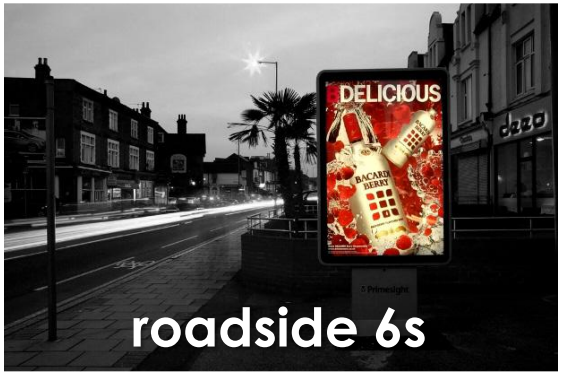
how primesight are utilising new technology for creative, posting and research

primesight

a brief overview

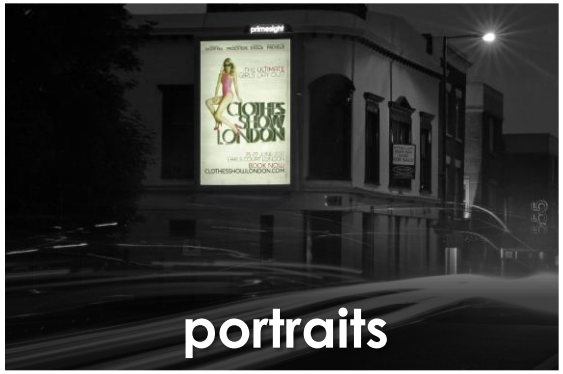


roadside 6s

48 sheets

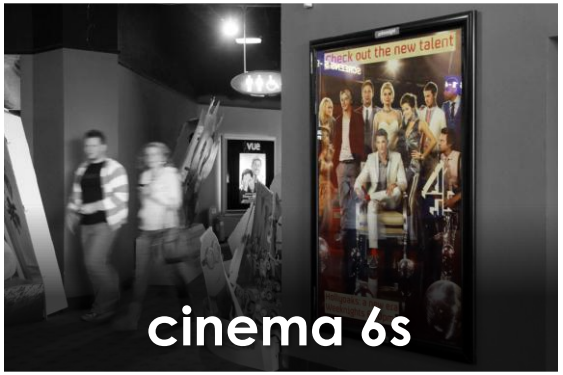
96 sheets

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

Outdoor media centre

Council members: primesight, JCDecaux, Clear Channel Outdoor, CBS Outdoor

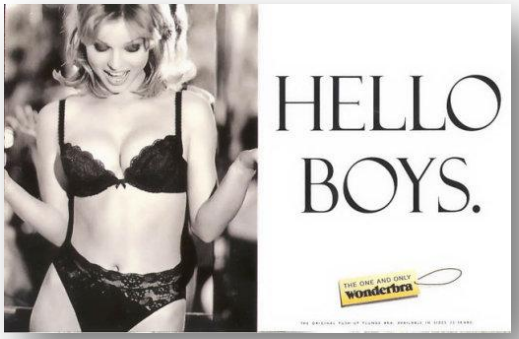
Associate members: - 27 companies

POSTAR Poster Audience Research

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

primesight more places, more faces

challenges facing outdoor

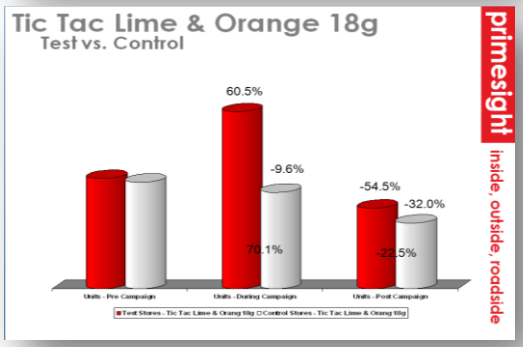


pre-campaign

Creating an effective advertisement

during the campaign

Proof of posting



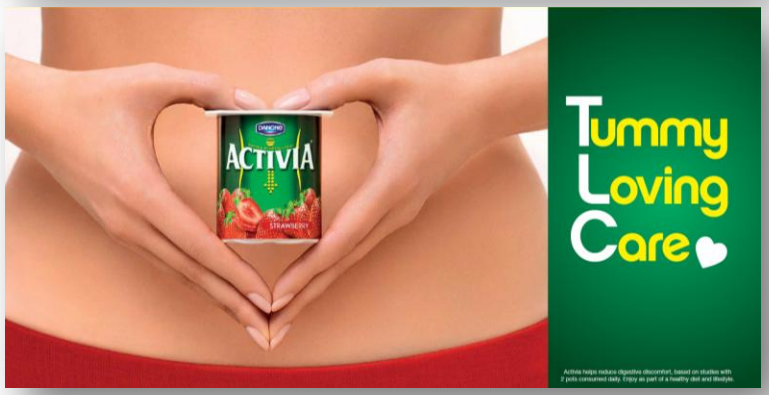
post campaign

Monitoring effectiveness

primesight more places, more faces

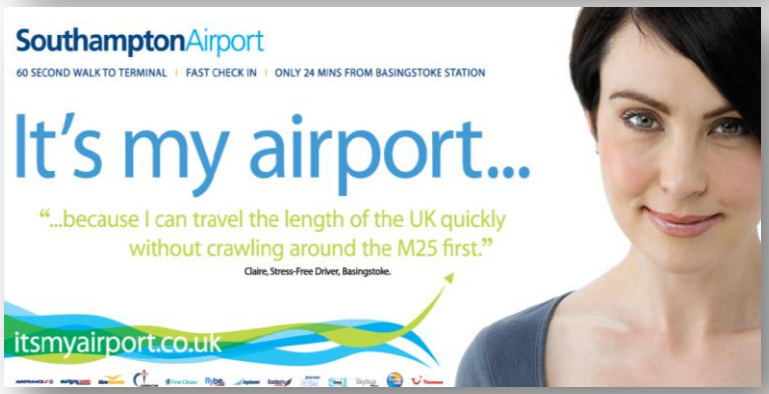
primesight
the challenge
effective creative
primesight

