

JUST 30 MINUTES FROM THE SEVENTH MEDIA

PLANNING OUTDOOR & PROXIMITY.

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THE SEVENTH MEDIA



If it's true that the outdoor has suffered in these years because of the communication investment crisis, then I would like to share with you the following idea: bill posting is the most attractive and with **the major growth potential** for those who must inform the seventh media, such as Malls, outlets and fairs. A market that is evolving but also is increasing, and is a destination place for those brands that have until now disdained to see their collections in the windows of a shoppingmall. It's the case of GAP, Hollister Co., and even Apple.

Each Shopping Center in Italy – just an example - has an annual average of 4,368,000 visitors (and 641 shopping centers make each year **2.8 billion visits only in Italy!** And the some for the major European and not-European country). The average time spent in a shopping mall is 2 hours. Why does the visitors target of a Shopping Center completely cross the one positioned at the Mall?

The Xm (**experiential marketing**) wins more and more space and consideration because the brand should be considered as experience provider, focused on creating experiences, that do not merely entertain, but are also able to educate, engage and enthrill the consumer in order to exploit every moment of contact of communication with him, before, during and after the act of purchasing.

The Mall is without any doubt one of the best places where the consumers needs rise and where the purchase intentions are reinforced: which communication affects the consumer best before, during and after the act of buying more than its container, the Mall? Which media affects him, if not the **outdoor**?

THE EVOLUTION OF MARKETING



A message, even the nicest and the centered one, to be truly effective, must reach the desired target. For this reason the **chosen media** to reach it is the most sensitive aspect for the success of a campaign. This is a task often wrongly considered as a routine, as if it is a task that everyone is able to do. Actually in order to decline it in an effective and efficient way one needs a thorough knowledge, not only of what the market offers, but also of how one can combine this offer with the main characteristics of the target.

Good media planning is like an **orchestra** where each instrument contributes something, but only “the ensemble” of all instruments (and a good direction) can produce a real symphony.

THE CONTEXT



Artigiano in Fiera is the largest temporary shopping center of the world. We see how bill posting was fundamental for the development of the busiest fair ever.

The problem

After 11 years the location of the event that until then was held in the trade fair center of Milano City, had to move to the new Rho exhibition complex on the northern outskirts of Milan.

The biggest concern was losing visitors because of the lack of information concerning the new exhibition center, that had just opened with this fair. In addition to this, they wanted to take this opportunity to increase the attraction basin of newcomers to fill the larger space occupied by the fair.

The question asked by the client was:

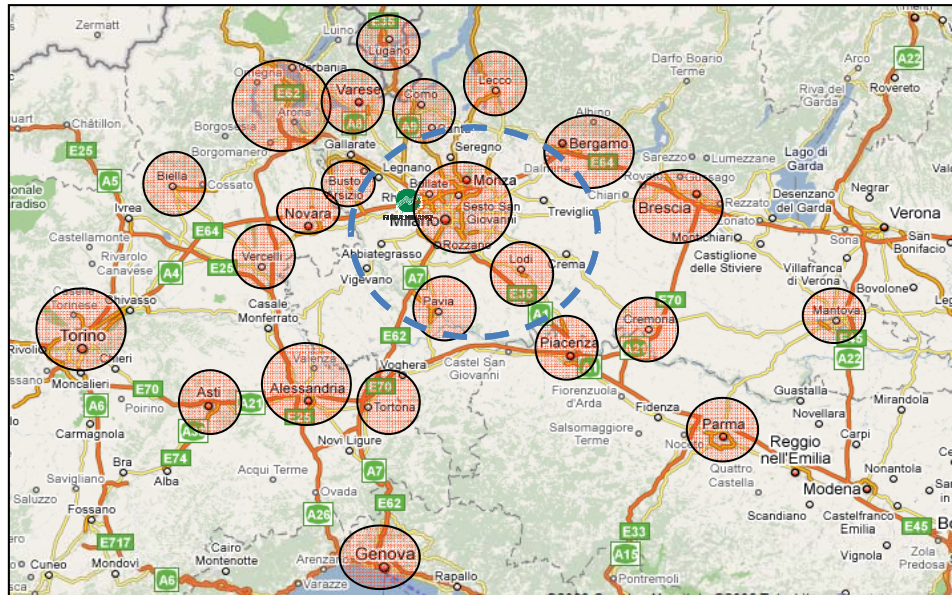
**How do we make *Artigiano in Fiera* become the most visited exhibition in the world?
And how do we not lose the “historical” public?**



Acqua Media planning has answered to this questions by identifying in the outdoor (surely in a very comprehensive mix of media) the most appropriate instrument to ease the achievements of the fair. But with a maddeningly tailoring logic.

