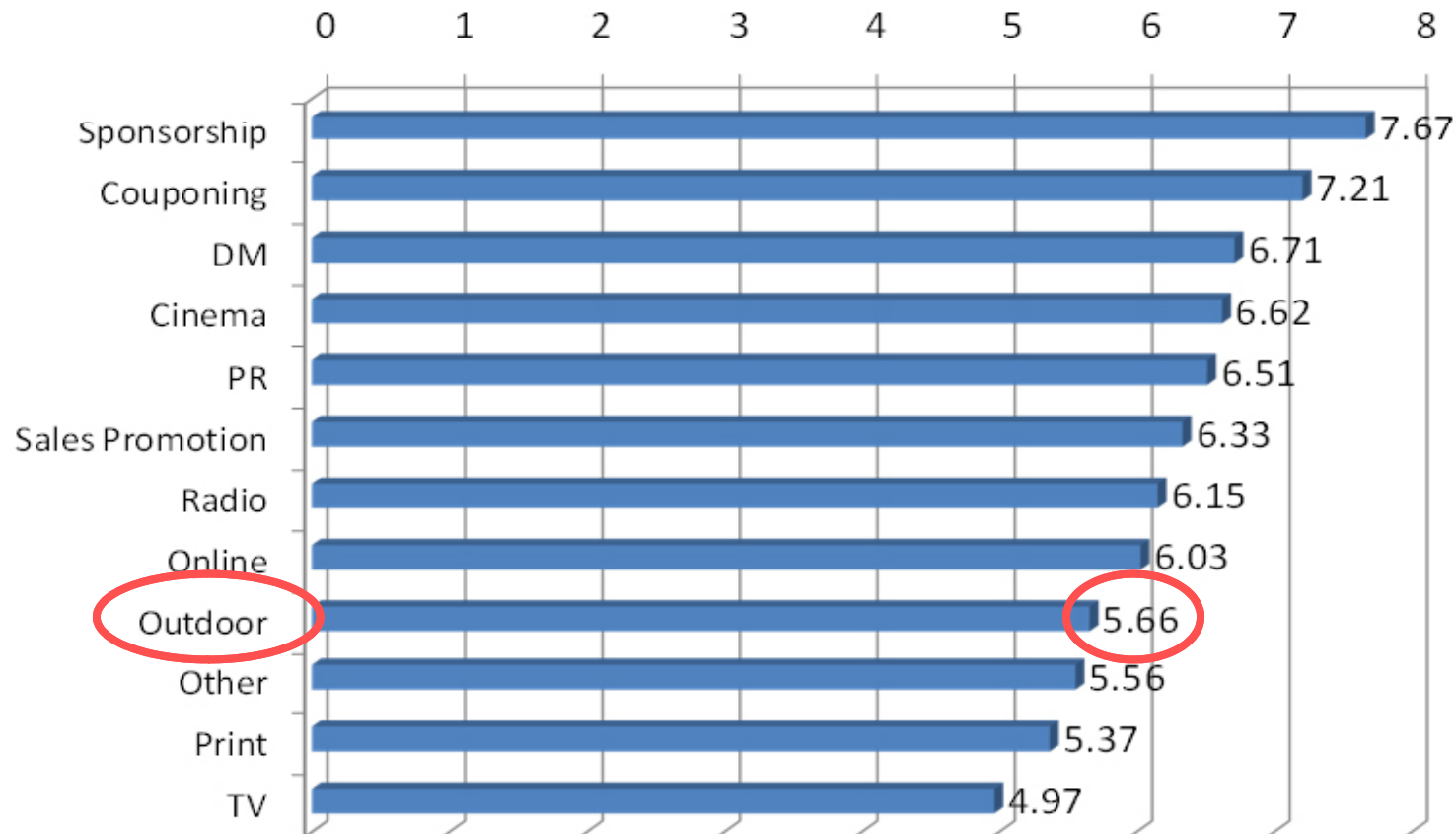


# More media options and media usage

Year of competition	No. media options listed in author questionnaire	Average no. media used by winners	% of media options utilised by winners
1980	9	2.40	26.67%
1982	9	2.16	24.00%
1984	9	1.76	19.56%
1986	9	2.00	22.22%
1988	9	1.63	18.11%
1990	9	1.91	21.22%
1992	9	1.70	18.89%
1994	9	1.77	19.67%
1996	10	1.72	17.20%
1998	11	3.83	34.82%
2000	11	4.09	37.18%
2002	12	4.37	36.42%
2004	12	6.25	52.08%
2006	13	6.03	46.38%
2008	17	7.48	44.00%
2010	20	9.18	45.90%