challenge: *effective creative*



primesight
more places, more faces

challenge: *effective creative*



primesight 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*

primesight
more places, more faces

primedesign

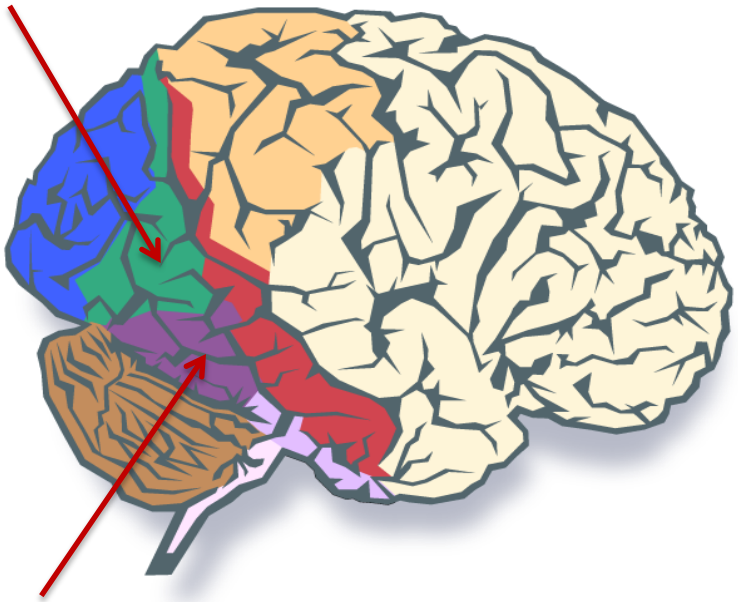
understanding the impact of artwork

solution: primedesign

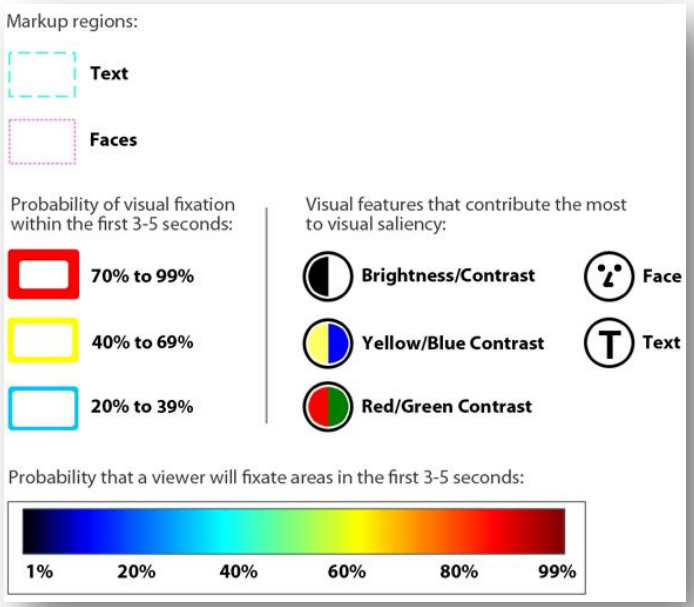
how our visual system works

- *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

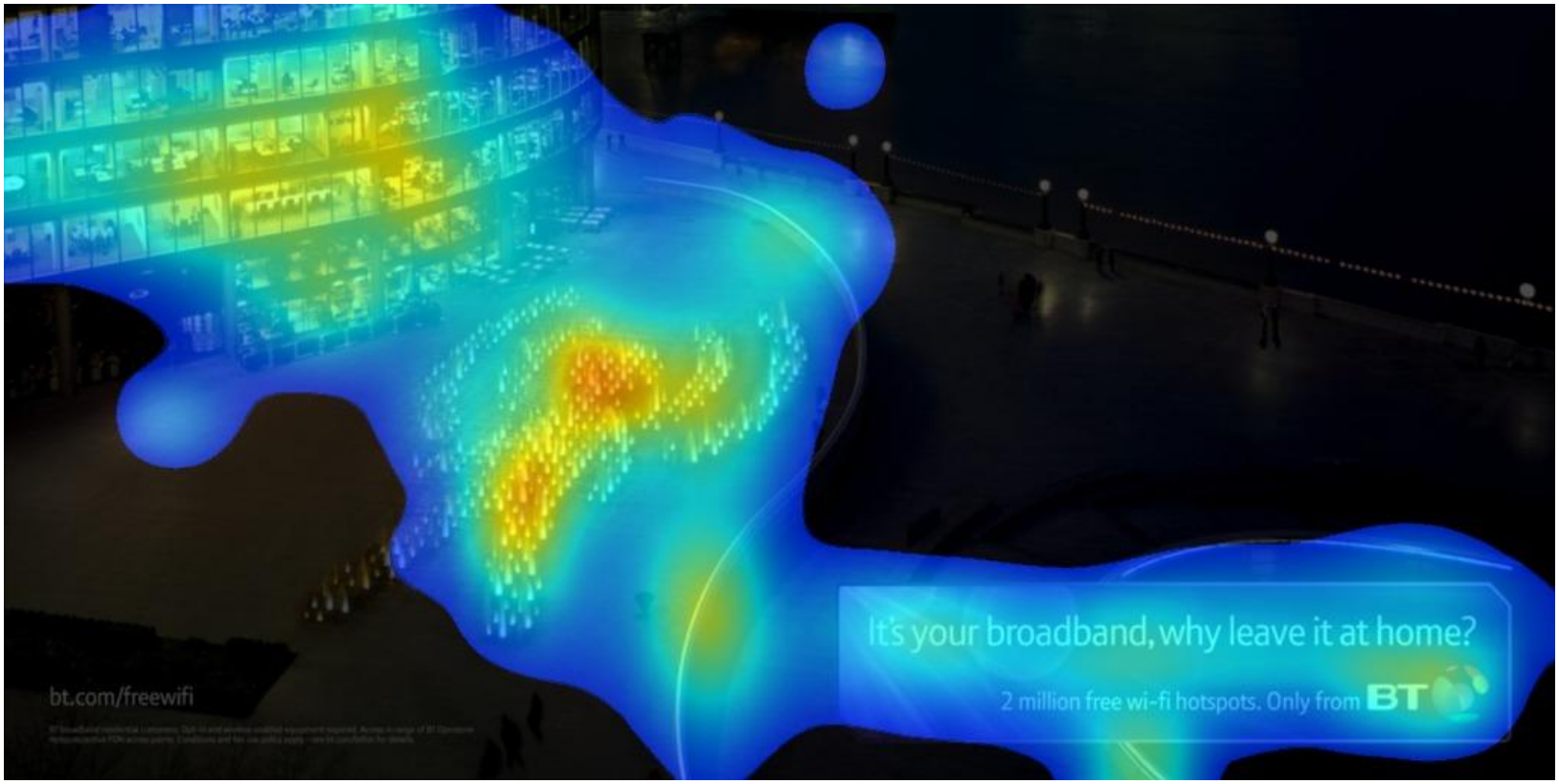
BT Creative #1

BT Creative #2

primesight
more places, more faces

BT WiFi 1

Heat map



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more places, more faces

