

Getting the Most Out-of-Home



Tom Kerr
Aegis Global Director
13/02/2013

Posterscope

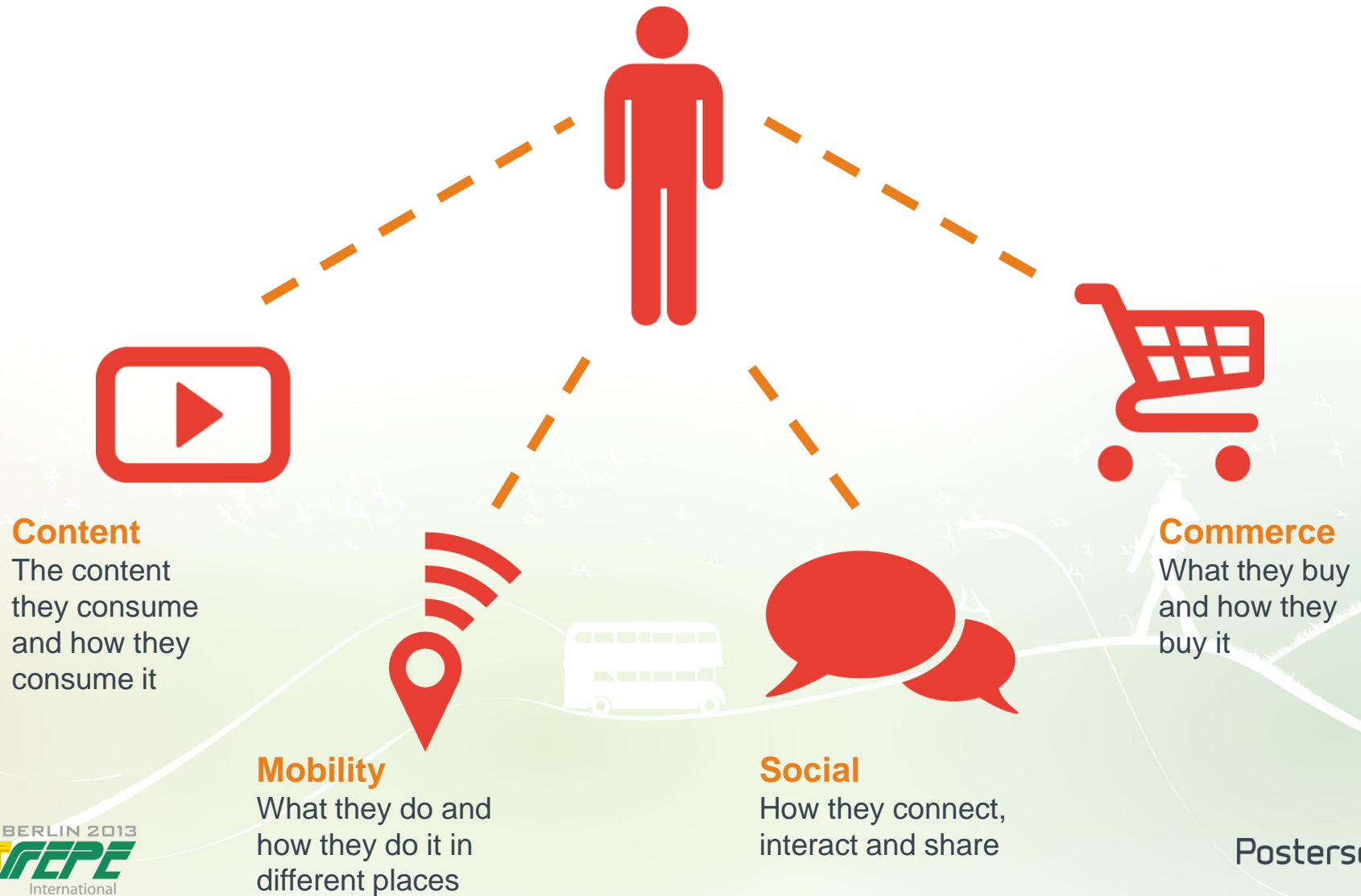


CONVERGENCE