# 92% of winners use TV: OOH a core medium

Average number of additional media used by a medium  
2002-2010



Source: Winning cases in IPA Effectiveness Awards 'open' competitions 2002 – 2010

# Key findings from IPA Effectiveness Awards

## Marketing in the Era of Accountability

Les Binet, DDB Matrix  
Peter Field, Marketing Consultant

IPA dataMINE  
*Learning from the IPA effectiveness cases*

- **Emotional** is better than rational in commercial communication
- **'Fame'** is the most powerful driver of effectiveness
- **TV** most effective medium, leverages others
- **Multi-media (3 or 4)** are more effective than 1
- If TV is a 'given' in most cases, **where does OOH fit in?**

# Five key roles for media in brand building

- **Fame:** creating ‘buzz’ and ‘talkability’
- **Advocacy:** enabling word-of-mouth/mouse
- **Information:** providing the product detail
- **Price:** price points and special offers
- **Availability:** telling customers where to buy

F.A.I.P.A.= five ‘fisherman’s flies’





# 3. Where OOH fits in

# Which F.A.I.P.A. roles does OOH fulfil?

- Fame
- Advocacy
- Information
- Price
- Availability



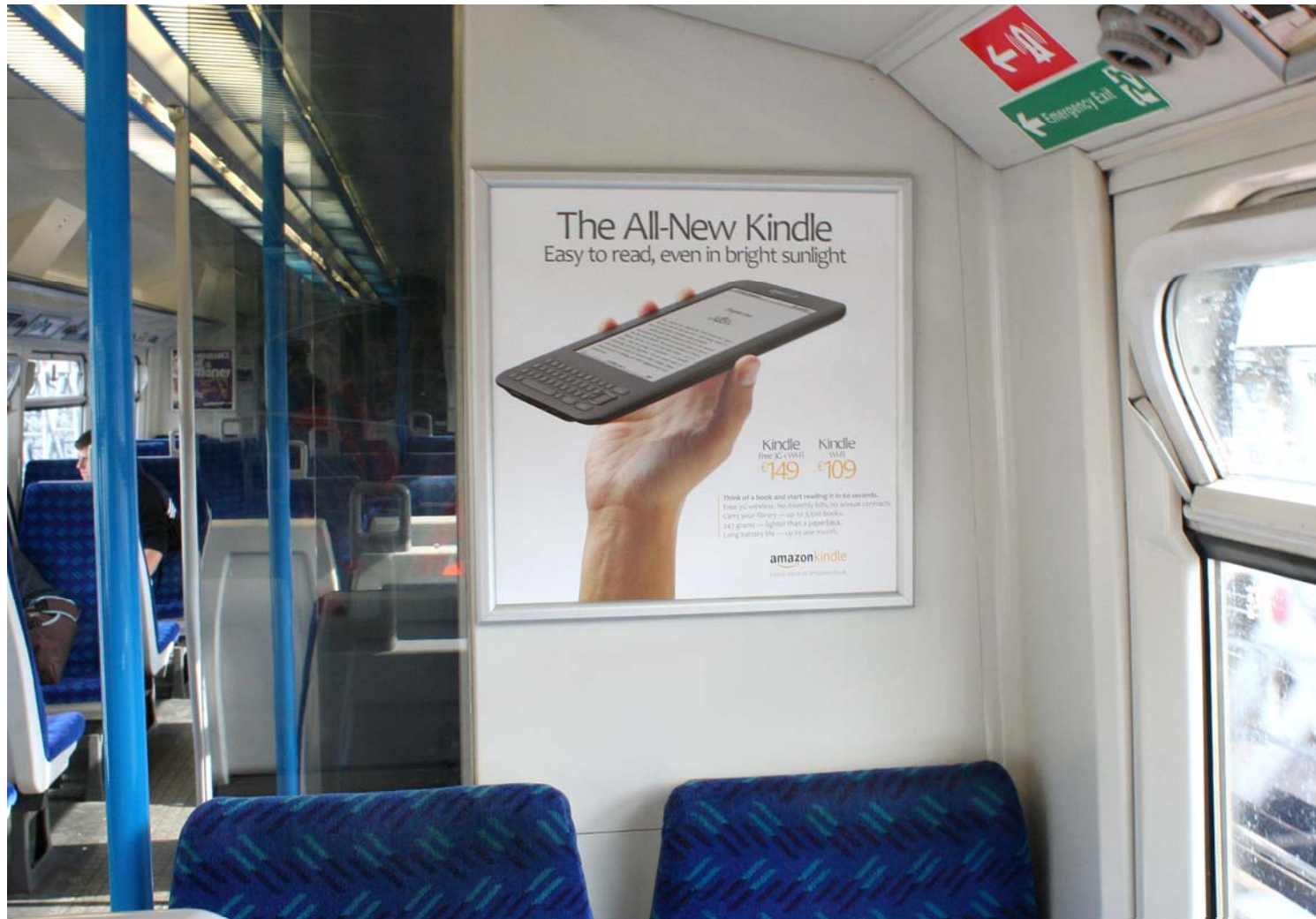
# OOH can certainly create fame



# Hard for OOH to enable customer advocacy



# OOH can communicate information well





# OOH can communicate 'headline' price



# OOH can point to availability



# Degrees of OOH suitability for F.A.I.P.A.

- **Fame** ✓
- **Advocacy** ✗
- **Information** ✓
- **Price** ✓
- **Availability** ✓





# Summary

- ‘Fame’ and **emotional** communication most powerful drivers of effectiveness and ROMI
- **3 or 4 bought media** is optimum mix (but no limit to benefits of ‘owned’ and earned’)
- **TV** proven **most effective** medium
- Increased number of screen-based media platforms and bandwidth means **more ‘TV’**
- **OOH digital** is a key player in this trend

# Conclusions

- People **live** increasingly in the **media flow** stepping in and out at will
- They move often from **‘not buying’** to **‘buying’** mode
- Media skill is **putting the brand into the flow** where and when it helps the customer
- **OOH** fulfils **four out of five** key **F.A.I.P.A.** roles in the ideal media mix
- **OOH** is a great partner for TV