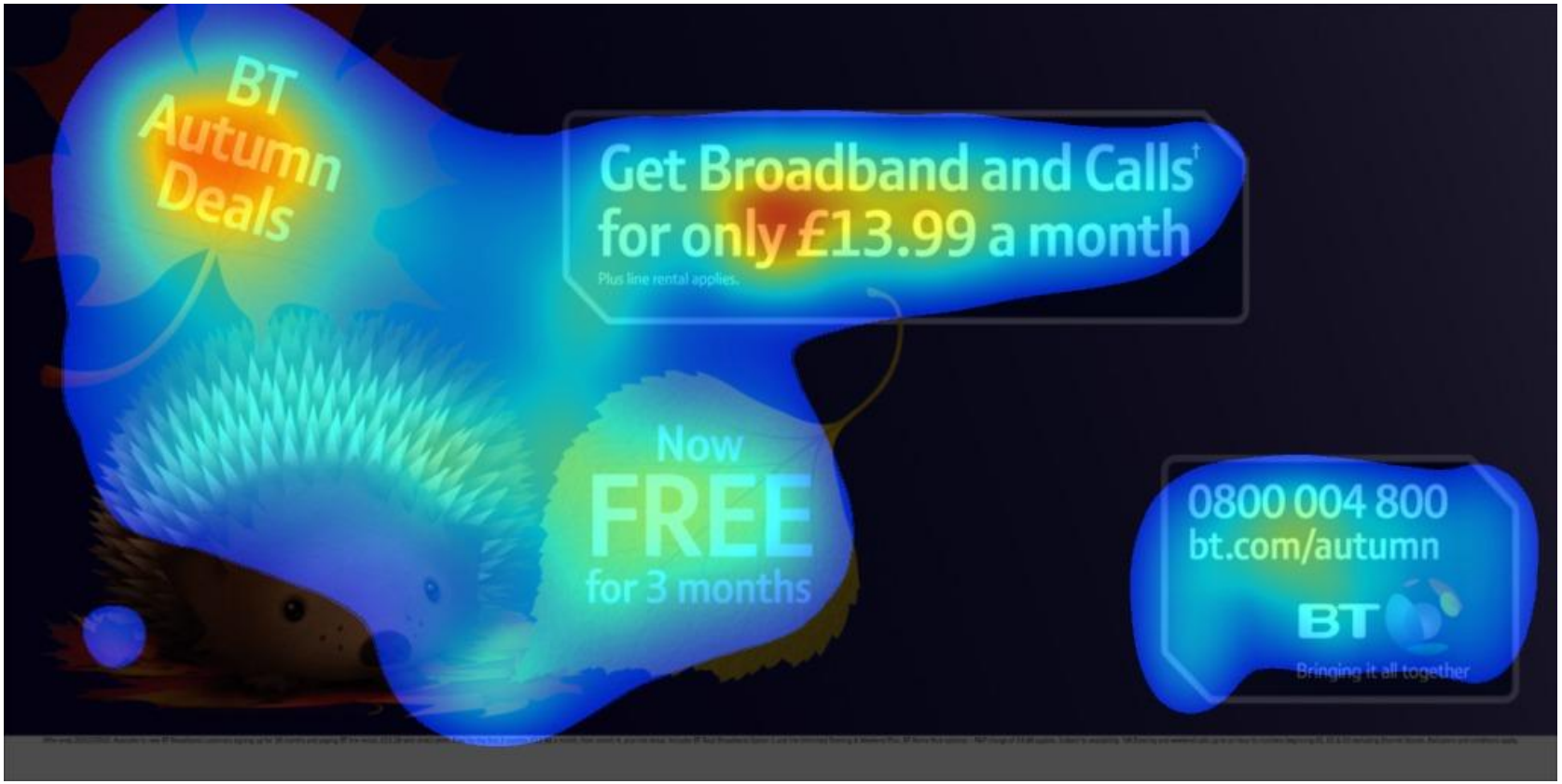
BT WiFi 1

Areas of interest

primesight
more places, more faces

BT Autumn Deals

Heat map



primesight
more places, more faces

BT Autumn Deals

Areas of interest

primesight
more places, more faces

Gillette

primesight
more places, more faces

Gillette

Heat map

primesight
more places, more faces

Gillette

Areas of interest

primesight
more places, more faces

primedesign

Aquafresh

creative communication execution

primesight

more places, more faces

primedesign

Aquafresh

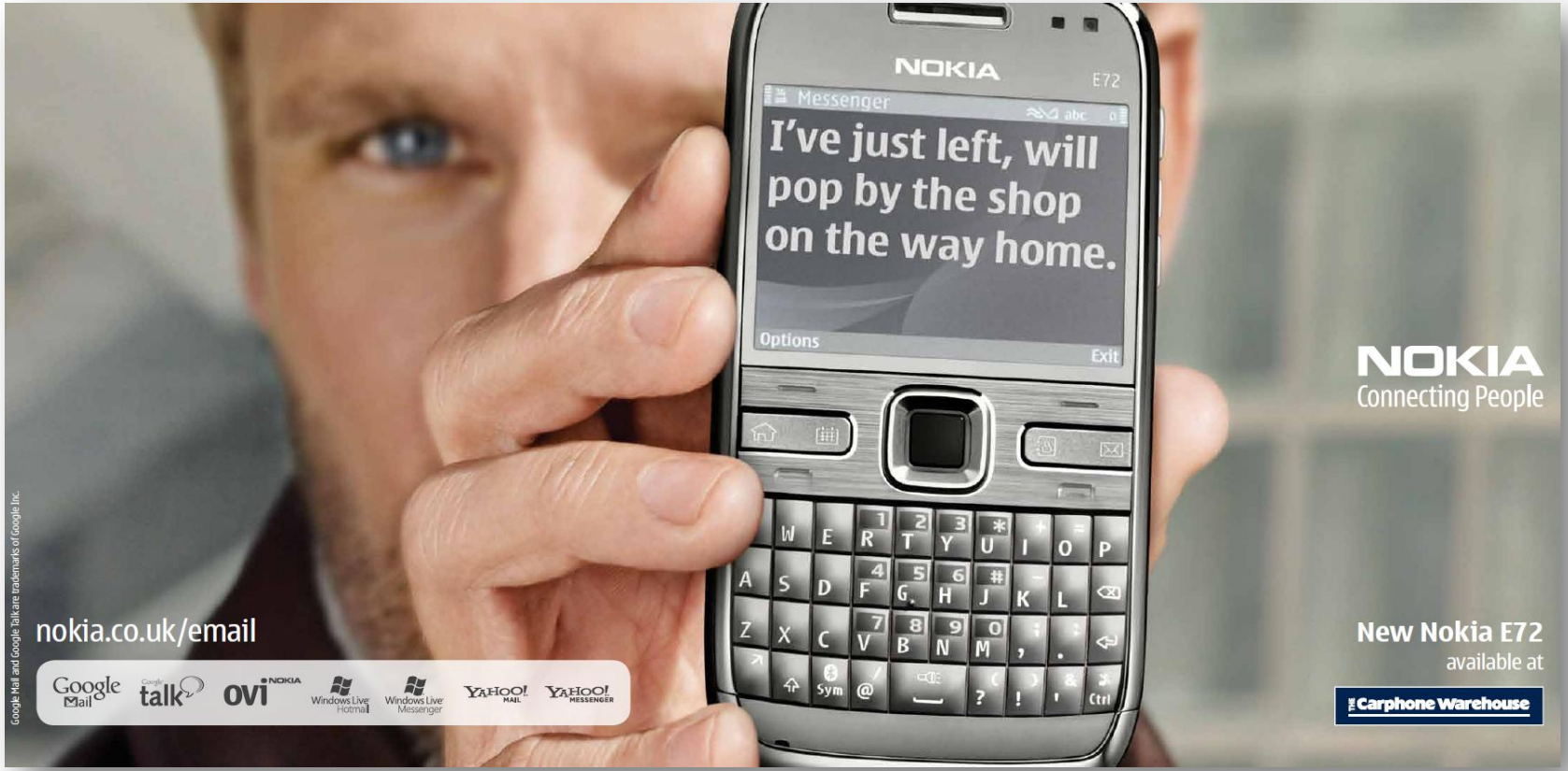
areas of interest map

primesight

more places, more faces

