

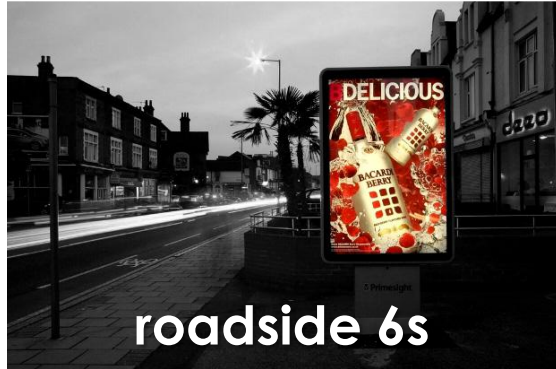


beyond the poster

*how primesight are utilising new technology  
for creative, posting and research*

**primesight**

# a brief overview



roadside 6s



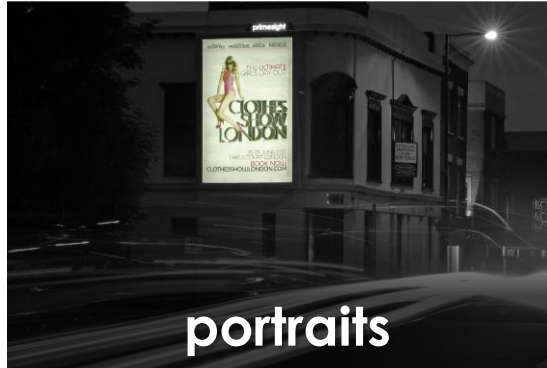
48 sheets



96 sheets



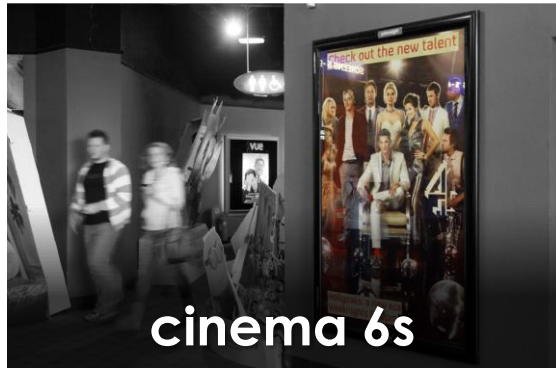
convenience 6s



portraits



drivebuy 6s



cinema 6s



glasgow subway



health club 6s

primesight  
more places, more faces



# primesight today

*at the heart of the industry*



## Council members:

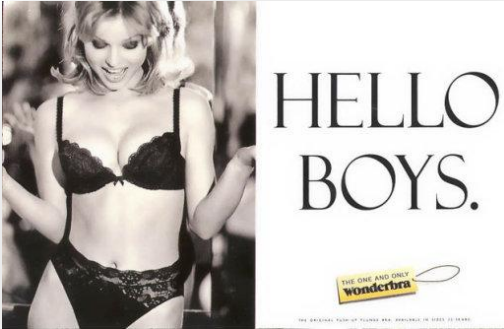


## Associate members: - 27 companies



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

# challenges facing outdoor



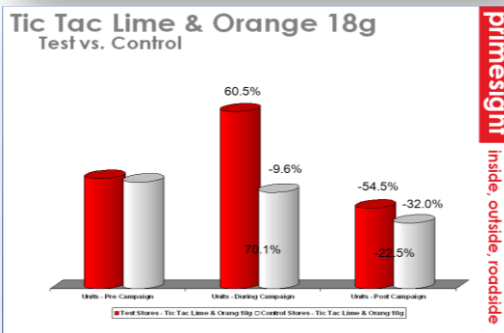
## pre-campaign

*Creating an effective advertisement*



## during the campaign

*Proof of posting*



## post campaign

*Monitoring effectiveness*

primesight

more places, more faces



the challenge  
effective creative

primesight

# challenge: *effective creative*



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more places, more faces



# challenge: *effective creative*



the **BIG SCUBA SHOW**  
London 19-20 February 2012

CDWS

egypt  
where it all begins

Photo: Alex Mustard

Egypt at The Big Scuba Show - where your underwater adventure begins...  
at Olympia, book your tickets at [www.thebigscubashow.com](http://www.thebigscubashow.com)



A 427 Parents' evening

Every journey is important. So we fix you fast.

RAC  
The strong people



Savings that pay more

Easy Access Savings.  
A rewarding account allowing you easy access to your money.

**3.25%**

Paid on all savings accounts in 2010. 2011 dividend may vary.

Glasgow Credit Union is authorised and regulated by the Financial Services Authority and is a member of the Financial Services Compensation Scheme.

0141 274 9933  
[glasgowcu.com](http://glasgowcu.com)

I'm with Glasgow



talktalk.co.uk

We know everyone out there's shouting about saving you money. But the truth is, when it comes to broadband, no-one gives you more for £6.99 a month than TalkTalk. For starters, we'll give you up to 24Meg broadband, a 40GB download limit and a free wireless router. Add to that free evening and weekend calls, unlimited calls to the millions of other TalkTalk customers and a saving of up to £178 over 18 months vs BT\* and you'll start to see why it really is **full-fat broadband at skinny prices.**

TalkTalk  
Broadband, Phone & Mobile



"In today's challenging economy, I need to make sure my business is **NEVER TIED DOWN TO A LEASE.** With Regus I now have more control of my costs."

Discover a new way to work in Manchester:  
call: **0870 351 9440**  
or visit: [regus.co.uk/business](http://regus.co.uk/business)

Regus  
Work your way

Your nearest Regus centre is just a few minutes away. Find it now by downloading the Regus App FREE today

CLUBHOUSE  
MEETING ROOMS  
OFFICE SPACE  
BUSINESS CENTRES  
BUSINESS HOTELS  
BUSINESS SERVICES



Southampton Airport

60 SECOND WALK TO TERMINAL | FAST CHECK IN | ONLY 24 MINS FROM BASINGSTOKE STATION

It's my airport...

"...because I can travel the length of the UK quickly without crawling around the M25 first."

Claire, Stress-Free Driver, Basingstoke.

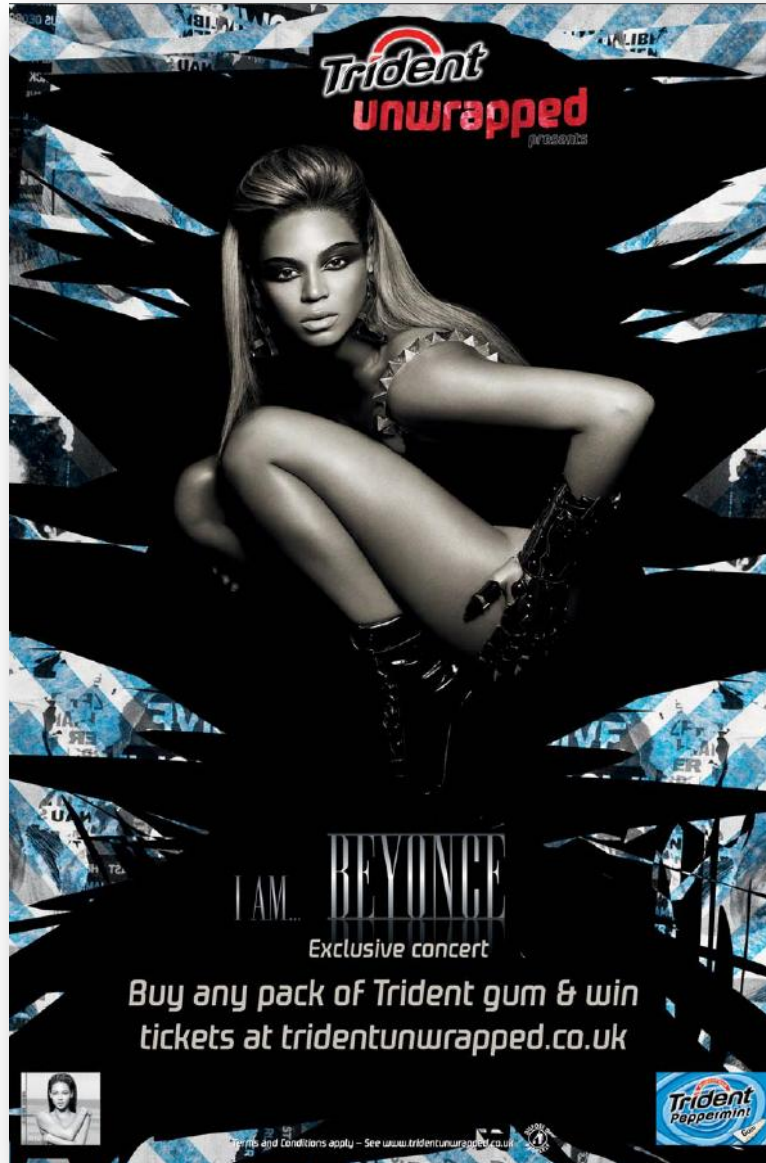
[itsmyairport.co.uk](http://itsmyairport.co.uk)

