



**TORONTO
CONGRESS 2022
May 25 - 27**

Connect, Celebrate and Elevate the World of Out of Home

**Global OOH:
a view from the inside**

Ben Milne
Head of Out-of-Home, dentsu International





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STEVE MADDEN



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Alexandre Mattiussi

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STEVE MADDEN

STEVE MADDEN

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o/o
OCEAN



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Space Available for Net Lease
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Visual Media
www.visualmedia.lv

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PIROTEHNIKA

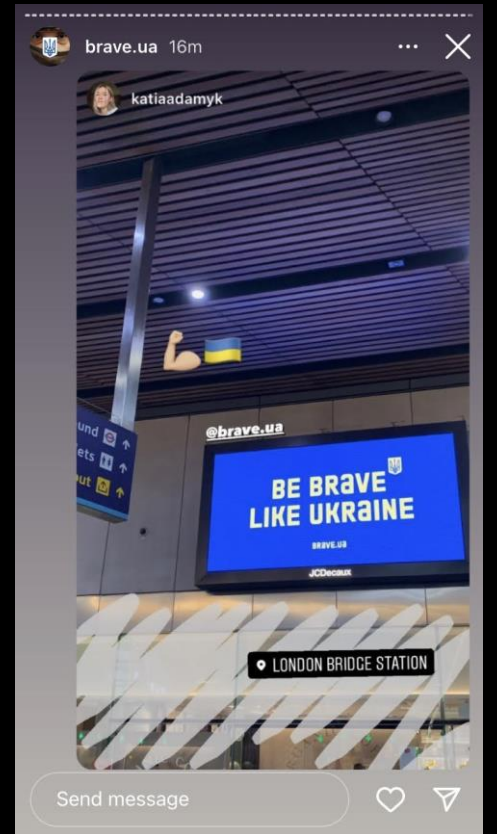
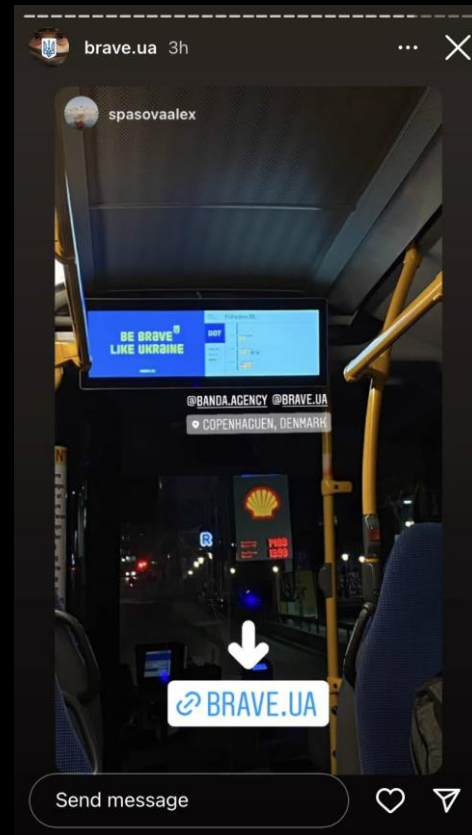
Miele
KVALITĀTE
KAS ARSTĒDZĪGĀ



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LUMA MEDIA

TV: 06 63 98 83



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synergic

SUBWAY

SUBWAY



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DIA 863

JAPANESE RESTAURANT

www.fullyuki.dk

BABIS

REBORN

COCA-COLA

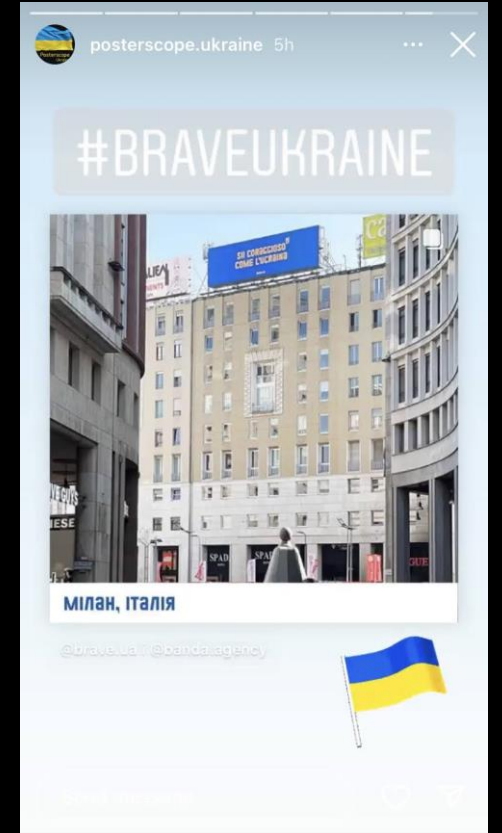
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dscreens.lv 277 550 77



Science For A Better Life



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SII CORACCIOSO
COME L'UCRAINA



The next 19 minutes

- From then...to now
- A view from the inside survey
 - Planning considerations
 - Audience
 - Programmatic
- Looking ahead