primedesign
zoom
zoom
ONE OFFS
view your creative at different distances

solution: primedesign



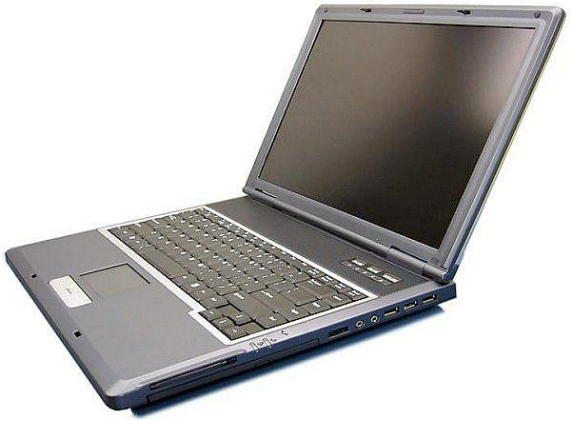
primesight more places, more faces

solution: primedesign

icon
the challenge
proof of posting
primesight
ERSKINE STREET
primesight

challenge *proof of posting*

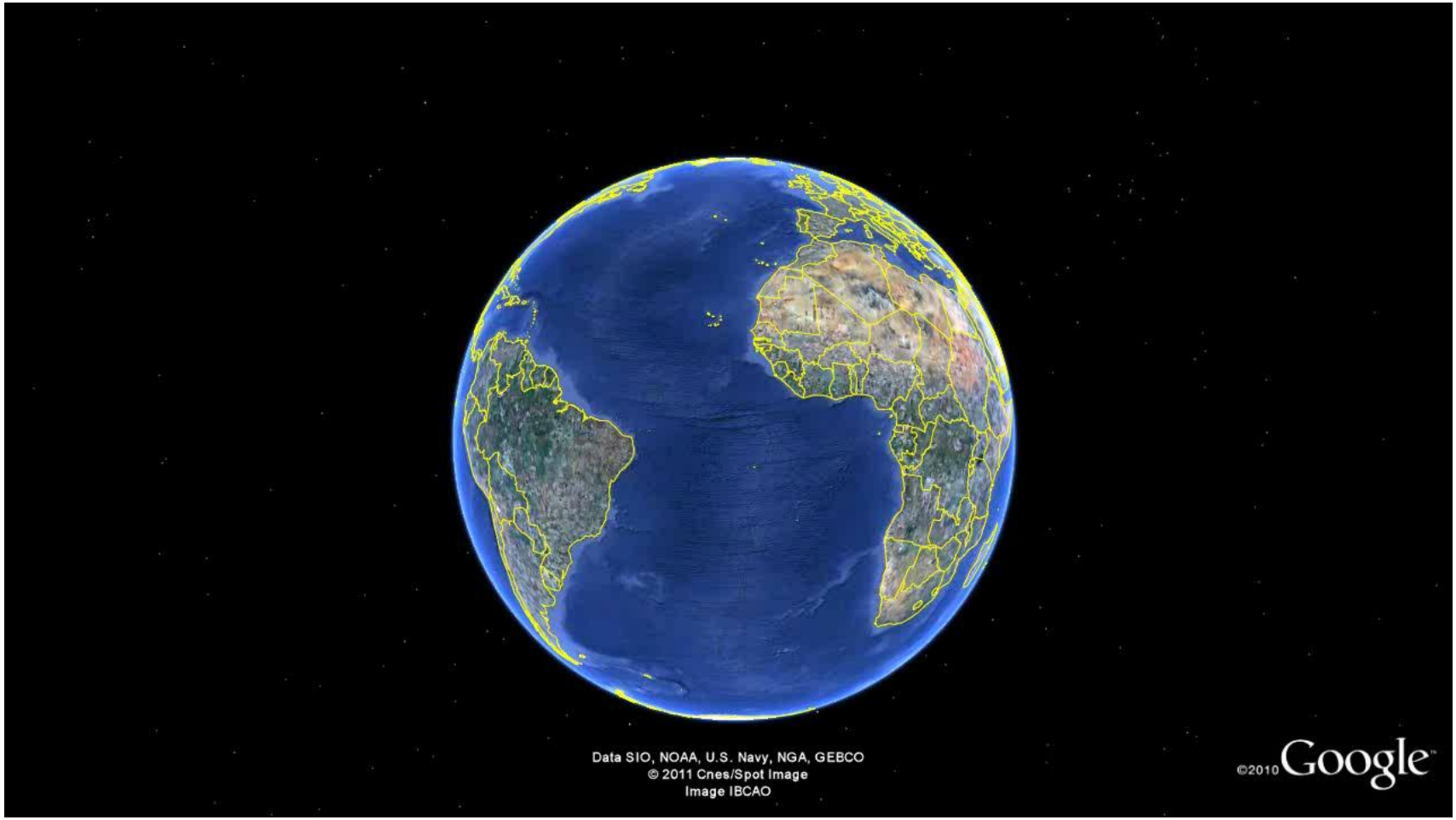
Easy to prove delivery with other media...



primesight

more places, more faces

solution: primeview



primesight

more places, more faces

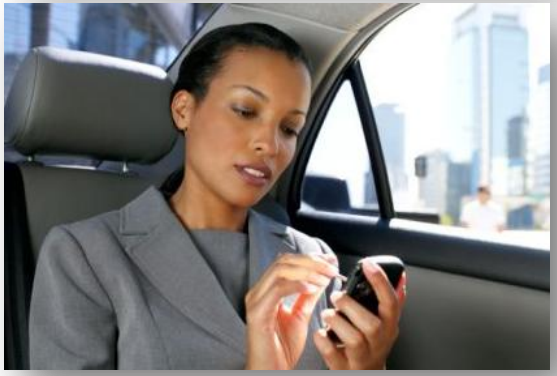
solution: primeview

primesight more places, more faces

the challenge
monitoring effectiveness
primesight