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more places, more faces



challenge: *effective creative*



primesight

more places, more faces

# the basic creative rules

- *Clear and consistent branding*
- *Colour & contrast*
- *Bold short copy*
- *Z-Pattern*
- *Use of people/animals*
- *Humour/involvement*
- *Simplicity*

prime design



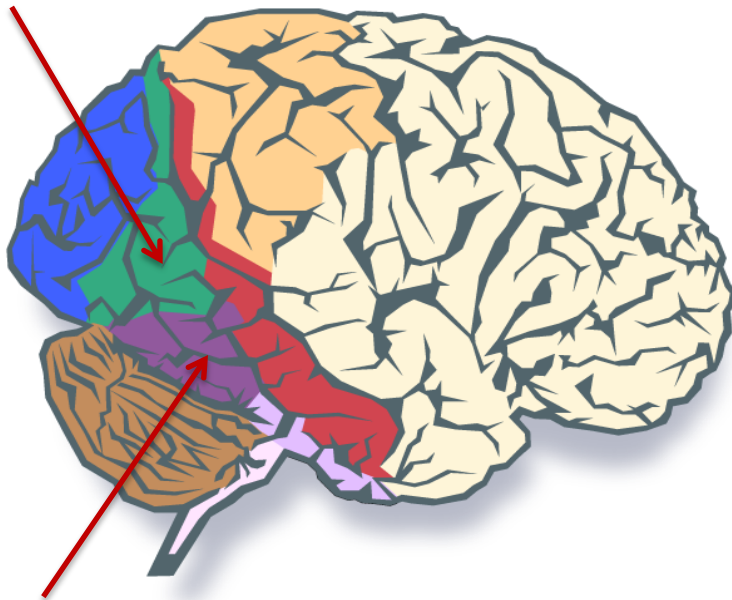
*understanding the impact of artwork*



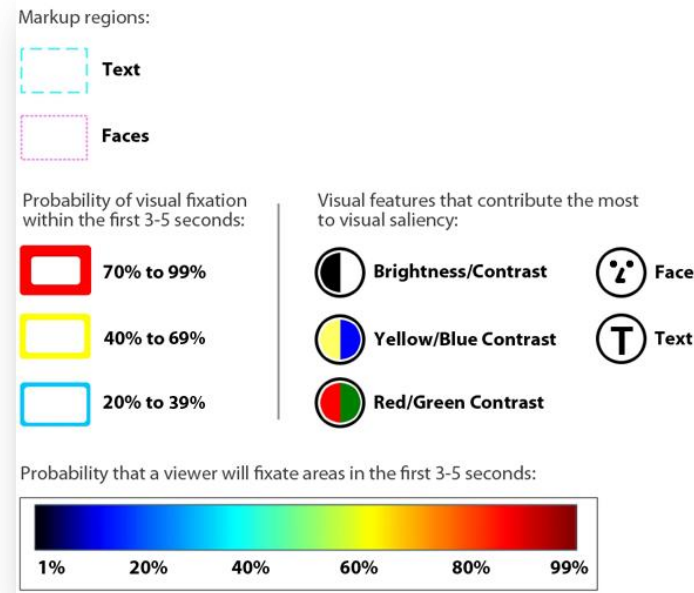
## how our visual system works

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

colour



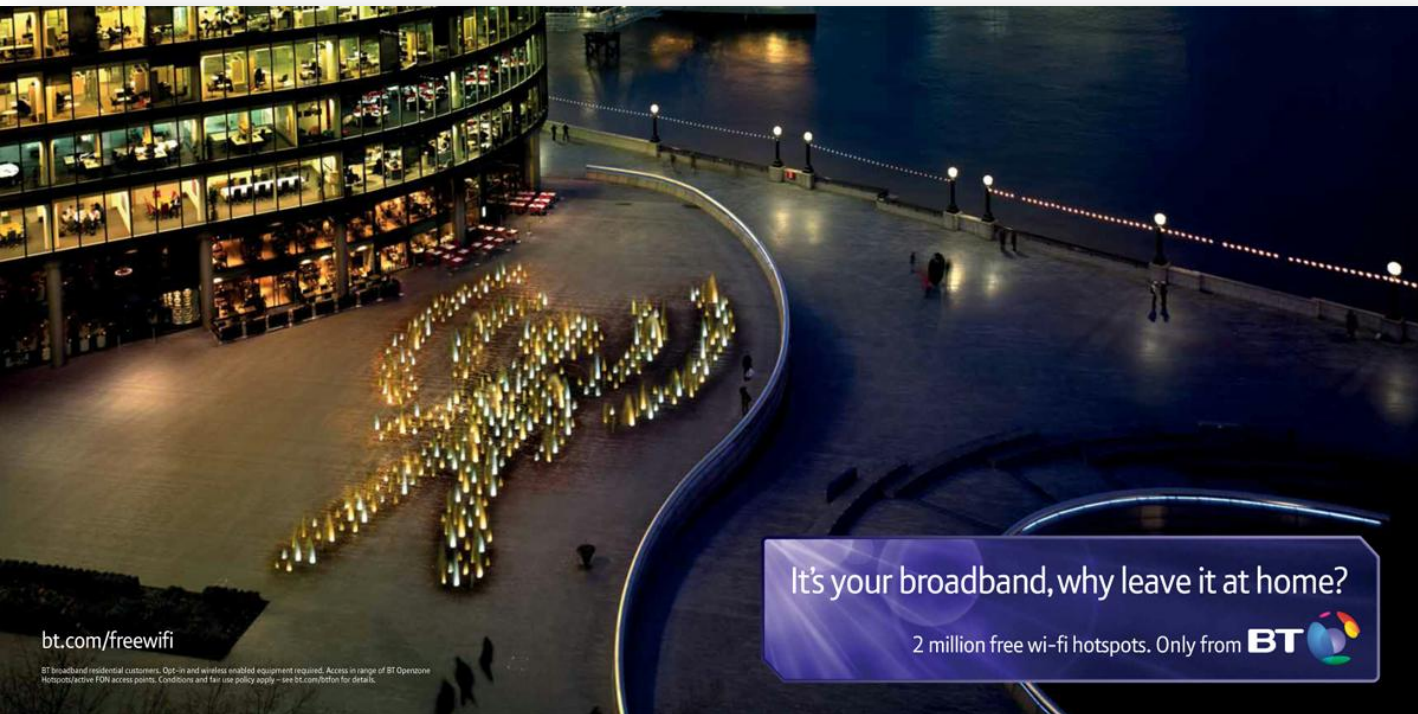
shape



primesight

more places, more faces

## BT Creative #1



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

2 million free wi-fi hotspots. Only from **BT**

[bt.com/freewifi](http://bt.com/freewifi)

BT broadband residential customers. Opt-in and wireless enabled equipment required. Access in range of BT Openzone Hotspots/active FON access points. Conditions and fair use policy apply - see [bt.com/btfn](http://bt.com/btfn) for details.