The world has accelerated

The
Economist

THE WORLD AHEAD 2022



CLIMATE



COVID



ECONOMY



AUTOCRACY

We have accelerated with it



**AUDIENCE
DISCOVERY**



PIPES



STORYTELLING

Out-of-Home has never been so important

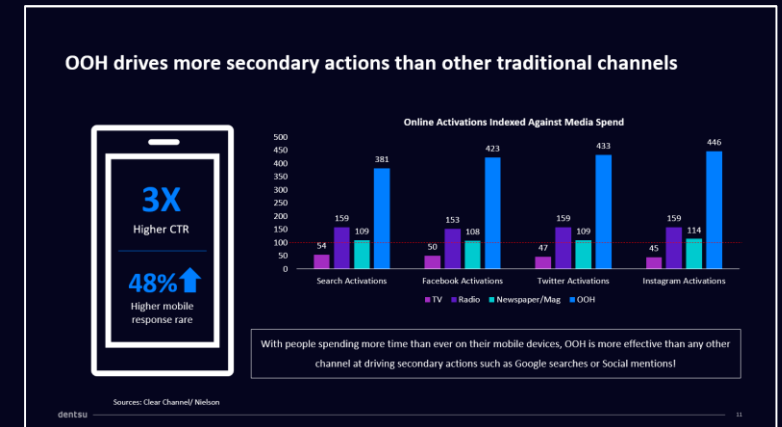
Reach Maximiser



Brand Builder



Action Driver



Trusted medium



A Force for Good



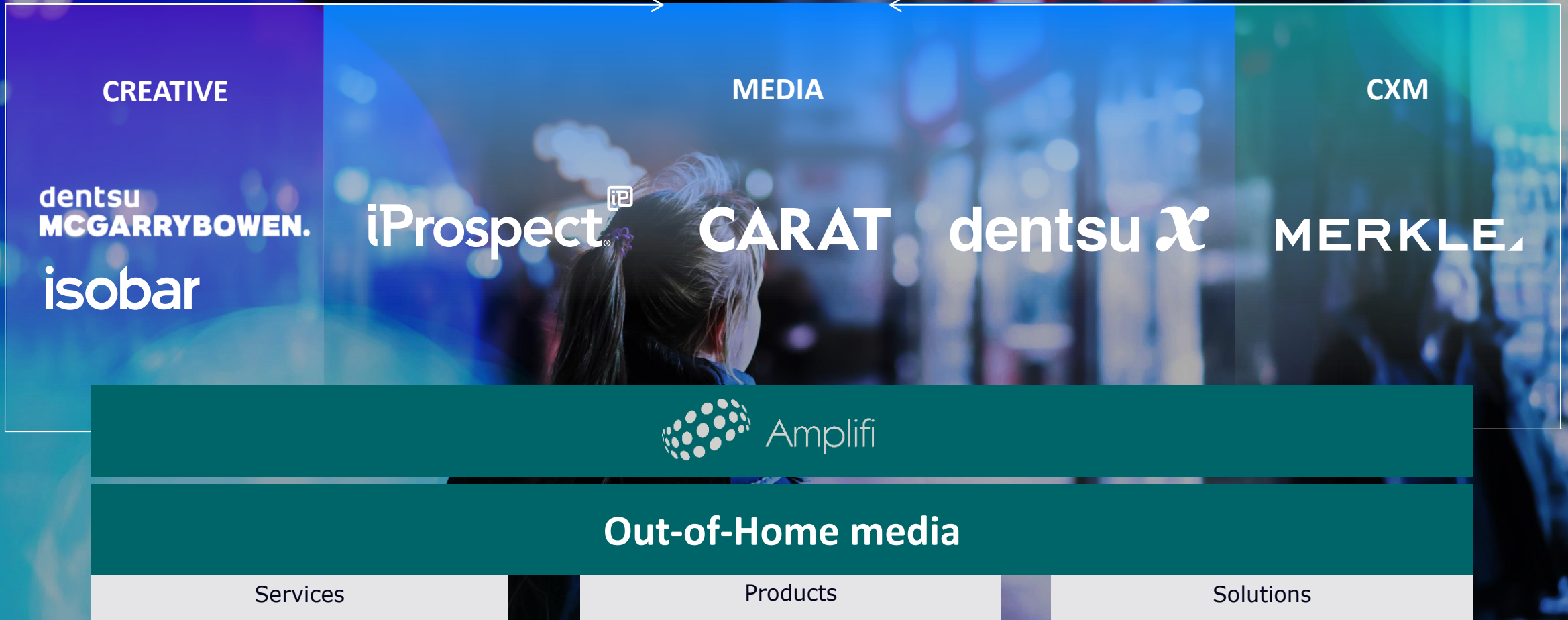
Creative Canvas¹⁰



A man with dark hair and a beard is shown from the chest up, looking upwards and to the right with a thoughtful expression. He is wearing a dark zip-up hoodie. The background is a dark chalkboard covered in white chalk drawings of question marks and various diagrams, including a central circular diagram with a dot in the middle and several wavy lines. The text "PERCEPTION & REALITY" is overlaid in large, bold, white capital letters across the center of the image.

