Getting the Most Out-of-Home
CONVERGENCE
THE POINT OF CONNECTION AND ENGAGEMENT AND THE POINT OF TRANSACTION GETTING CLOSER AND CLOSER TOGETHER
Impact on Consumers

- **Content**: The content they consume and how they consume it.
- **Mobility**: What they do and how they do it in different places.
- **Social**: How they connect, interact and share.
- **Commerce**: What they buy and how they buy it.
Impacting Marketing Budgets

Social media
Website upgrades
Content creation
Landing page optimisation
Search (SEO/PPC)
Online advertising
Email
Direct mail
Print advertising
Telemarketing
Broadcast advertising

Source: Marketing Sherpa
Which of these celebrities stayed the longest in the 'I'm a Celebrity...' jungle?

Eliminate three incorrect answers.

14. David Van Day
15. John Lydon
11. Cerys Matthews
9. Jimmy Osmond
Re-defining Out-of-Home

- Ads
- Posters
- Networked Video Screens / Cinema
- People & Places

Posterscope
Re-defining Out-of-Home

- Ads
- Posters
- Networked Video Screens / Cinema
- Public spaces
- Mobile etc
- Laptops
- Tablets
- Retail media & assets
- Owned OOH (e.g. delivery vehicles, buildings)
Re-defining Out-of-Home

The OOH Ecosystem

Platforms
Content
Apps & Games
Networked Video Screens / Cinema
Ads
Posters
Public spaces
Laptops
Mobile etc
Retail media & assets
Tablets
Physical Experiences
People & Places
Data
Commerce & Coupons
Services
Technology

Owned OOH (e.g. delivery vehicles, buildings)
Re-defining Out-of-Home
The OOH Ecosystem

- Google
- Facebook
- Amazon
- Apple

Platforms: Posters, Public spaces, Networked Video Screens / Cinema, Owned OOH (e.g. delivery vehicles, buildings)

Content: Mobile etc, Laptops, Tablets, Apps & Games

Technology: Data, Physical Experiences

Ads: Content

Services: Commerce & Coupons

Networked Video Screens / Cinema

People & Places

Posters

Apps & Games

Retail media & assets

Networked Video Screens / Cinema

Owned OOH (e.g. delivery vehicles, buildings)

Physical Experiences

Data

Commerce & Coupons

Google

Mobile etc

Laptops

Tablets

Apps & Games

Data
Gateways to Content, Utility & Commerce
NFC vs QR

March

Sept

Oct

Source: Blue Bite
Consumer Adoption
Factors that will Impact on NFC Usage

- Knowledge
- Availability
- Value
GPS ENABLED PACK?

WE WILL FIND YOU WITH

70,000 24HRS

There are still 6 x £10k bars out there!

Find one and We Will Find You in 24 hours.

Discover a GPS bar • Activate • Find

Even if you don’t find one, you could win £10. Click “Enter Now” to enter your on-pack code.

Enter Now
Mobile Behaviours
Searching and Socialising

- **Mobile Twitter Traffic**: 80%
- **Mobile Search Queries**: 20%
- **Mobile Facebook Traffic**: 55%

Source: KPCB, Google and Facebook 2011
Driving Search
Driving Website Traffic

+30%

Credit: Posterscope USA
Driving Social Media
Real-time OOH
Real-time

Data

Information

Content

Scheduling

Buying

Media optimization

Creative optimization

DOOH content
Coke Zero
Search Behaviour Based Planning Data
Over 1300 creative versions
73% felt more positive towards brand
How to Get the Most Out-of-Home
Make Convergence
‘What You Do’
Measure More & Measure Differently
Collaborate More
Media, content, technology, experiences
Bought, owned, earned
Interconnected, interdependent
Thank You!