## BT Creative #2



**BT  
Autumn  
Deals**

Get Broadband and Calls<sup>†</sup>  
for only **£13.99** a month

Plus line rental applies.

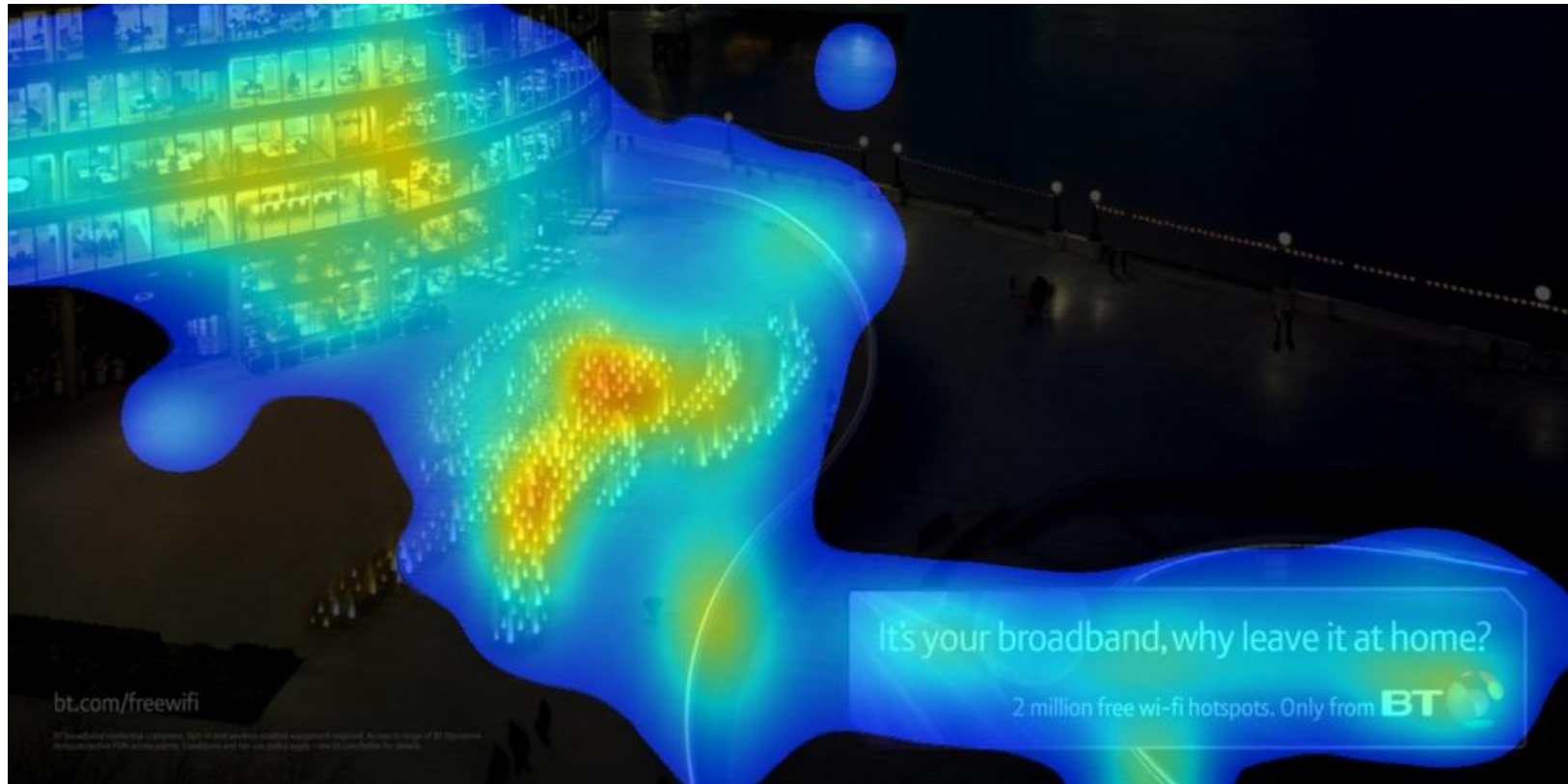
Now  
**FREE**  
for 3 months

0800 004 800  
[bt.com/autumn](http://bt.com/autumn)