PERCEPTION & REALITY

OOH @ dentsu: from a specialist to integrated specialist discipline





300
planners,
buyers and
strategists

CARAT
dentsu **x**
iProspect[®]
MERKLE

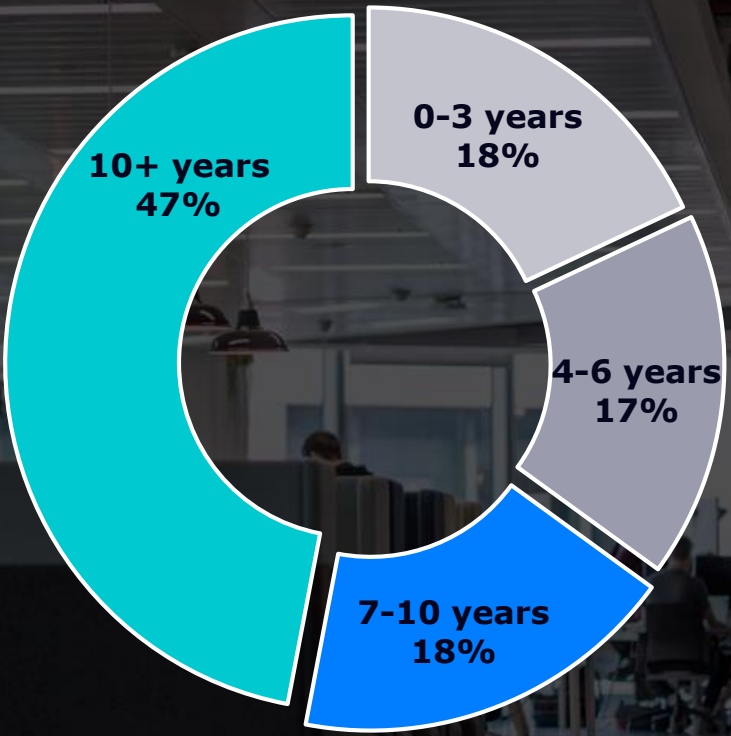
AMER
APAC
EMEA
Global

Engagement with an experienced, diverse network

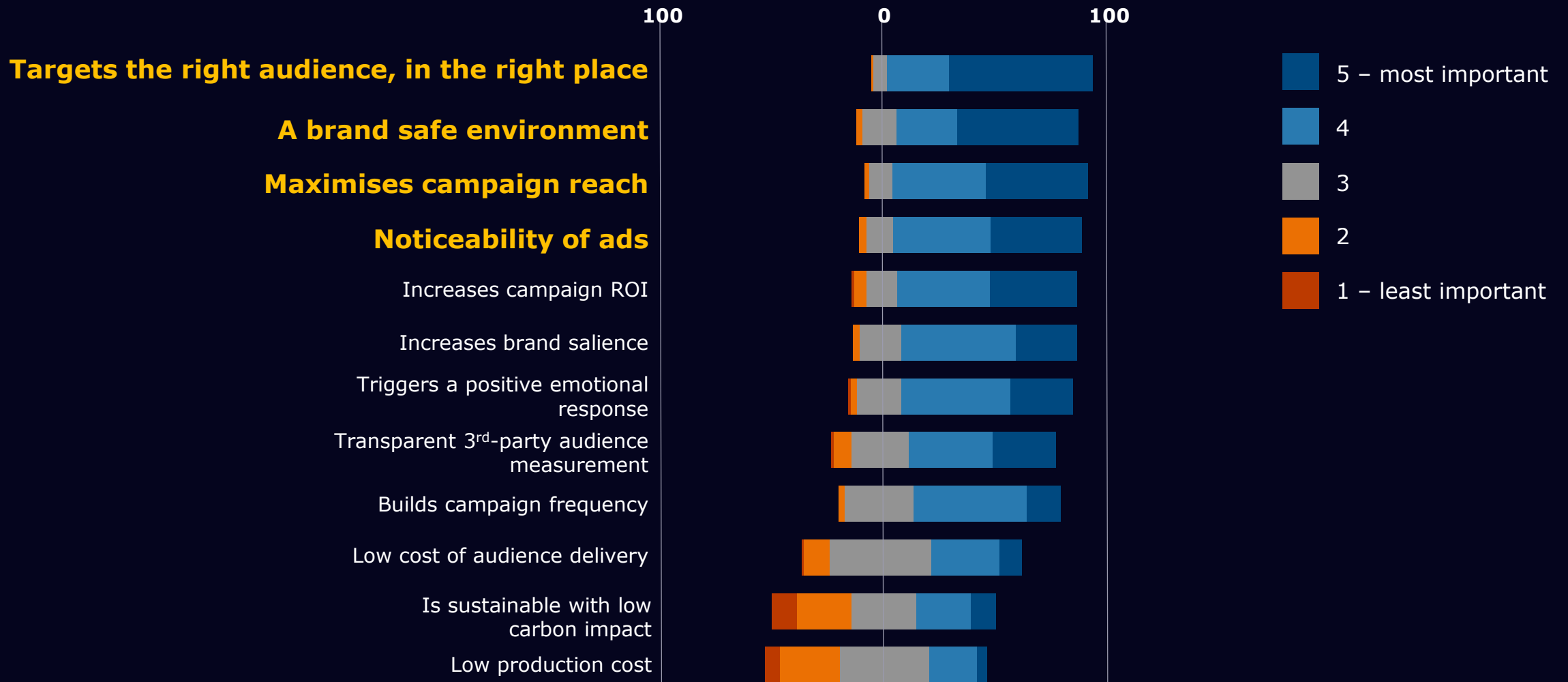
What category of brands do you mainly work on?



Years of experience



The channel characteristics that matter most to planners when building brands are those OOH excels at



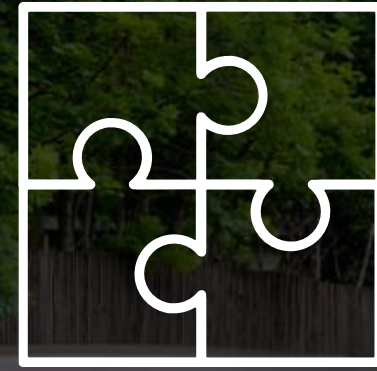
Most frequently quoted reasons for using *Classic* OOH



**Specific location
or environment**
62% agree



Audience reach
53% agree



**To complement
other channels**
44% agree

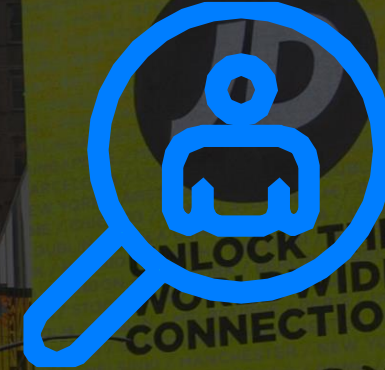
Most frequently quoted reasons for using *Digital* OOH



