

52nd Fepe Conference – Madrid 2011 – Summing up by new Fepe President, Barry Sayer

The conference got off to a great start with some guidance from the futurist, **Gerd Leonhard** warning us that we are moving from broadcast to broadband. The consumer is now a participant in our promotional world and not happy to just be spoken to in a one way conversation. The consumer welcomes more engagement and interaction.

‘Tell me and I’ll forget, show me and I may remember, involve me and I will never forget’

Antonio Morales the Sales and Marketing Director of CEMUSA closed his presentation with the great example of the “Spanish Reds” National football team: World champions canvassing for the blood transfusion service. What great role models for the youth market.

Annarita Rondelli from Vodafone Italy, emphasised the need for measurability if we are to provide confidence to advertisers to ensure more spend for outdoor, we need to justify ROI (return on investment). Advertisers are faced with a myriad of media choices, many of which offer significant proof of performance. Outdoor will not enjoy the same spend unless it can demonstrate equal return. Annarita advocated that if new media emerges as the leader in advertising and promotions, OOH media can complement the communication strategy by showcasing innovative and creative outdoor Advertising.

Gerry Thorley - CEO Eye - presented some fascinating findings from Eye neuro imaging and Eye tracking research conducted in Australia, by example they discovered that people comprehensively and instinctively scan the environment when they turn a corner or enter a room. 70% are attracted by movement in their viewing vicinity, which provides argument for scrolling units or digital displays in shopping mall or airport environments. He also presented some ground breaking development work in the field of neuro imaging where emotions and responses to advertising stimuli on the brain are being measured in order to understand the effect that different creative imaging or advertising messages have on the attitude and response of the viewer. Interestingly Gerry also advanced proof of the impact of outdoor advertising on the longevity of TV advertising awareness.

Marco Pareschi representing Scavolini “wallpapered the town” in Italy and spent €2 million on outdoor doing it a massive outdoor statement building fame for the Scavolini brand in Italy. Scavolini are famous for designing and providing top of the range kitchens. They showed a very bold commitment to the outdoor medium which paid off and demonstrated not only the innovative use of outdoor but the imagination of the agency and marketing team.

Simon Crisp, responsible for the EMEA region of Kinetic, suggested we approach games producers to partner outdoor advertising companies in order to generate new revenues on digital panels. He also suggests linking iPad’s to our outdoor media panels, the formats are the same. He also stressed the importance for us an industry to share information and broad industry strategy and to ensure skills transfer to protect, grow and up-skill our medium and our industry in our collective interest. FEPE could be the ideal forum for this information sharing.

Steffan Postaer revealed how his very creative out of home strategy for Altoids in the USA, using unusual structures for ambush and promotion of the quirky English Altoids mint brand proved incredibly successful. He gave us some awesome creative imagery and a proven outdoor recipe to make a brand famous . Tug boats with smoke stacks decorated with the Altoids logo all with a

catchy pay off line tying the mint to the creative use of an everyday structure in some creative form became famous.

Rob Atkinson – Clear Channel UK, argued that digital in the UK has seen a 37% uplift in 2010 but is still a very small part of total outdoor spend. Thus we must not neglect the bread and butter media. Are we really meeting our client’s needs, Rob asks? Can we create wealth for our advertisers, that is our mission to provide return on investment, sell product and grow awareness of client’s brands and services? Rob urged outdoor companies to engage more with advertisers in truly understanding their strategy, their need for the outdoor medium and how it fits into their overall media mix and brand plan. He demonstrated that outdoor is certainly embracing new technology, with interactive digital panels as just one of his many exciting examples which he displayed from the UK and international markets.

Rafael Urbano from MPG Spain spoke about the ‘I, We and They’ environment. We have to create more touch points with the consumer he argued. You have to make the consumer your brand ambassador especially in an environment of two way smart mobile devices. The consumer is talking about your company and your brand and their own brand experience. It is essential that you ensure that their statements are positive.

Caire - Patricia demonstrated the equipment produced by Caire that many companies use in many different markets to efficiently connect scrolling sheets together. Precision and longevity is key.

Philippe Ophoff from Open Out of Home shared information of a very robust single sheet posting system, that is simple and quick to operate..

Supplier Forum chaired by John Ellery enabled some of our key suppliers to share new innovations with us.

Ayuda Systems – we heard from Andreas Soupliotis how their companies creative approach to software management systems for our medium can assist and improve the way in which the OOH business is planned, marketed and purchased .

Daktronic’s Pete Egart showed some brilliant examples of their LED displays, demonstrating how technology has advanced definition and brightness, and assisted in reducing capital investment.

John Gibb from Formetco stressed the growth of single sheet posting across a number of markets, and emphasised the improved quality of product and speed of change now available.

Hamish Pringle, Director General of the IPA UK posed the question “ Where do we fit into the media flow?” The ‘IPA Touch-Point’ survey contains a complexity of data about viewers of advertising. We now understand more about the life flow and how traditional media flow parallels our own life flow. Hamish argues that the new consumer is now living in the media flow and by interaction or content generation on new media platforms like smart phones, is partly responsible for generating the media flow. The old traditional relationship between the consumer and media was that as the consumer moved through their daily life flow they interacted with media at various touch points, by example when confronted by a billboard, sitting down to watch television or reading a newspaper, thus stepping in and out of the media flow. In addition Hamish suggests we consider closely how we can work and compliment television because the ‘IPA Touch Point’ survey confirms that it is still the primary medium. Hamish also advocates that consumers are more likely to buy our brand through emotional engagement. We must not underestimate the importance of “F.A.I.P.A.” – Fame, Advocacy, Information, Price and Availability.