**BT**  
Bringing it all together

# BT WiFi 1

Heat map



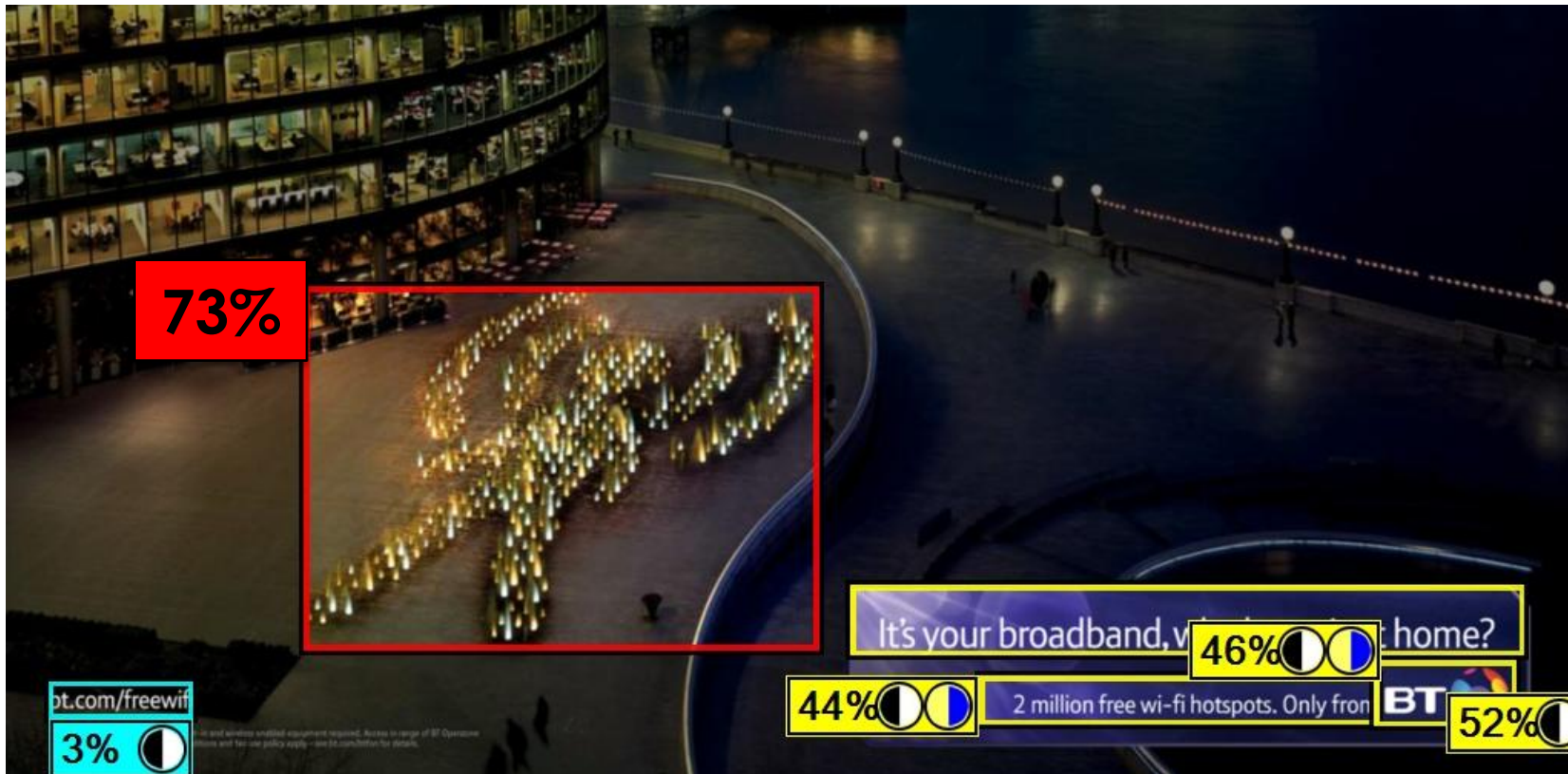
primesight

more places, more faces



# BT WiFi 1

Areas of interest

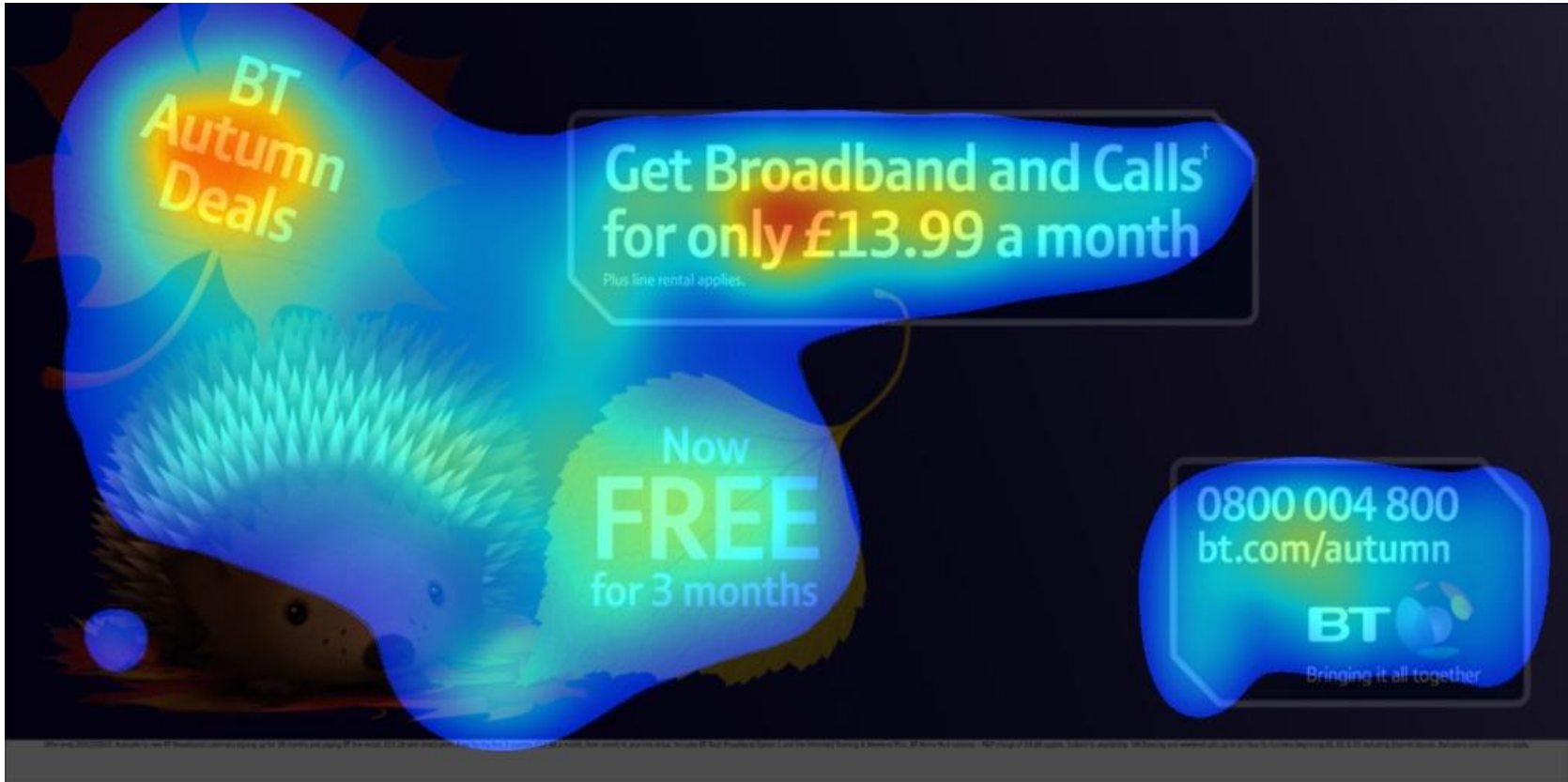


primesight

more places, more faces

# BT Autumn Deals

Heat map



primesight

more places, more faces

# BT Autumn Deals

Areas of interest

**BT Autumn Deals**

**80%** Get Broadband and Calls for only £13.99 a month  
Plus line rental applies.

**75%**

**47%**  **Now FREE for 3 months**

**53%**  0800 004 800  
[bt.com/autumn](http://bt.com/autumn)

**47%**  **BT**  
Bringing it all together

**25%** 

After week 20/11/2011. Available to new BT Broadband customers signing up for 18 months and paying BT line rental £12.00 with direct debit. Free for 34 N13 3 months £13.99 a month, then month 4, pay line rental. Includes BT Total Broadband Speed 1 and the Unlimited Evening & Weekend Plan. BT Home Hub optional - £14.99 charge if not chosen. Subject to availability. See BT website for full details. © 2011 BT. All rights reserved. BT, BT logo and BT are registered trademarks of BT Intellectual Property. All other trademarks are the property of their respective owners.

primesight

more places, more faces





# Gillette

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



**NEW**

**Fusion  
PROGLIDE**

[facebook.com/GilletteUK](https://facebook.com/GilletteUK)