primesight

primemobile

embracing smartphones



primesight

more places, more faces

solution: primemobile

a unique mobile OOH research technique

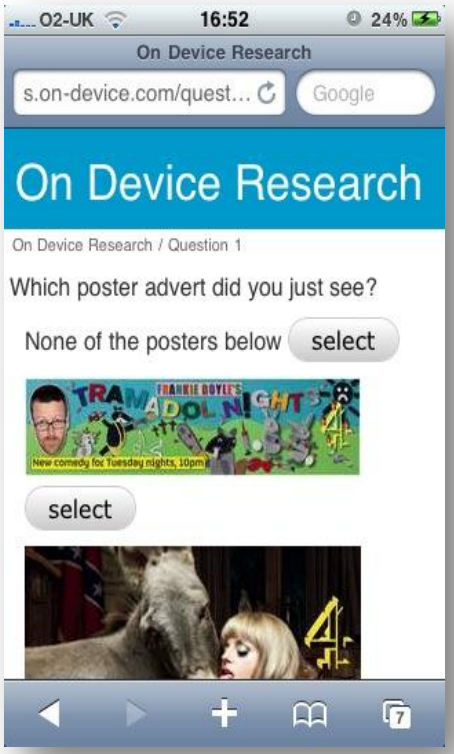
- *Capture real impacts*
- *Awareness and Frequency*
- *Differentiate by creative*
- *Time and location data*
- *No misattribution*
- *Supplementary questions*

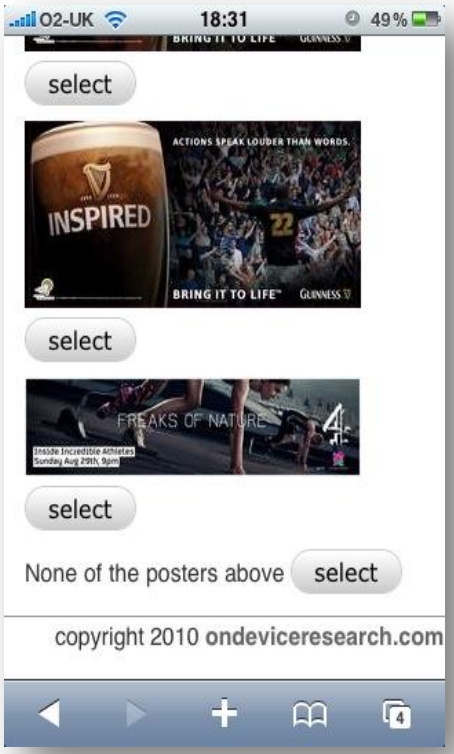
primesight more places, more fo

home

primemobile **mechanic**

- *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.*

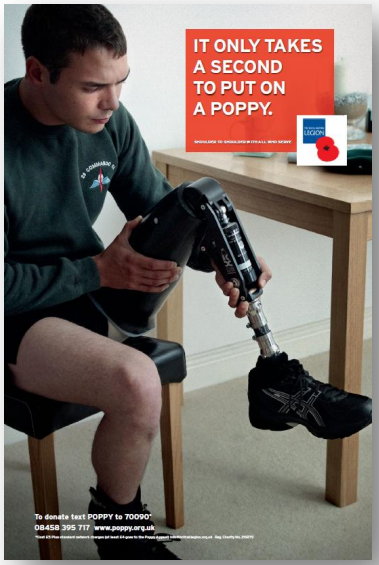




primesight more places, more faces

primemobile

poppy appeal research



Poppy 'Leg'