Specific location
or environment
62% agree

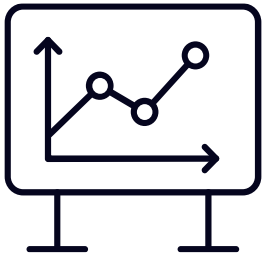


Audience reach
56% agree



To target a
specific audience
45% agree

But there are 3 common justifications for when OOH doesn't make it onto a media schedule



#1

Lack of measurement/
accountability

57% agree



#2

Price is too
expensive

55% agree

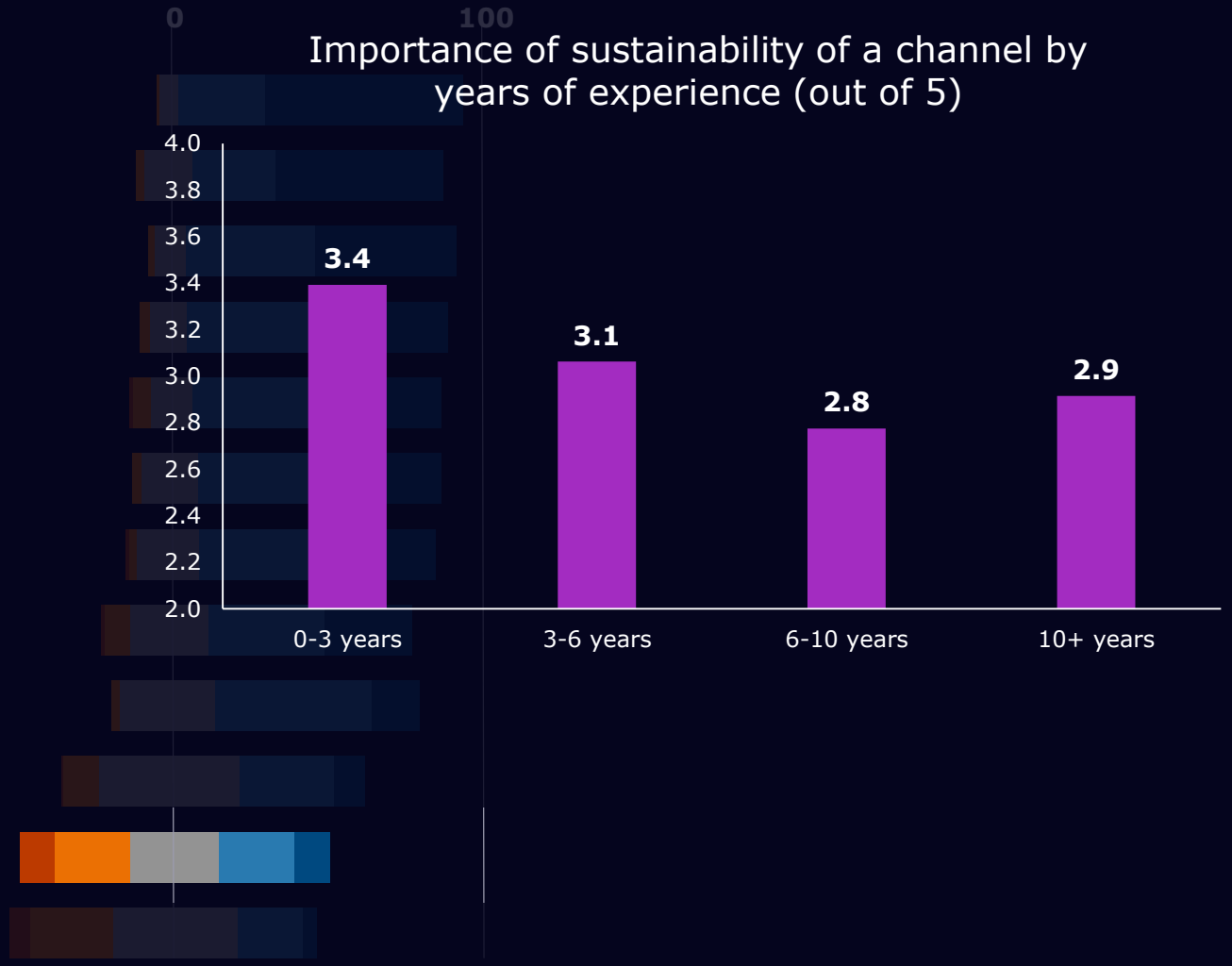
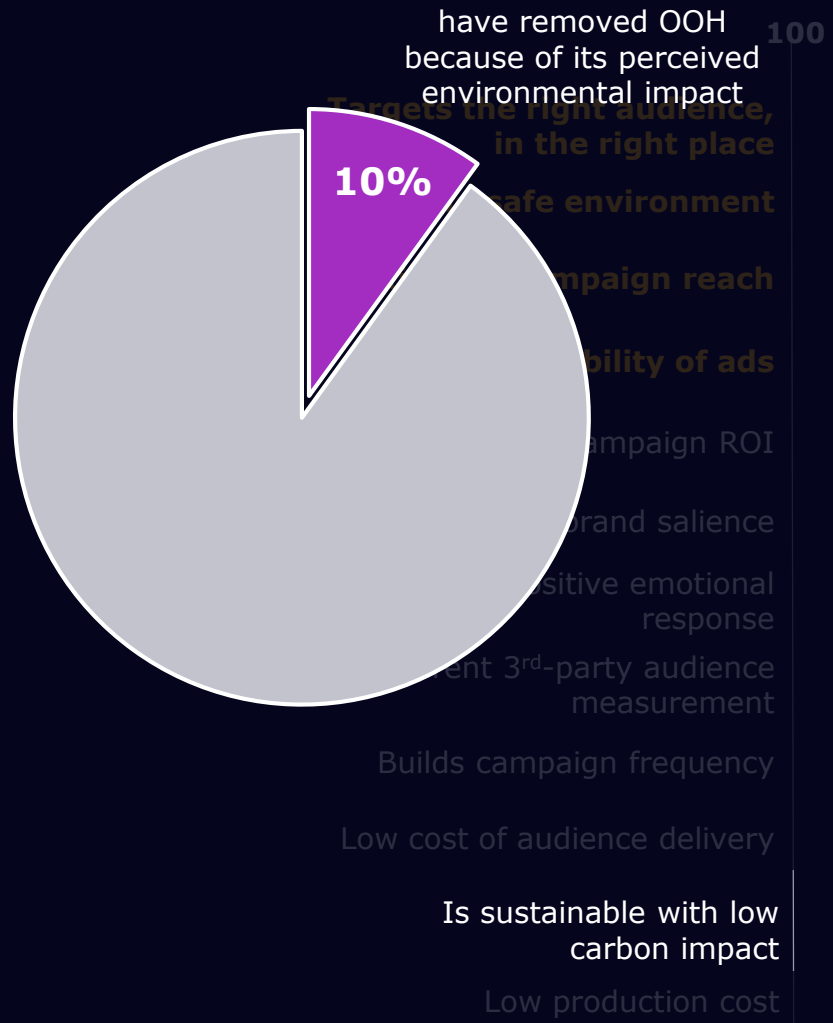