Jonathan W, Staffordshire  
Took the ProGlide Challenge

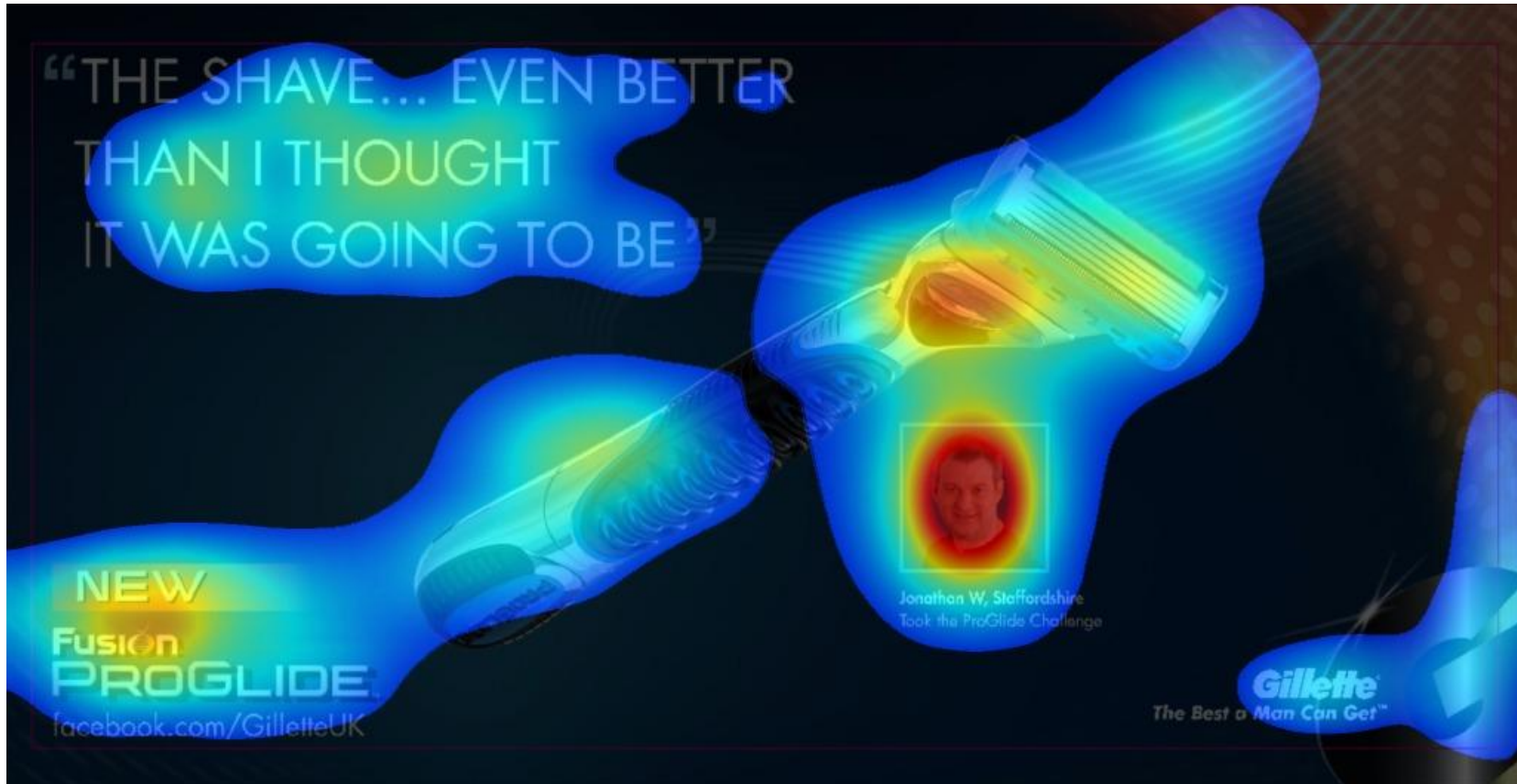
**Gillette**  
The Best a Man Can Get™

primesight

more places, more faces

# Gillette

Heat map

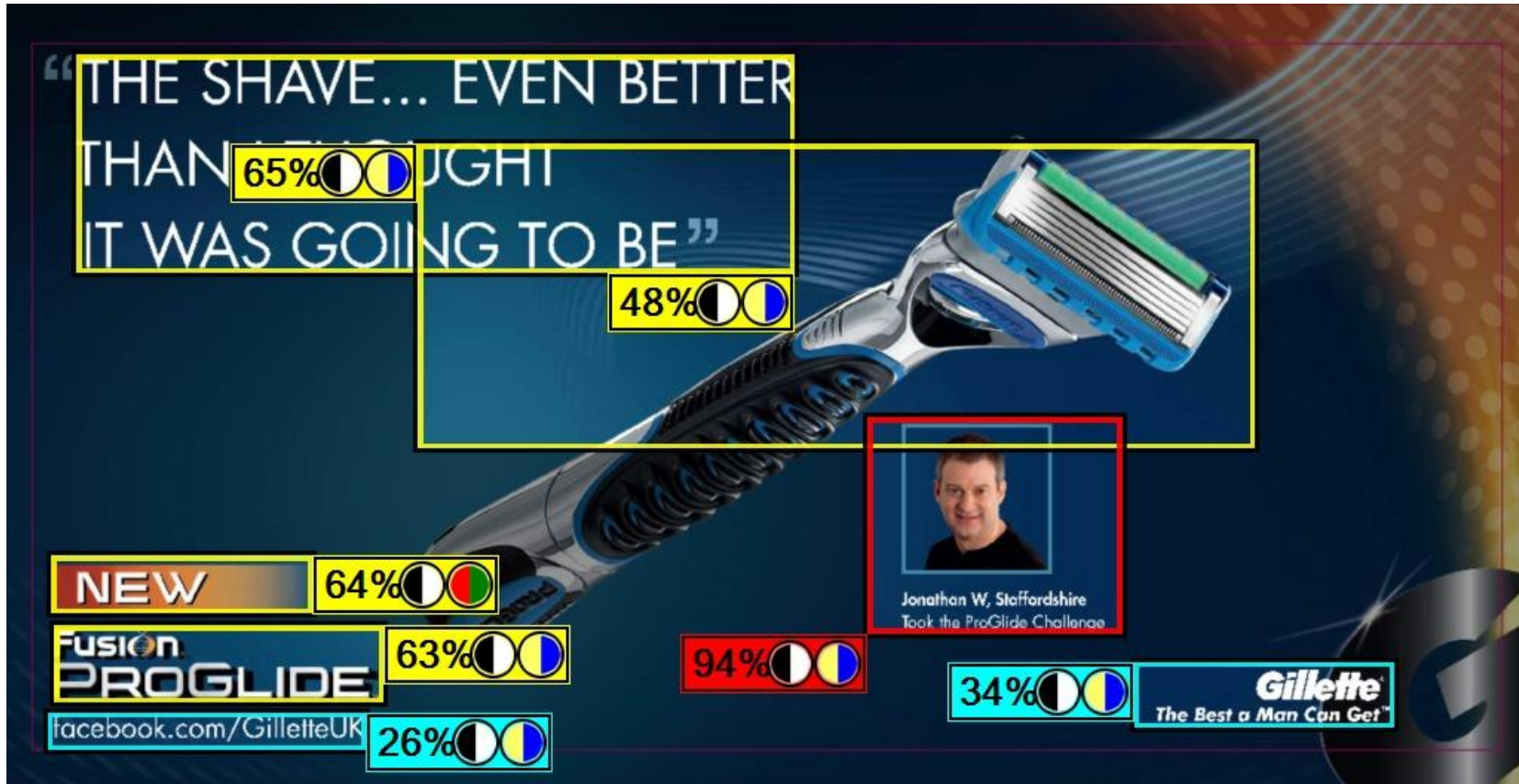


primesight

more places, more faces

# Gillette

Areas of interest



primesight

more places, more faces



prime design

# Aquafresh

creative communication execution

primesight

more places, more faces






prime design



*view your creative at different distances*



solution: **prime**design



**NOKIA**  
Connecting People

**New Nokia E72**  
available at  
**Carphone Warehouse**

[nokia.co.uk/email](http://nokia.co.uk/email)

Google Mail, Google Talk, OVI, Windows Live Hotmail, Windows Live Messenger, Yahoo! Mail, Yahoo! Messenger

Google Mail and Google Talk are trademarks of Google Inc.