Poppy 'Flowers'

Poppy 'Head'

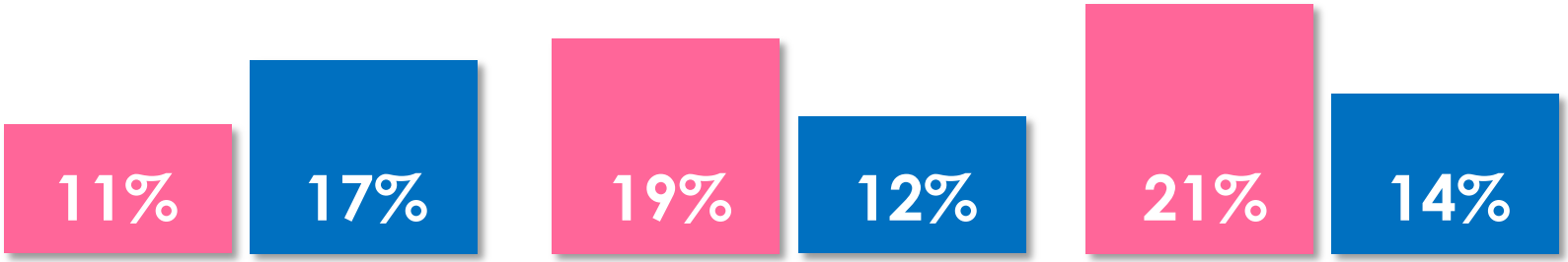
primesight

more places, more faces

primemobile

poppy appeal research

Ad recall – Unique respondents – By gender



Female

Male

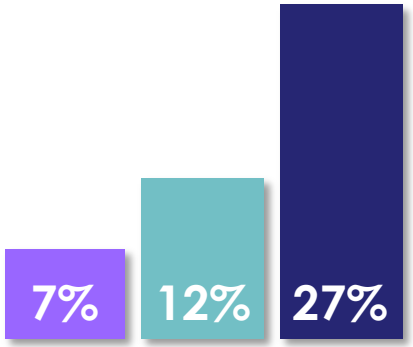
primesight more places, more fac

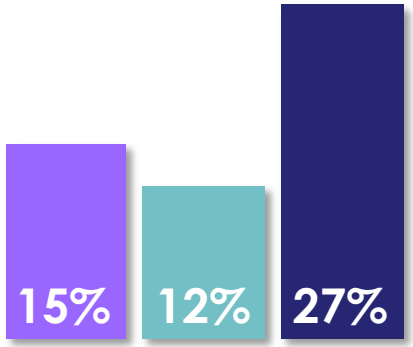
home

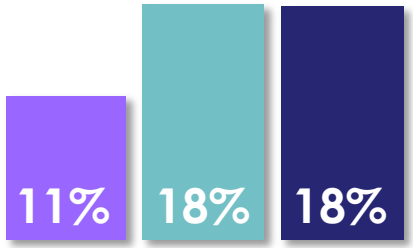
primemobile

poppy appeal research

Ad recall – Unique respondents – By age