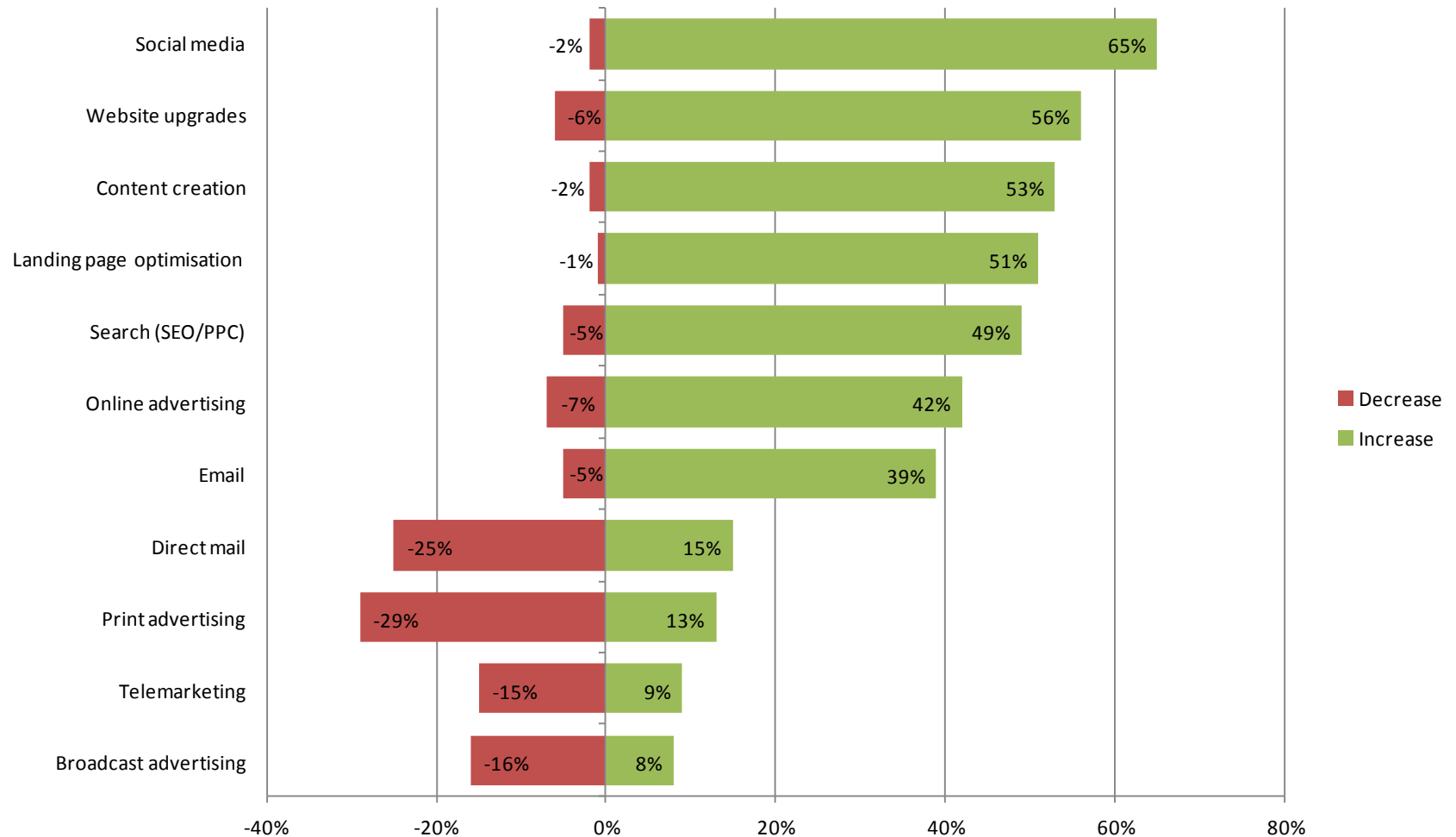
THE POINT OF CONNECTION AND ENGAGEMENT AND THE POINT
OF TRANSACTION GETTING CLOSER AND CLOSER TOGETHER