Glen Wilson - MD Posterscope UK advised us that today astonishing volumes of data and entertainment content is being distributed through new media platforms. Mobility and mobile devices creates location neutral lives. We need to understand how people move about and when they consume media. Glen demonstrated the flow of taxi activity at various times of the day around London in reaction to commuters needs by example. He further illustrated the spike in mobile phone use over the Stadia de Roma at the time of the Madonna concert illustrating the viral nature of new information or event dissemination by today’s consumer especially those in the youth category. ‘Angry Birds’ a mobile phone game has generated a million US Dollars in ad revenues, showing the changing activity of consumers, particularly commuters. Glen argued that the outdoor medium does drive search and predicted that Near Field Technology will allow mobile devices to replace the wallet by incorporating pre-paid facilities and bar-code scanning capability.

Ralf Kaebe – from Unity media, a cable supplier in Germany, simplified the whole media transaction process and cautioned us that we should focus on the key task at hand, building a brand and selling products or service in a most entertaining but thought provoking presentation.

Anna Reeves introduced the new CBS International ‘Europe on the Move’ survey which collated the attitude of a myriad of consumers in Europe regarding their feelings, travel patterns, attitude to outdoor advertising and their activities including shopping patterns and media usage while on the go. The survey contains fascinating new insights on our modern consumer and commuter, and advances strong arguments on the popularity and effectiveness of outdoor advertising. Interestingly 17% of young people actually accessed the internet whilst out shopping, a reminder that the outdoor medium should be part of that conversation at the place of purchase.

Andrea Cimenti - Aqcuia Group Italy - proposed the concept of a Seventh Medium which he defined as Shopping Malls, Outlet Stores and Fairs which he advocated are a whole new market place or medium themselves. He makes the interesting point however that for these environments to be successful as commercial hubs, you first need to draw the consumer to the location. He argues that his company has proven conclusively that the outdoor advertising medium is a powerful and effective communication platform in directing consumers to these Seventh Medium Events. Outdoor can be used effectively as the voice of the Mall, Outlet Store or Fair in his view, and has proven so conclusively.

Greg Grimmer - founder member of Hurrell Moseley Dawson and Grimmer, quotes Sam Walton, 'A computer can tell you how much you have sold, it can't tell you how much you could have sold'. But loyalty relationships with consumers can encourage engagement with consumers which will give you great insight on potentially what you could have sold. Greg also advocated a move from the old to the new by example with the use of digital technology to provide more flexibility and to drive future digital behaviour across other media platforms.

Oliver Gray, Director General of the EASA stated that 30% – 70% of a company's value arises from its brand reputation. Global Advertising Standards advocate that advertising should be legal, honest and truthful, socially responsible and respecting of fair competition. He also provided guidelines for alcohol advertising which he reminded us should advocate no sexual success, no social success, no excessive use and no appeal to kids. It should also not encourage drinking and driving. He illustrated the difficulty that EASA (European Advertising Standards Alliance) faces in ensuring a reasonable but responsible advertising industry when the EASA is constantly under scrutiny by organisations like 'WHO' who are currently questioning advertising to children for products rich in fatty acids, by example.

Nigel Clarkson-Sales and Marketing Director Primesight UK argued that bad creative produces bad results, which reflects badly on the outdoor advertising medium. Nigel highlighted the basics for good poster design and reminded us of how much bad creative there is in the market place. Outdoor advertising companies should do as much as possible to educate advertisers of the best use of the medium to our mutual benefit. Nigel also demonstrated some useful mobile applications developed by his company for use by poster advertisers and the importance of new media developments like Google Earth in the development and monitoring of the outdoor medium.

Pierre Henri Bassouls of Prismaflex explained the Prismaflex Arabian project and their earth friendly graphite substrate.

John Ellery and **Mark Flys** gave an update on the Wikipedia project, now soon to be an extranet service on the FEPE website, and what we can expect in the growth of this facility in the future to the benefit of all Fepe members as a compendium of current and historical outdoor data which will be available shortly.

A second supplier Forum, chaired by Barry Sayer gave us insight into further developments from this important sector of the OOH Industry.

VMG – Dominic Brookman
Literonix – Phillip Chou shared some dynamic information about the fast developing Led light source for front lit sites and how cost effective they are.

Ian Morris from Key Systems explained how Key is making strides in providing flexible software systems for the OOH industry.

Lionel Bernard showed a range of Novals latest street furniture designs

Barry thanked Christian Kauter for his 6 years of service as President of Fepe. He also thanked Eric Marotel and the Spanish delegation for hosting so successful a conference and the rest of the Fepe team who have done so much behind the scenes work. He also thanked his fellow Directors for steering Fepe through another successful year and declared a successful conference with 187 delegates from 29 countries.

Barry Sayer
FEPE
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