# Use F.A.I.P.A. model to get OOH picked



# Q&A

## www.ipa.co.uk

The screenshot shows the IPA website homepage. At the top, the IPA logo is followed by the tagline "Promoting the value of Agencies". A search bar is located to the right of the logo, with a "Search" button and a link to "advanced search >". To the right of the search bar are two circular icons: "A-Z Directory" and "Search Scenarios". Below the header is a navigation menu with links: HOME, AGENCY LIST, BE, CAREERS, CASE STUDIES, CPD ZONE, EVENTS, GROUPS, JOBS, MEMBERSHIP, NEWS, RESOURCES, SHOP, and TOUCHPOINTS. Below the navigation menu is a secondary bar with icons for "Contact IPA", "My IPA", "IPA TV", and "View Cart", along with a small Chinese flag icon. To the right of this bar, it says "Currently logged in as Hamish Pringle" with links for "Account Details" and "Log out".

The main content area is divided into several sections:

- News:** A section with a "subscribe" button and a "view all news" link. It lists three news items: "MOA sighting leaves media-land all of a Twitter", "So you want to be a pinball wizard...", and "New Sir John Hegarty scholarship for women".
- IPA TV:** A section with a video player showing a woman speaking. The text next to the video says: "New IPA President Nicola Mendelsohn on why her agenda will focus on creating a new generation of creative pioneers."
- Events:** A section with a "subscribe" button and a "view all events" link. It features a photo of a man and lists several events: "IPA Chairman's Reception - Edinburgh", "Pitching to win: alternative practices", "Account Management Session with Dr Bill Murphy", "44 Club with Nike and Wieden+Kennedy", and "NI Agency Dinner Belfast".
- all our best work:** A section titled "Latest Creative work from all our best work" with a "view more" link. It displays three creative works: "SDI 'Nessie'" (06 May 2011 13:02:00 GMT), "Royal Wedding" (04 May 2011 14:44:00 GMT), and "The Eden Tree Design" (28 Apr 2011 12:58:00 GMT).
- My Messages:** A section with a "subscribe" button and a "view all messages" link. It features a video titled "THE IPA IN 3 MINUTES FIND HOW IT CAN HELP YOU" and a "Featured Item" titled "The Sir John Hegarty Berlin School Scholarship" with the description "A special scholarship for accomplished senior female".
- Jobs:** A section with a "subscribe" button and a "view all jobs" link. It features the IPA logo and the text "Job posted by an IPA member agency". It lists several job openings: "DIGITAL ACCOUNT DIRECTOR", "International Account Manager", "Digital Planner - 2011-1424", "Digital Analyst", and "Commercial Finance Manager £35k-£40k + company".

The bottom of the page shows a browser status bar with "Internet" and "100%" zoom level.