Impact on Consumers



Impacting Marketing Budgets



Re-defining Media

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

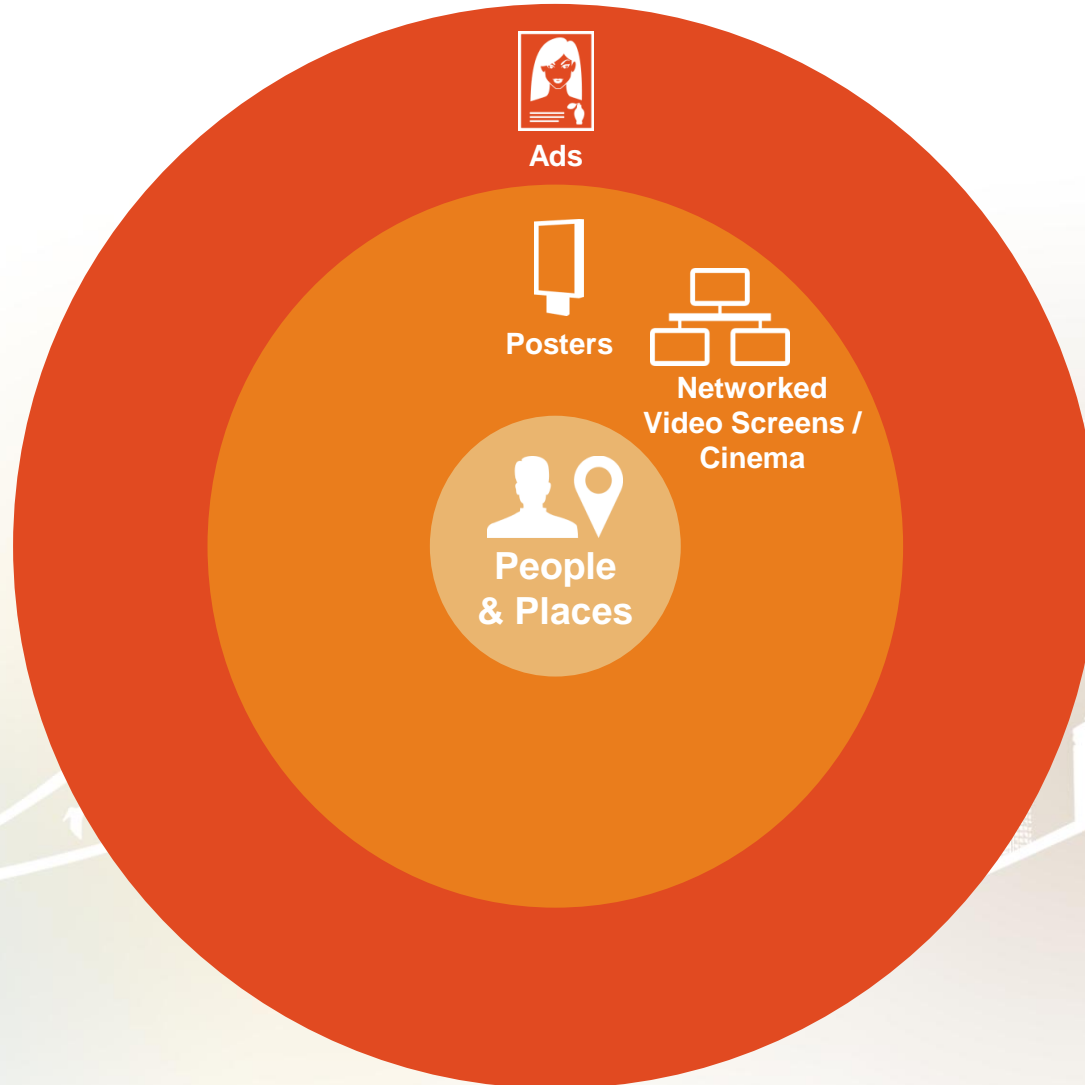
Cerys Matthews

9

Jimmy Osmond

00:00

Re-defining Out-of-Home



Re-defining Out-of-Home



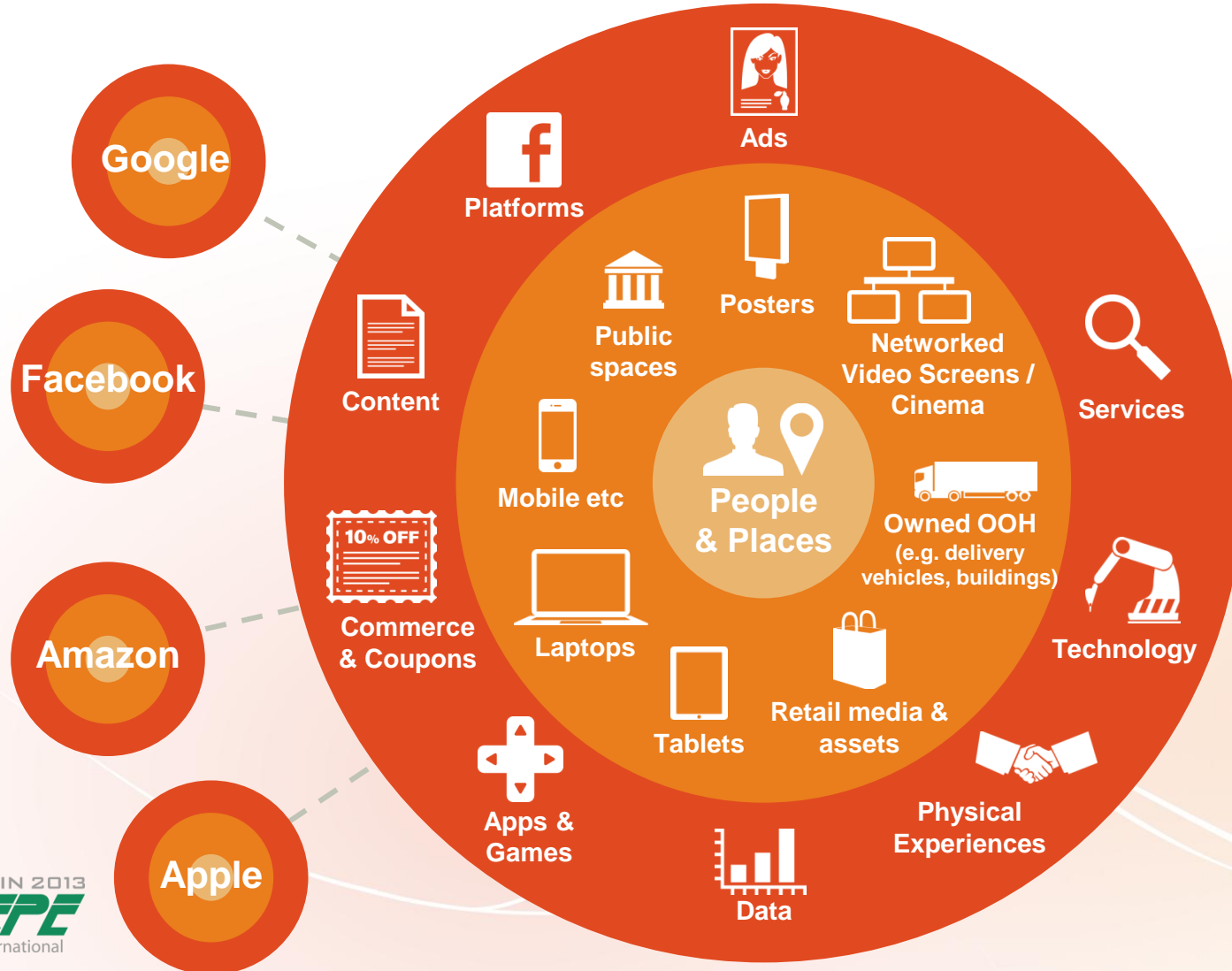
Re-defining Out-of-Home

The OOH Ecosystem



Re-defining Out-of-Home

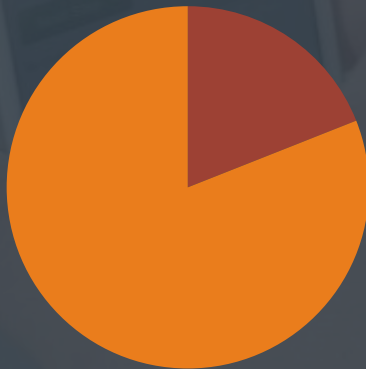