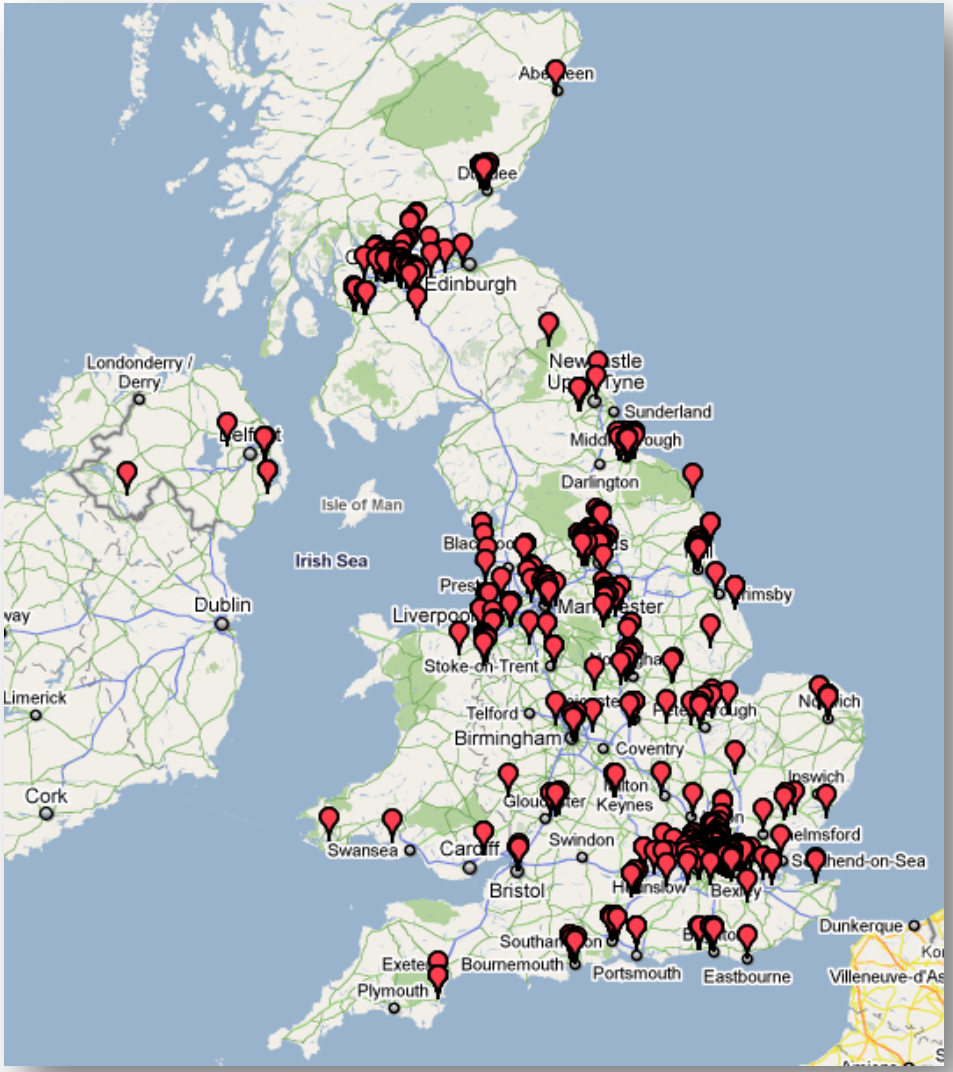
18-24 25-34 35-44

primesight more places, more faces

primemobile

where?

Geographic location of response captured where GPS is authorised



primesight

more places, more faces

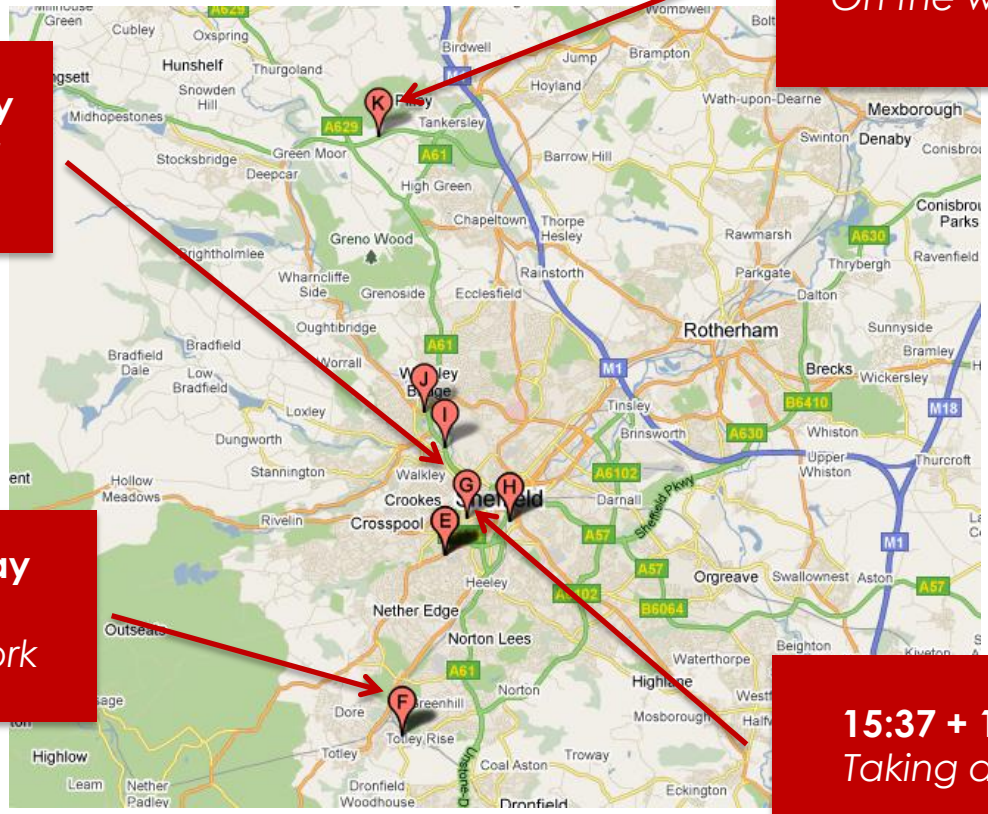
primemobile

when?

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

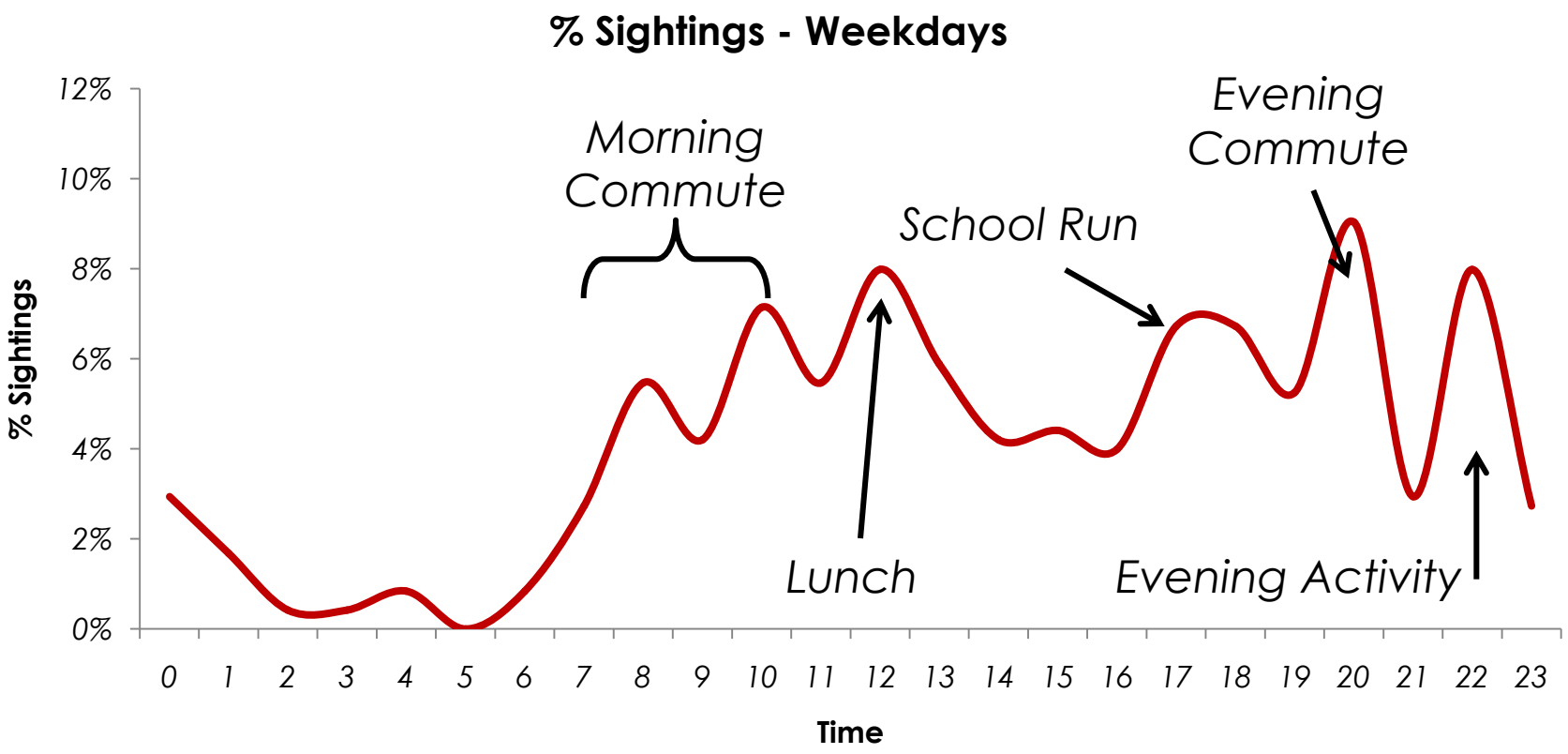
15:37 + 15:41 Weekday
Taking a break at work

