how primesight are utilising new technology for creative, posting and research
a brief overview

roadside 6s
convenience 6s
cinema 6s
48 sheets
portraits
glasgow subway
96 sheets
drivebuy 6s
health club 6s
primesight today
at the heart of the industry

Council members:
- primesight
- JCDécaux

Associate members:
- 27 companies

- Board Member with IPAQ (Specialists)
- Methodology Group Member
- Development Group Member

primesight more places, more faces

Outdoor media centre

Post Audience Research
challenges facing outdoor

pre-campaign

Creating an effective advertisement

during the campaign

Proof of posting

post campaign

Monitoring effectiveness
the challenge
effective creative
challenge: effective creative
challenge: effective creative
challenge: effective creative
the basic creative rules

• Clear and consistent branding
• Colour & contrast
• Bold short copy
• Z-Pattern
• Use of people/animals
• Humour/involvement
• Simplicity
understanding the impact of artwork
how our visual system works

- Brain determines priority of what is seen or not seen in a limited amount of time
- Selection process based on well-known visual clues.

Solution:

- Colour
- Shape

Diagram showing brain regions and probability of visual fixation within the first 3-5 seconds.
BT WiFi 1
Heat map

It's your broadband, why leave it at home?

2 million free wi-fi hotspots. Only from BT
Areas of interest

73%
BT Autumn Deals

Heat map

Get Broadband and Calls for only £13.99 a month

Now FREE for 3 months

0800 004 800
bt.com/autumn

Bringing it all together
BT Autumn Deals

Areas of interest

Get Broadband and Calls for only £13.99 a month

Now FREE for 3 months

80%

75%

47%

53%

47%

25%
“THE SHAVE... EVEN BETTER THAN I THOUGHT IT WAS GOING TO BE”
“THE SHAVE... EVEN BETTER THAN I THOUGHT IT WAS GOING TO BE”

NEW Fusion PROGLIDE

Jonathan W, Staffordshire Took the ProGlide Challenge

Gillette

The Best a Man Can Get™

facebook.com/GilletteUK
Gillette
Areas of interest

"THE SHAVE... EVEN BETTER THAN I THOUGHT IT WAS GOING TO BE"

Jonathan W, Staffordshire
Took the ProGlide Challenge

NEW 64%

Fusion PROGLIDE 63%

facebook.com/GilletteUK 26%

34%
Aquafresh
creative communication execution

33% BETTER WHITENING

*IN-BETWEEN TEETH COMPARED TO A NON-WHITENING TOOTHPASTE.
Aquafresh
areas of interest map
view your creative at different distances
I’ve just left, will pop by the shop on the way home.
solution: prime design

60m  40m  20m
the challenge
proof of posting
challenge proof of posting

Easy to prove delivery with other media...
the challenge
monitoring effectiveness

primesight
embracing smartphones
solution: prime mobile

a unique mobile OOH research technique

• Capture real impacts
• Awareness and Frequency
• Differentiate by creative
• Time and location data
• No misattribution
• Supplementary questions
• Panel click a web link (looks like an app icon), or bookmark once they see a poster advert.

• They then simply select which poster they’ve seen.
Poppy 'Leg'

Poppy 'Flowers'

Poppy 'Head'
Ad recall – Unique respondents – By gender

- Female: 11%
- Male: 17%
- Female: 19%
- Male: 12%
- Female: 21%
- Male: 14%
Ad recall – Unique respondents – By age

- 18-24: 7%
- 25-34: 12%
- 35-44: 27%

- 18-24: 11%
- 25-34: 18%
- 35-44: 18%

- 18-24: 12%
- 25-34: 15%
- 35-44: 27%
Geographic location of response captured where GPS is authorised
Male 35 – 45 Respondent

11:07 Weekday
Out for 11’s at work

19:17 Weekday
On the way home from work

11:09 + 11:11 Weekday
On the way to a meeting

15:37 + 15:41 Weekday
Taking a break at work
Peak times for viewing poster adverts on weekdays are in the morning + evening commute, at lunch time and on the school run.
- Immediate impact at start of week
- Some decay linked to response fatigue