MOVING FROM MILAN TO ITALY



The attraction basin before and after the new pole



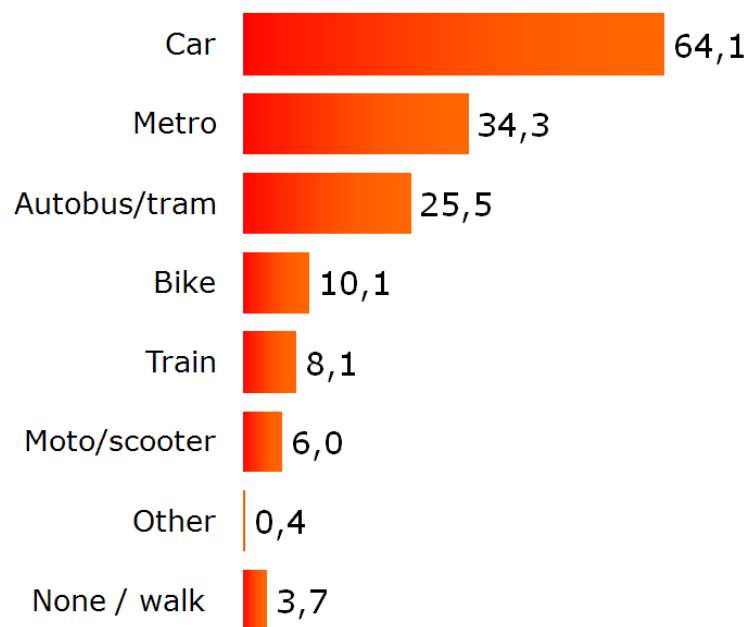
-  The attraction basin before the moving
-  The attraction basin after the moving

WHERE TO INTERCEPT THE PUBLIC



Strategically we started analyzing a large market research based on the travelling behavior of visitors. We associated to every move a **privileged format**.

For the outdoor, we also associated the **most appropriate format**.



	AF 2006	AF 2007	AF 2008	AF 2009	AF 2010
Car	47,0	56,1	55,0	52,2	64,1
Metro	43,6	35,0	38,3	40,1	34,3
Autobus/tram	29,3	29,9	31,0	28,8	25,5
Bike	4,8	6,8	4,1	7,7	10,1
Train	11,5	7,7	8,7	9,1	8,1
Moto/scooter	3,7	4,9	5,1	8,0	6,0
Other	-	-	-	-	0,4
None / walk	6,4	6,2	6,8	3,4	3,7

THE OUTDOOR FORMATS



Affissione Speciale 120x170 C. Ticino	58
MM Milano MUPI	270
MM Milano C. MINI	323
Dinamica 120x70 Urbana	1.252
Dinamica 120x70 Ex. Milano	220
Dinamica U. 300x70 Extra Milano	75
Dinamica E.U. 200x50 Lombardia	890
Pensiline 120x180 Milano	296
Cabine Telefoniche 100x140	97
Cabine Telefoniche 85x140 Lombardia	228
Pensiline 100x140 Ex. Milano	65
Pendoli Treni 21x30 FNM + FFSS	5.400
Pendoli Bus 17x25	2.455
Poster 600x300 Extra Milano	143
Taxi Milano	200
Gonfaloni 100x140 Milano	300
Pali Luce 100x140	70
Dinamica U. 120x70 Lombardia	81
Maxi Affissione 11,45x6,15 Novara	1
Affissione Speciale 100x140 Lombardia	140
Striscioni 800x100 Lombardia	42
Affissione Comunale 100x140Lombardia	2.565