primesight
more places, more faces

primemobile

time of day

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

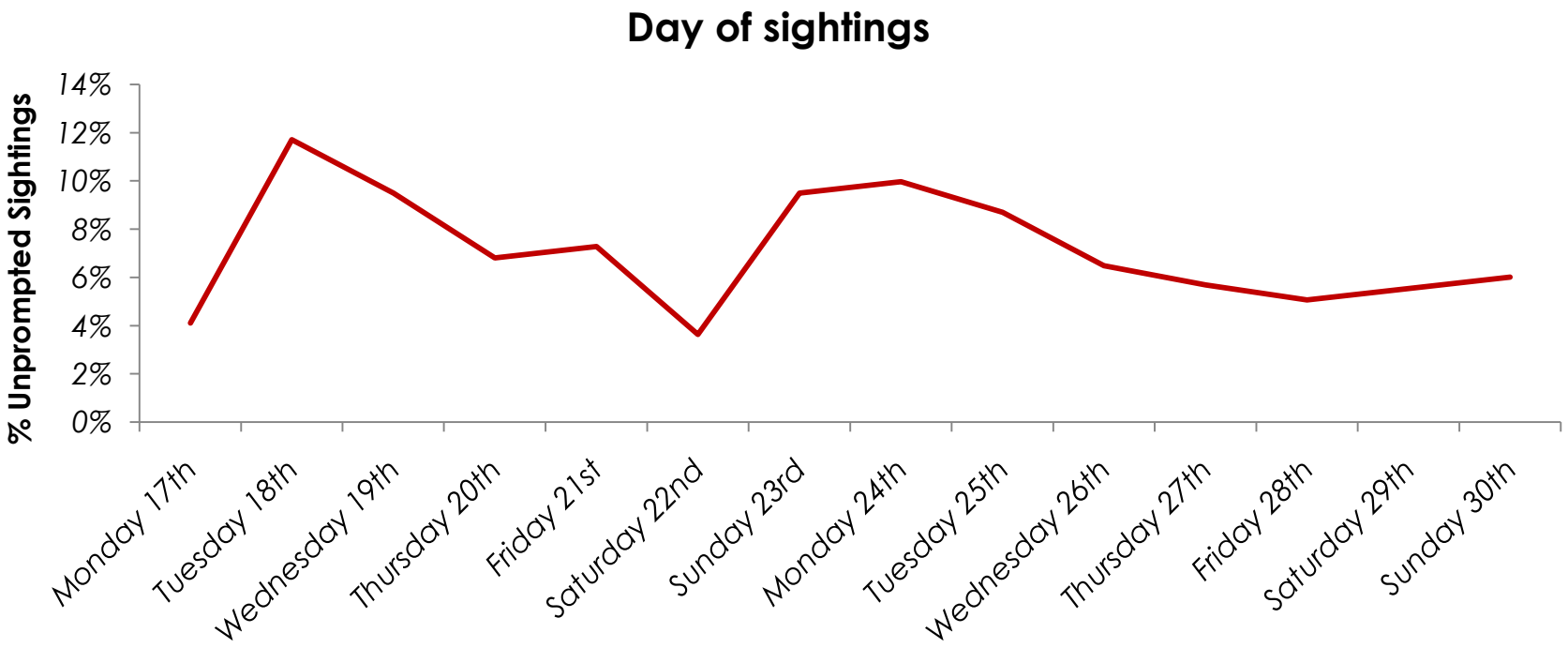


primesight

more places, more faces

day of the week

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



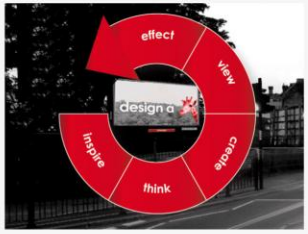
primesight
more places, more faces

primelife

Generate

primedesign

Helping clients with data on inspiration, creation and effectivenss.



primeconnection

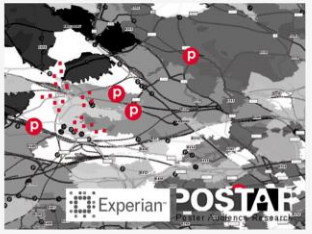
Our site portfolio generating connections reaching a wide range of defined audiences.

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

primesight

more places, more faces