#4

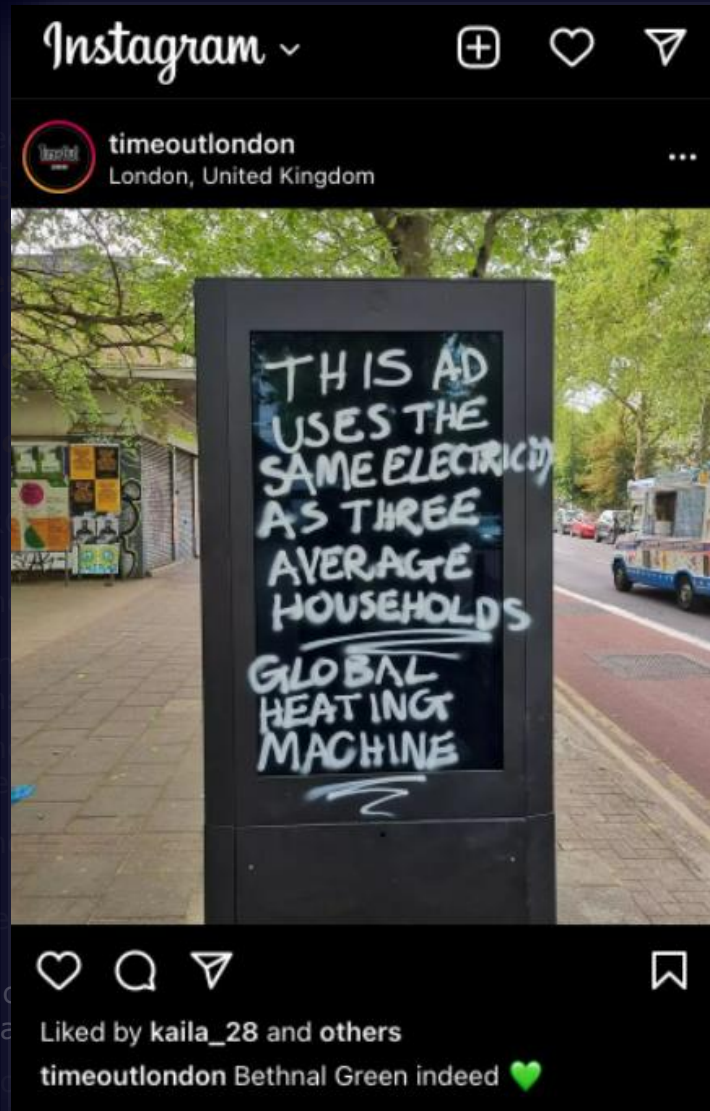
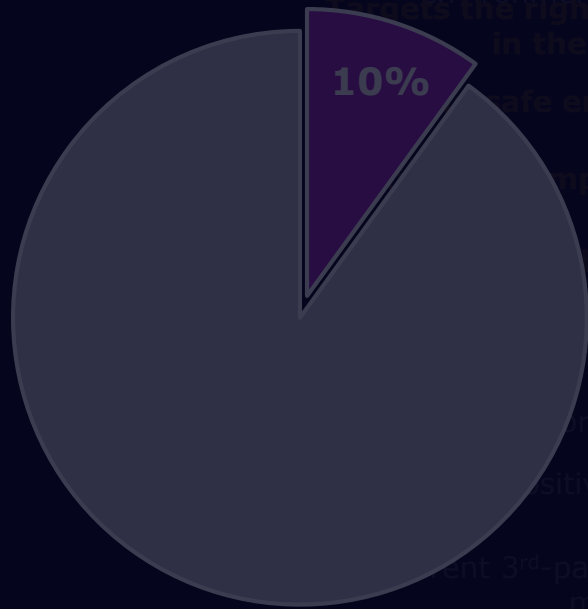
Lead times too
long

25% agree

Sustainability concerns are currently low... but will only grow



Sustainability concerns are currently low... but will only grow



Score of sustainability of a channel by years of experience (out of 5)