primesight

more places, more faces

# solution: **prime**design



60m

40m

20m

**primesight**  
more places, more faces



icon

the challenge

proof of posting

primesight

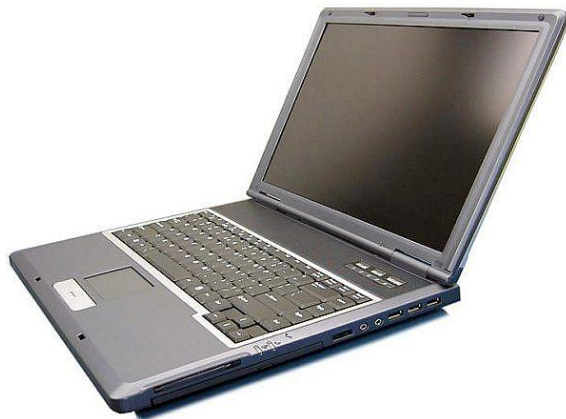
ERSKINE  
STREET

primesight



# challenge *proof of posting*

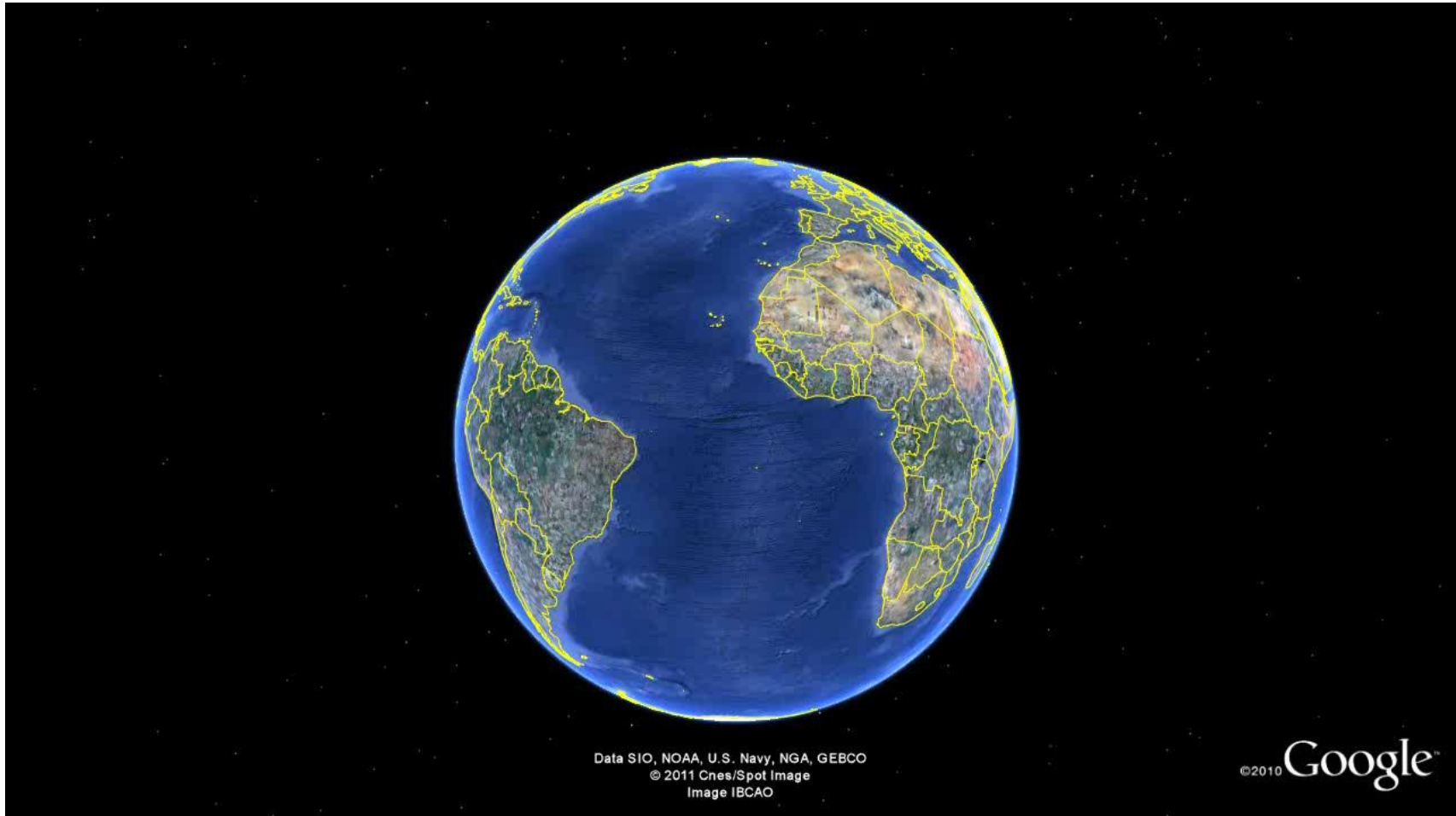
*Easy to prove delivery with other media...*



primesight

more places, more faces

solution: **primeview**

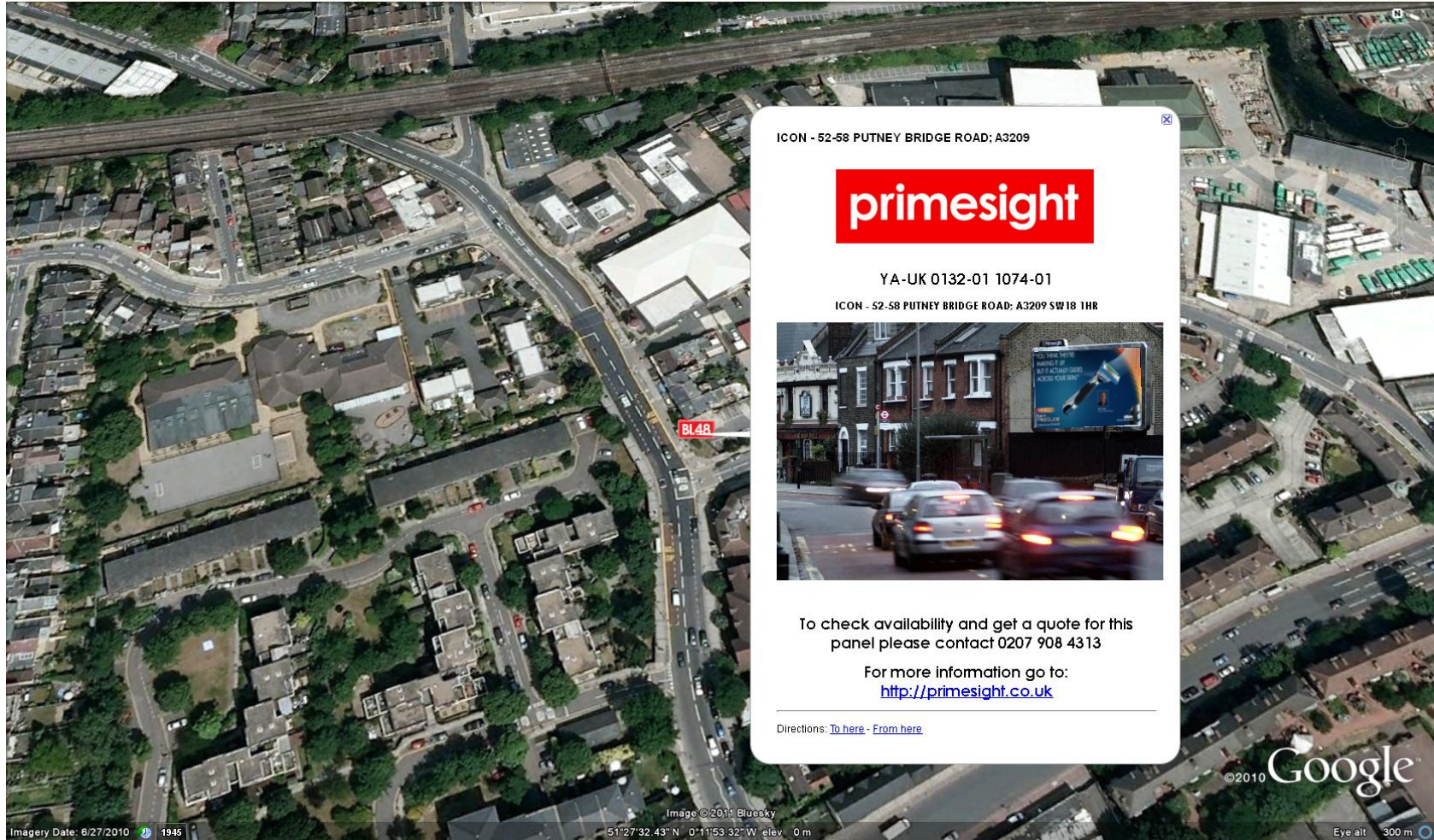


**primesight**

**more places, more faces**



solution: **primeview**




ICON - 52-58 PUTNEY BRIDGE ROAD; A3209

**primesight**

YA-UK 0132-01 1074-01

ICON - 52-58 PUTNEY BRIDGE ROAD; A3209 SW18 1HR



To check availability and get a quote for this panel please contact 0207 908 4313

For more information go to:  
<http://primesight.co.uk>

Directions: [To here](#) - [From here](#)

Image © 2010 Bluesky

Imagery Date: 6/27/2010 1945

51°27'32.43"N 0°11'53.32"W elev 0 m

©2010 Google

Eye alt 300 m

**primesight**

**more places, more faces**





the challenge  
monitoring effectiveness

A billboard with a red background and white text is mounted on a metal frame. The billboard is illuminated by a tall street light on the left. The background shows a dark night scene with a fence and some foliage.

primesight



primesight

The logo consists of the word "primesight" in white lowercase letters on a red rectangular background.

primemobile

# embracing smartphones



primesight

more places, more faces



**solution:**

**primemobile**

## **a unique mobile OOH research technique**

- *Capture real impacts*
- *Awareness and Frequency*
- *Differentiate by creative*
- *Time and location data*
- *No misattribution*
- *Supplementary questions*