The OOH Ecosystem



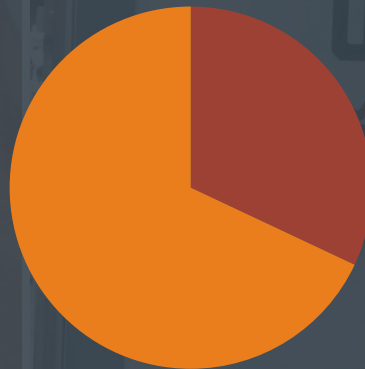
Gateways to Content, Utility & Commerce

NFC vs QR

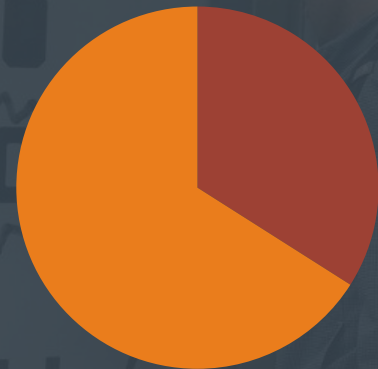
March



Sept



Oct

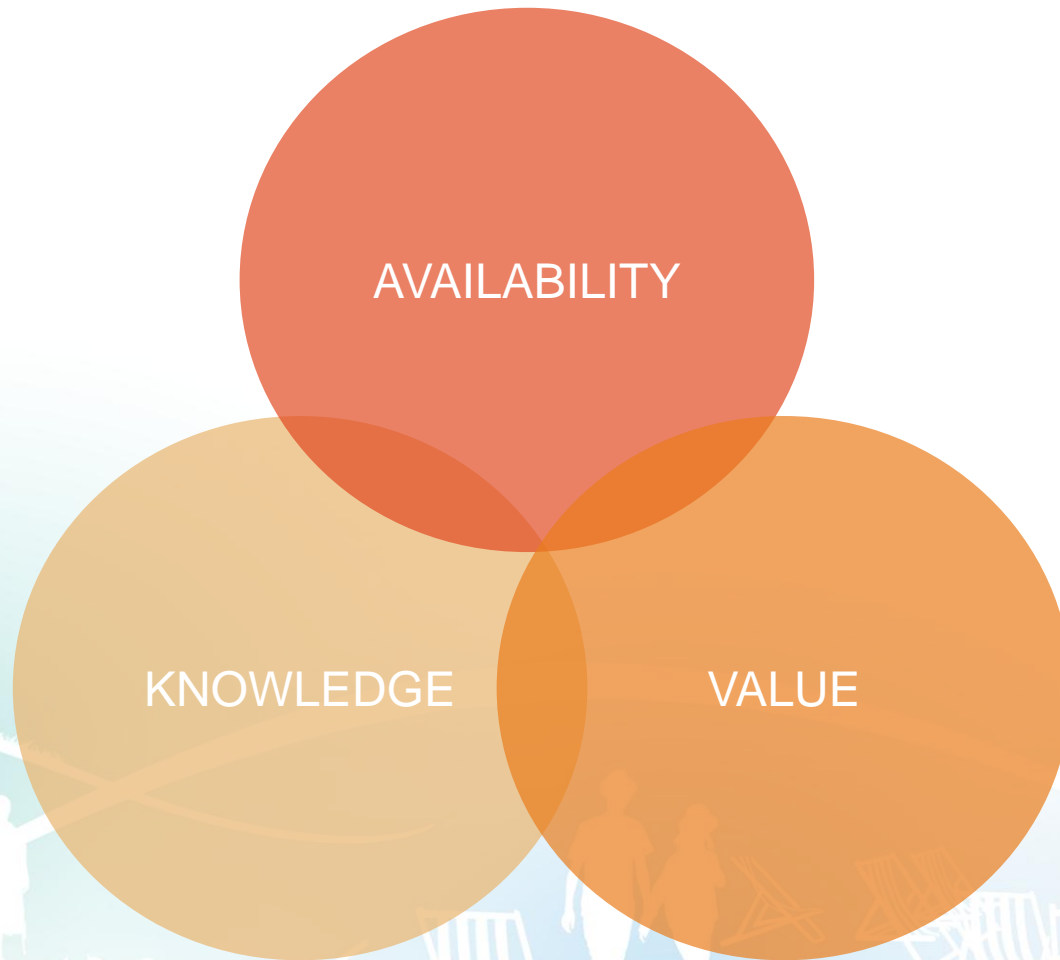


Source : Blue Bite

Posterscope

Consumer Adoption

Factors that will Impact on NFC Usage



JCDecaux

GPS
ENABLED
PACK?

WE WILL
FIND YOU
WITH
10,000
24HRS

FOR LIVE UPDATES
• TAP THE HELICOPTER
• SCAN THE QR CODE

WE WILL
FIND YOU
£10,000
IN 24HRS
£10,000

apps.nestle.co.uk/kitkat/w

Like 8.2m



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

Find one and We Will Find You in 24
hours.



We will find you
in 24 hours

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

Enter Now

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Société des Produits Nestlé S.A.