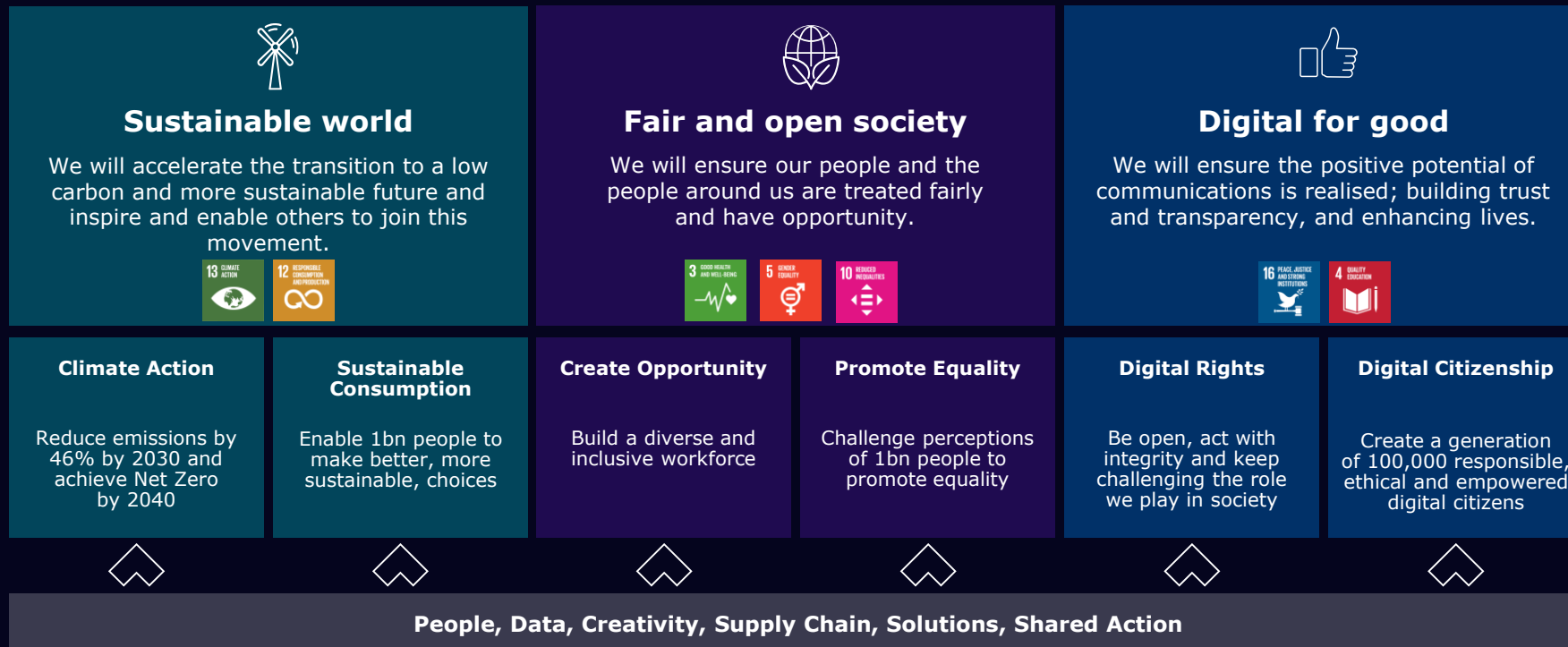
Social Impact 2030 our vision to inspire people everywhere towards a new way of living

Group Social Purpose

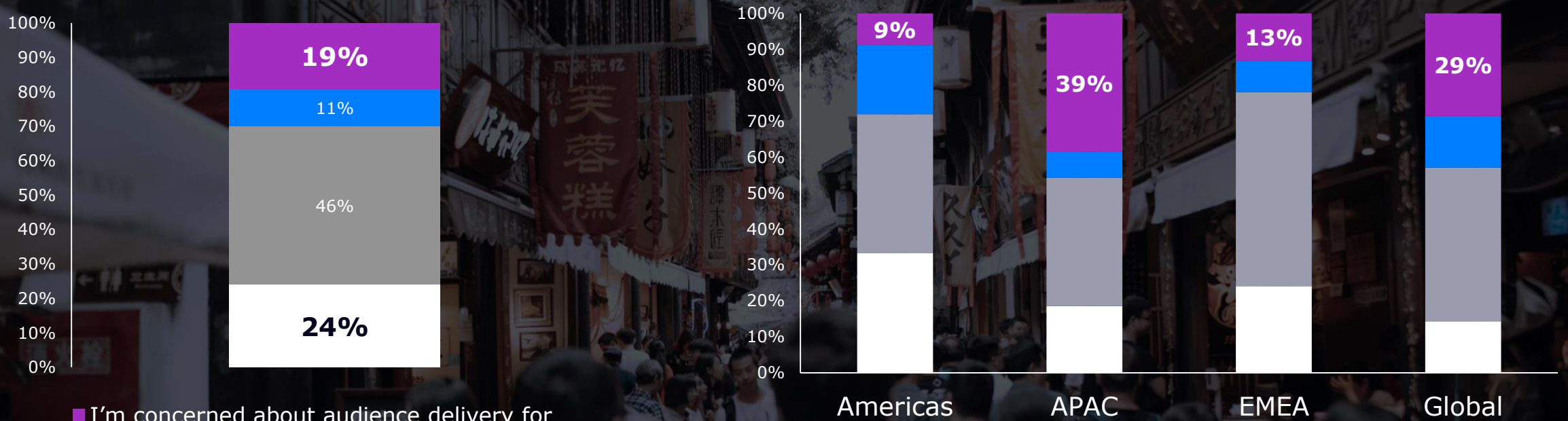
For Lasting Good - To go beyond the here and now to create truly sustainable value for the lasting good of everyone