Total challenges

14.171

WE HAVE TAKEN THEM BY THE HAND



This is an indication of the installations in the city of Milan



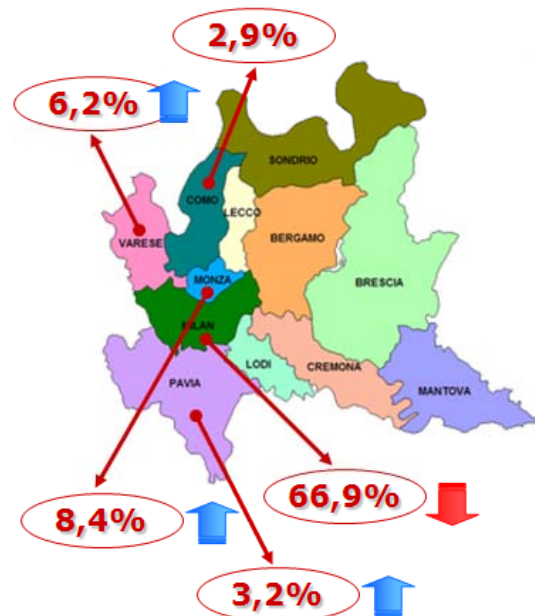
This is one of the indications for a county in North Italy



MOVING FROM MILAN TO ITALY



The result: an unheard record of participations and an unexpected widening of the basin.



	AF 2006	AF 2007	AF 2008	AF 2009	AF 2010
Milano	73,8	72,7	72,2	72,0	66,9
Monza-Brianza	2,4	1,7	3,2	7,0	8,4
Varese	4,8	6,0	5,8	4,5	6,2
Pavia	2,4	2,0	2,6	1,7	3,2
Como	3,7	3,5	3,4	3,6	2,9
Bergamo	1,8	1,7	1,7	1,6	1,5
Lodi	1,5	0,6	1,4	0,8	1,3
Novara	-	1,6	1,1	1,0	1,2
Lecco	1,4	1,7	1,4	1,4	1,0
Cremona	0,4	1,0	0,7	0,3	0,8
Brescia	1,0	1,2	1,0	0,6	0,7
Genova	-	-	-	0,1	0,7
Alessandria	-	-	-	0,2	0,5
Parma	-	-	-	0,1	0,5
Torino	-	-	-	0,2	0,3
Verona	-	-	-	0,1	0,2
Sondrio	0,4	0,5	0,4	0,2	0,1
Mantova	0,2	0,1	0,2	0,1	0,1
Altra provincia	6,2	5,7	5,0	4,5	3,5

THE END OF THE SILENT TRADE THE RETAIL THAT TALKS



So let's go back to the shopping centers. The world of shopping malls, fairs and retail parks has developed its own communication strategy, a proper and distinctive form of marketing. A shopping center is a full hybrid is not only a building, not just a meeting place, not just a market, it is not a private space, but not a public place.

Everyone lives the experience of attending in a different way, and it is vital that these opportunities are communicated and nothing is excluded. **And the only media able to do this is outdoor.** But a well thought post, format by format. The creativity of a 600x300 can not be the same as a portrait or a patch. The time of vision and the attentionality changes. Therefore also the challenge that is presented has to change.



The role of marketing is essential because a shopping center does not "talk" with the goods as a store. It does so with the external and the internal architecture. And outdoor is the best opportunities to better communicate to the clients.

THE EVOLUTION OF MARKETING



Marketing is the voice of a mall, which has achieved surprisingly complexities and should intervene in the design and in the planning phase, from the architecture to the **consumer communication**. Marketing manufacturer, distributor, malls, brands, events, signs, etc. all of them must communicate with the consumer. And ask him for an act of faith. The malls have to make a choice: either become partners in life or be relegated to the role of containers, which will mean making the end of dinosaurs.

The marketing of seventh media can and should use the integrated communication system: it is a newborn media but operators are already seriously behind schedule on the **"wom-ma", word-of-mouth marketing**. It's just the beginning of the end of the silent trade centers that speak directly to each of their associates. In all of this the **role of the outdoor is essential**.



THANK'S AND SEE YOU AT THE SEVENTH MEDIA