Influencing Digital Behaviour

Mobile Behaviours

Searching and Socialising

Mobile Twitter Traffic



80%

Mobile Search Queries



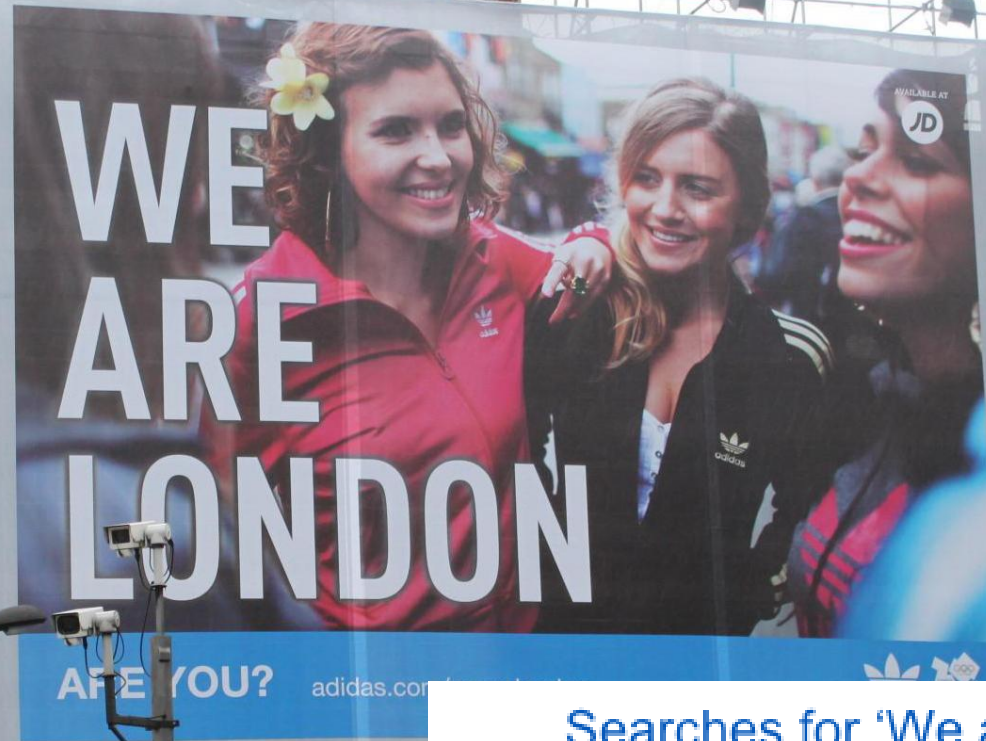
20%

Mobile Facebook Traffic



55%

Driving Search



Searches for 'We are London'