Group Vision

To inspire people everywhere towards a new way of living



There is broad confidence in OOH audience delivery



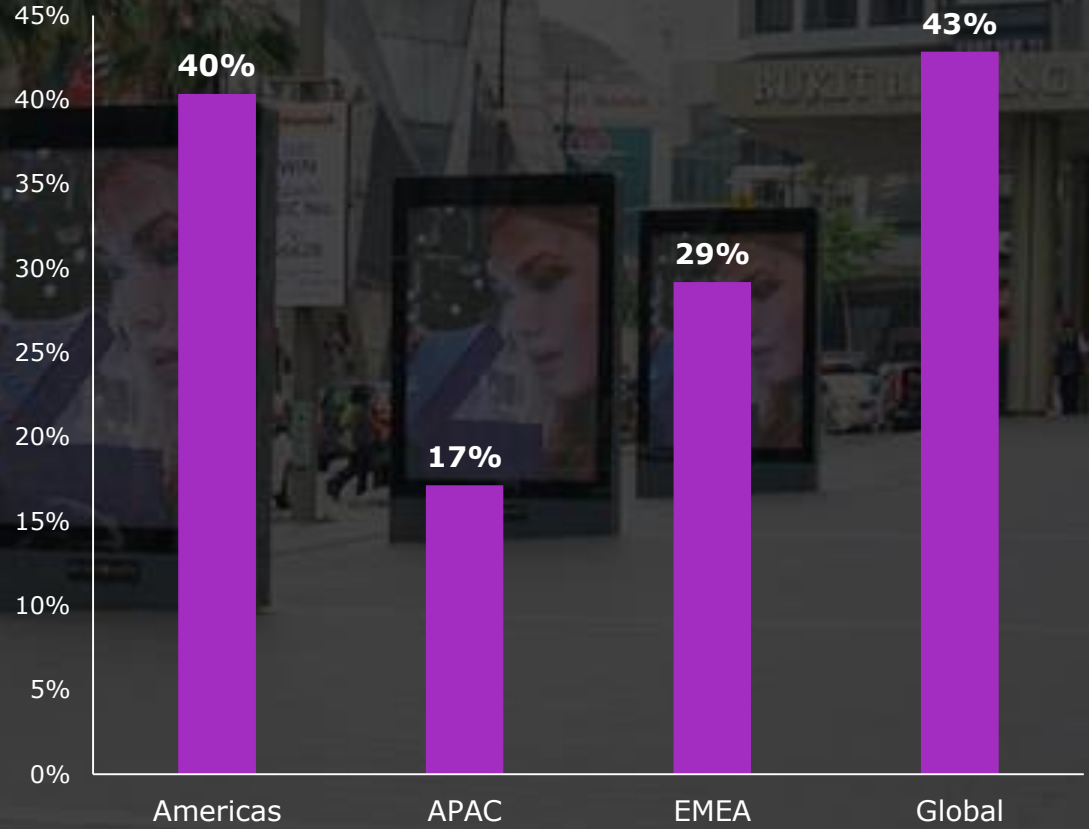
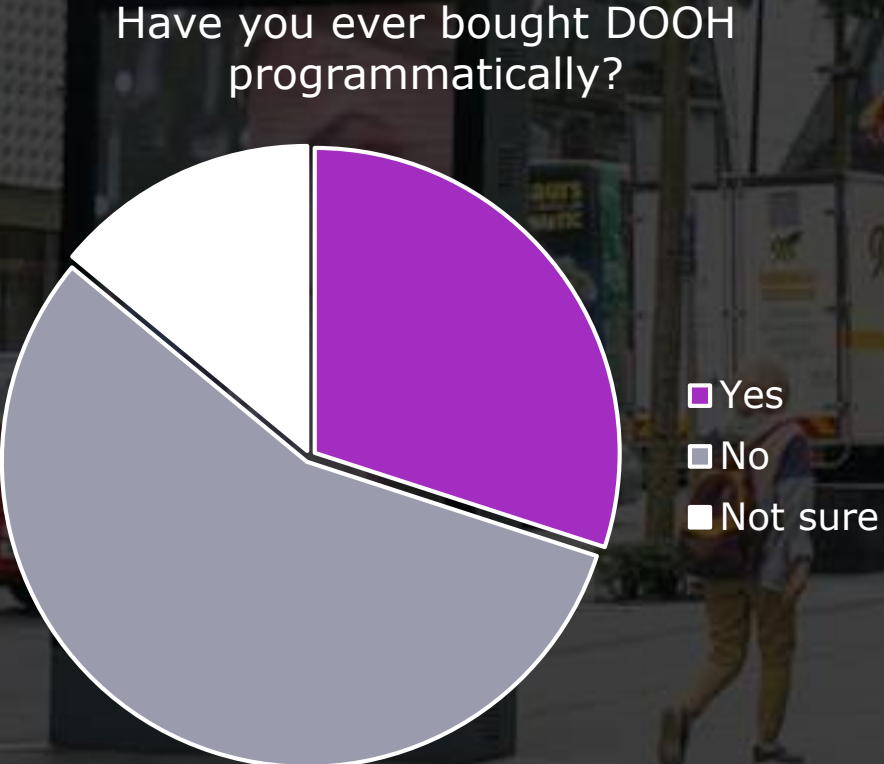
- I'm concerned about audience delivery for future campaigns
- No effect at all
- Audience delivery was a problem, but not anymore
- I'm more positive about using OOH than I was before the pandemic