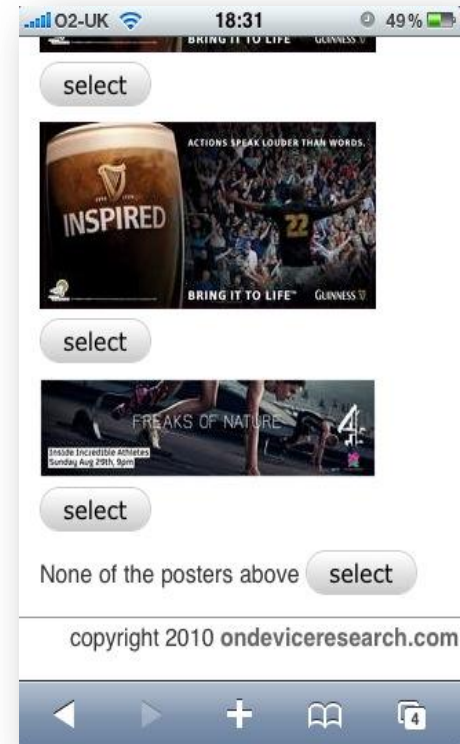
**primesight**

**more places, more fo**





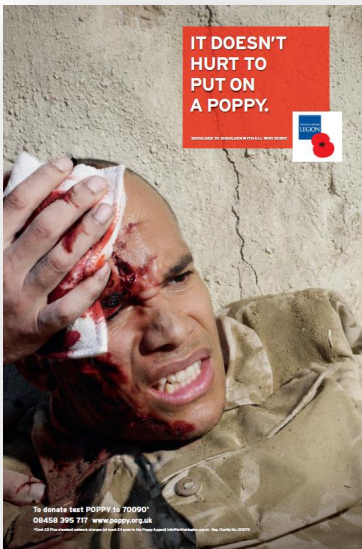
- Panel click a web link (looks like an app icon), or bookmark once they see a poster advert.
- They then simply select which poster they've seen.





Poppy 'Leg'

Poppy 'Flowers'



Poppy 'Head'

## Ad recall – Unique respondents – By gender

11%

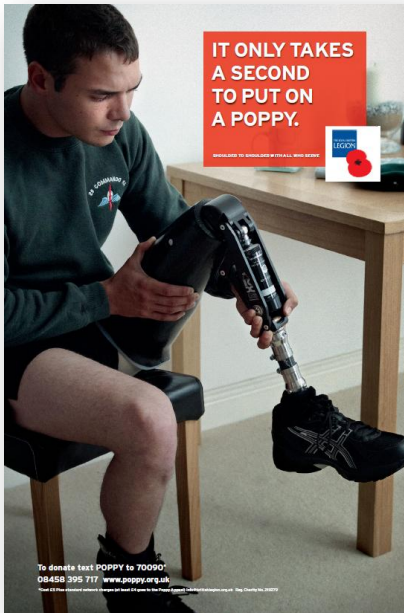
17%

19%

12%

21%

14%

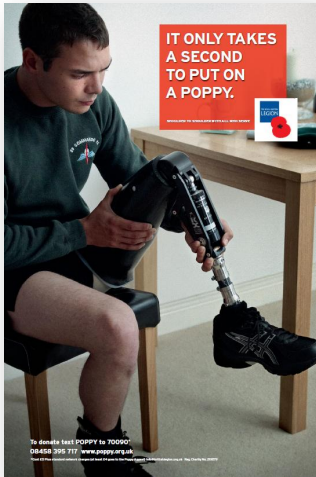
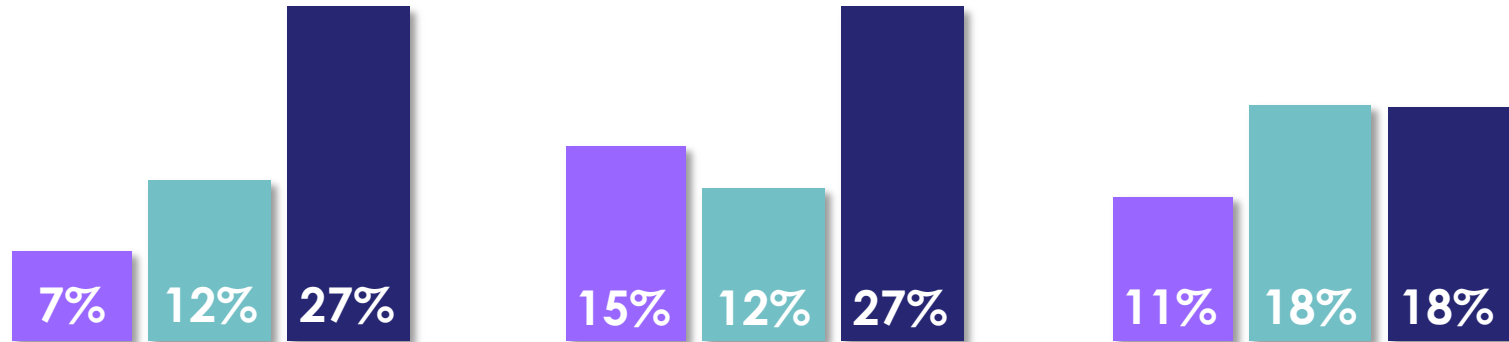