Driving Website Traffic



+30%

Driving Social Media



Real-time OOH

Real-time

Data

Scheduling

Buying

Information



Media optimization

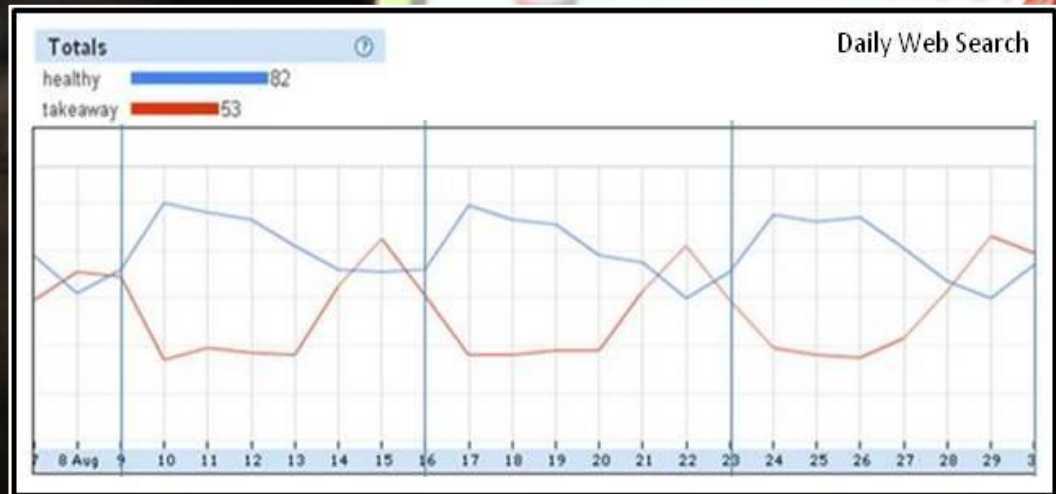
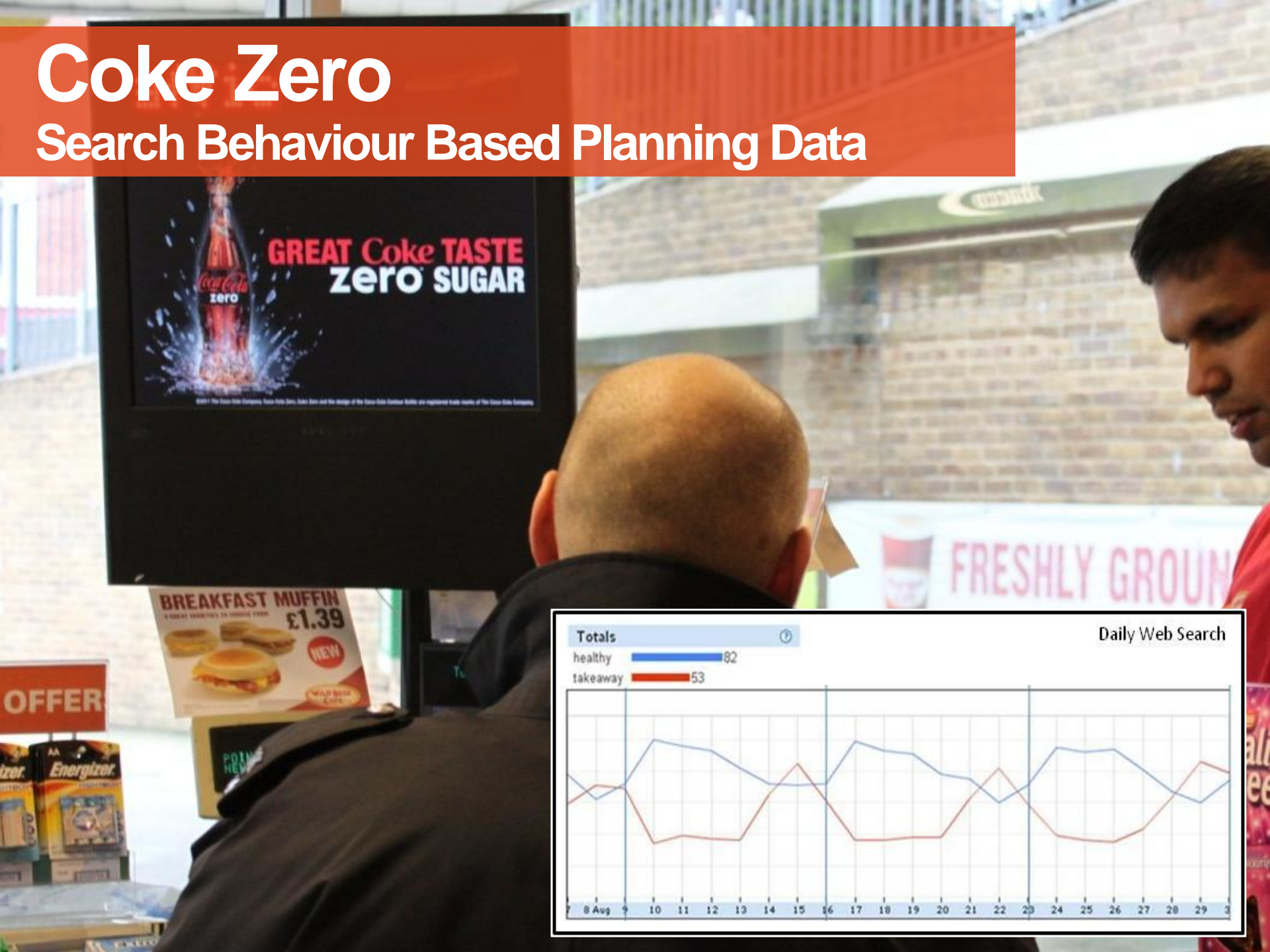
Content

Creative optimization

DOOH content

Coke Zero

Search Behaviour Based Planning Data





SAMSUNG
HOPE
RELAY

Coca-Cola

open happiness

SAMSUNG

LIVEPOSTER ▶

We're h

Forging the future of London

Land Securities

pharm

Boots



H'smith & City

Good service



Transport for London

Updated at 15:44



15:45

FLORENCE, BROMLEY

THE TRAINEE CHEERER

WE ALL MAKE THE GAMES



What kind of fanfare you?

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!



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