Female

Male



## Ad recall – Unique respondents – By age



Geographic location of  
response captured  
where GPS is authorised



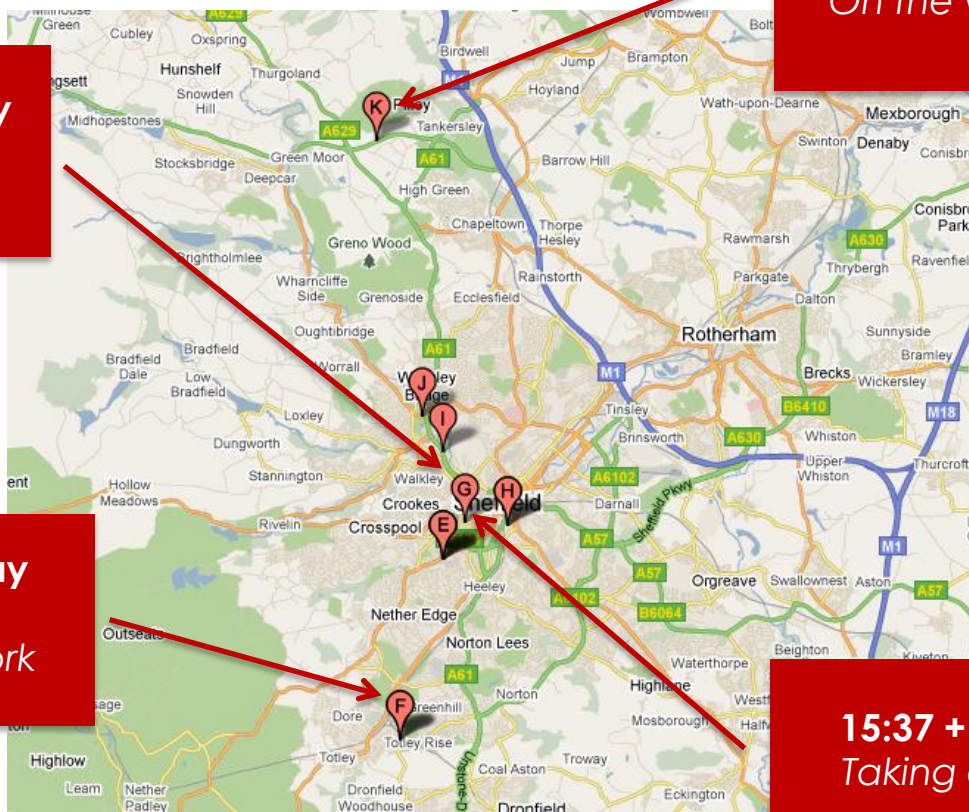
## Male 35 – 45 Respondent

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

**11:07 Weekday**  
*Out for 11's at work*

**19:17 Weekday**  
*On the way home from work*

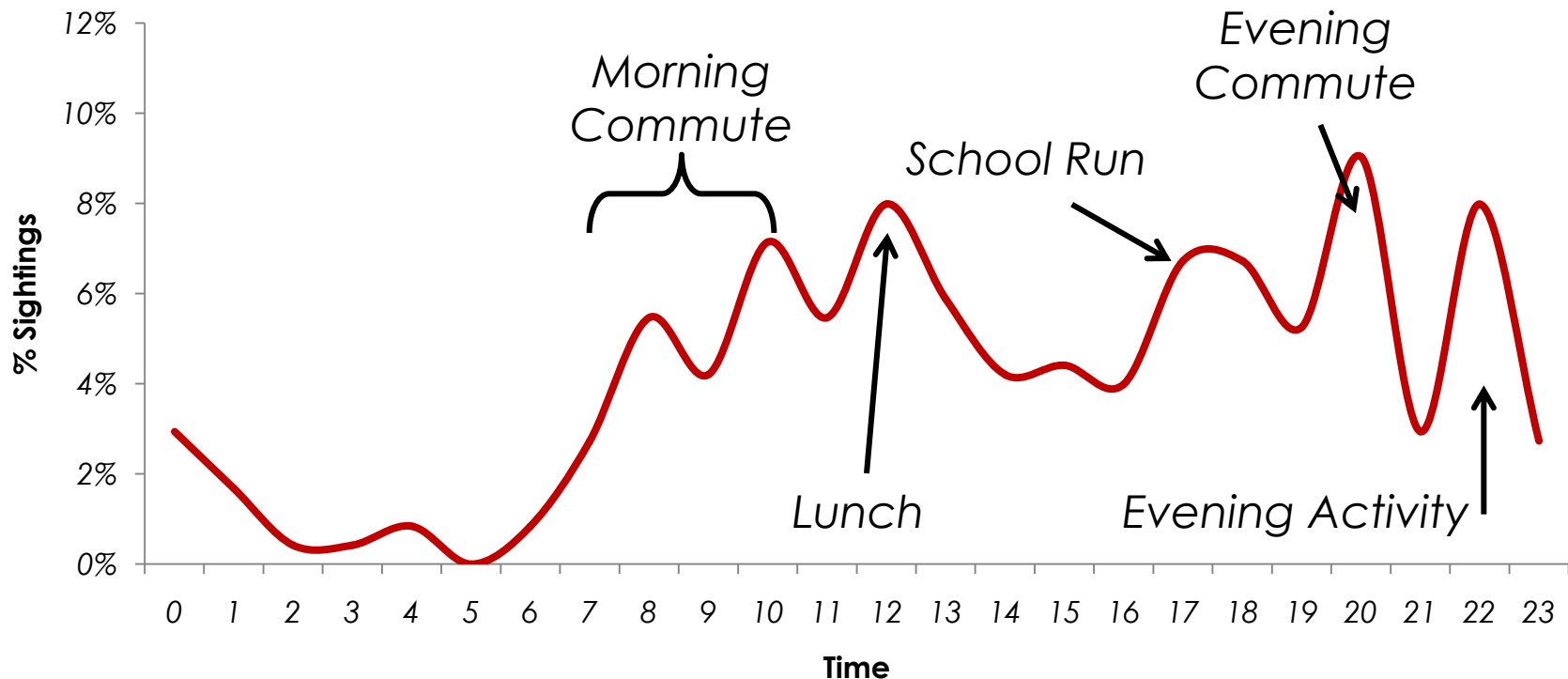
**15:37 + 15:41 Weekday**  
*Taking a break at work*





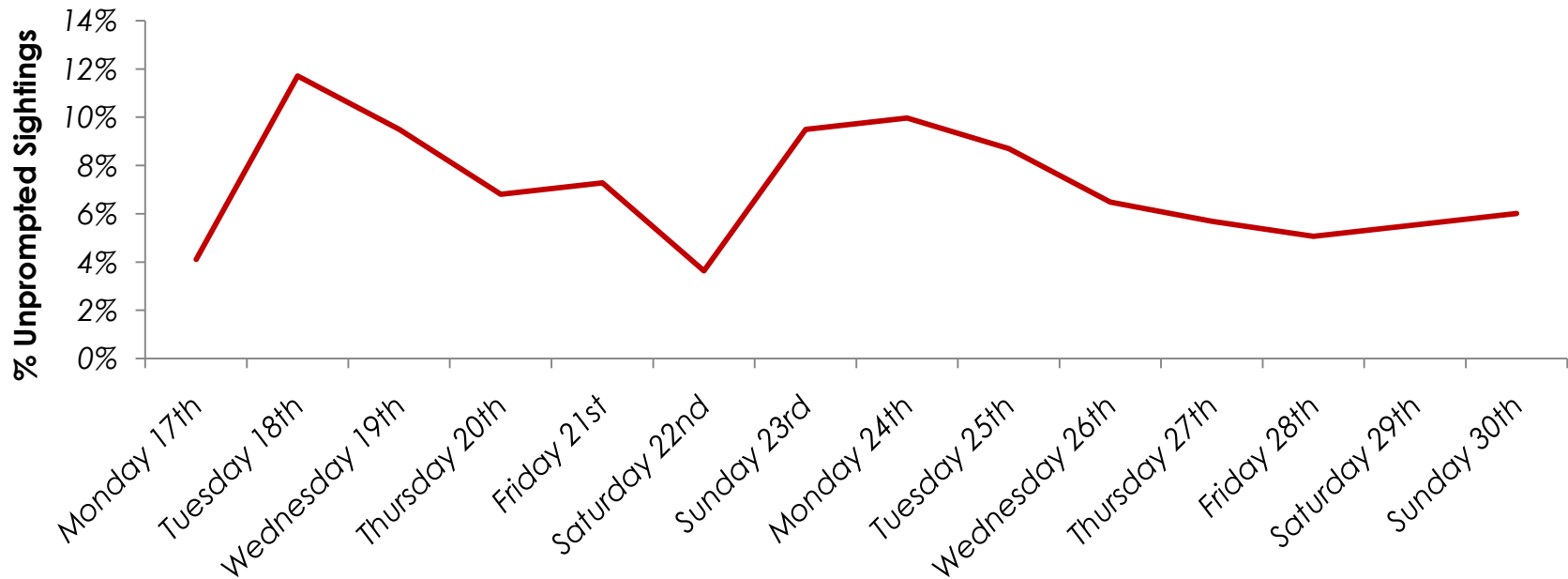
*Peak times for viewing poster adverts on weekdays are in the morning + evening commute, at lunch time and on the school run*

## % Sightings - Weekdays



- Immediate impact at start of week
- Some decay linked to response fatigue

Day of sightings

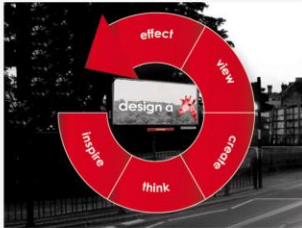


# primelife

## Generate

### primedesign

Helping clients with data on inspiration, creation and effectiveness.



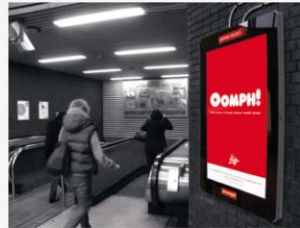
### primeconnection

Our site portfolio generating connections reaching a wide range of defined audiences.



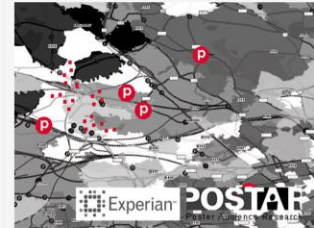
### primevision

Digital OOH bringing flexibility and vibrancy.



### primeplan

Individual campaigns created with Experian and POSTAR data.



## Evaluate

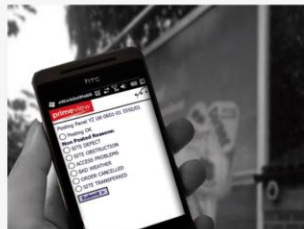
### primeproof

Evidence of effective campaigns.



### primeview

Tracking of posting performance



### primeresponse

Your research, feedback and customer satisfaction



### primemobile

unique campaign awareness and reaction survey