...but it varies by region

Global mobility levels continue to recover

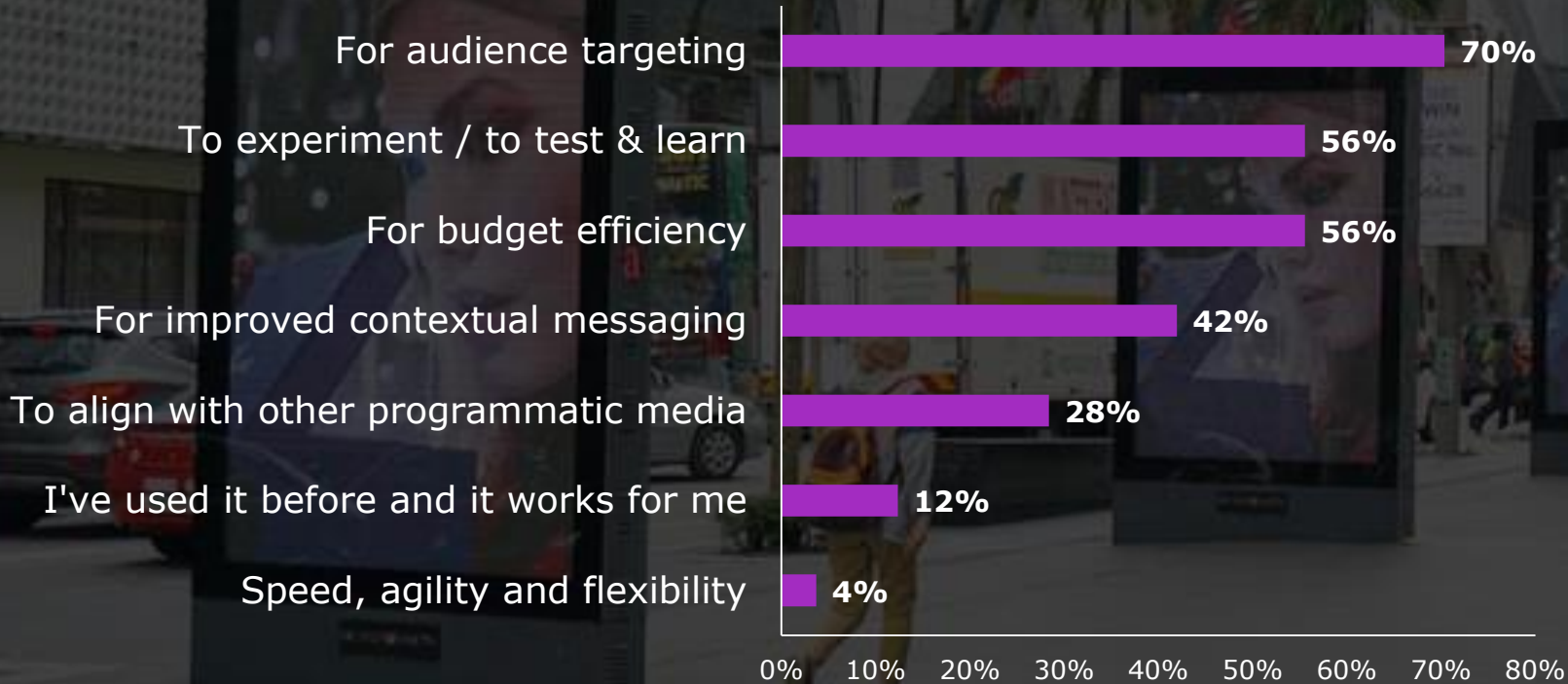
	Progress to baseline vs last year	Progress to baseline vs last month	vs pre-pandemic baseline
Retail	+18 ppts	+3 ppts	-4%
Transit	+15 ppts	+6 ppts	-10%
Workplace	+13 ppts	-1 ppts	-7%

30% of dentsu planners and teams have used PrDOOH...



...but not evenly across the globe.

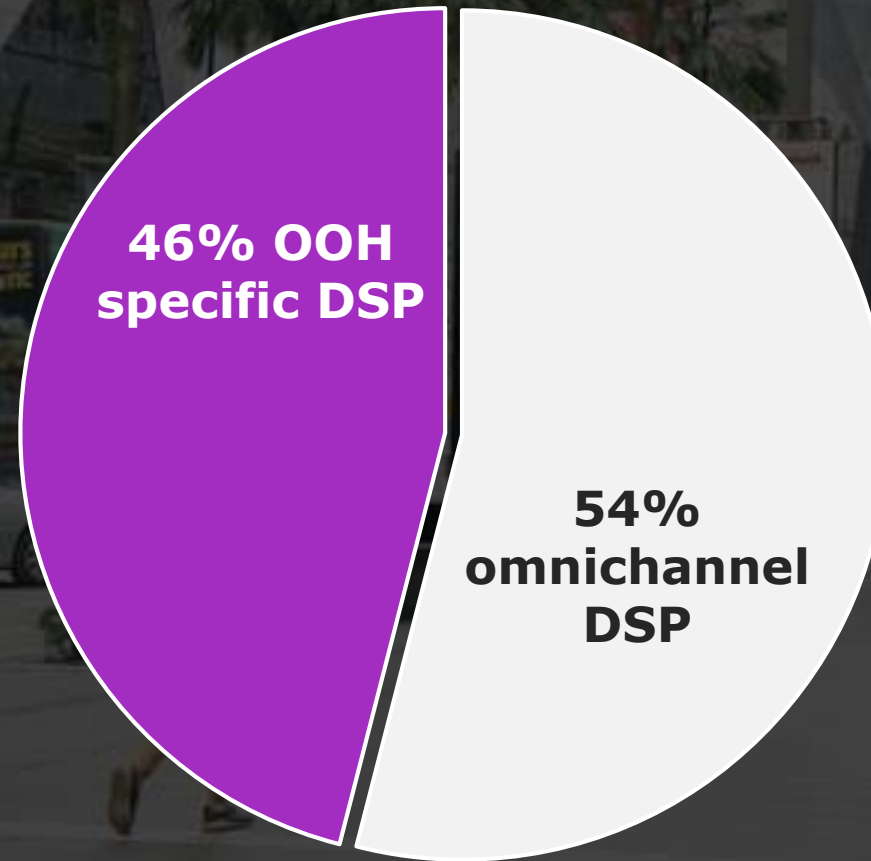
Why, and how, are our planners using PrDOOH?



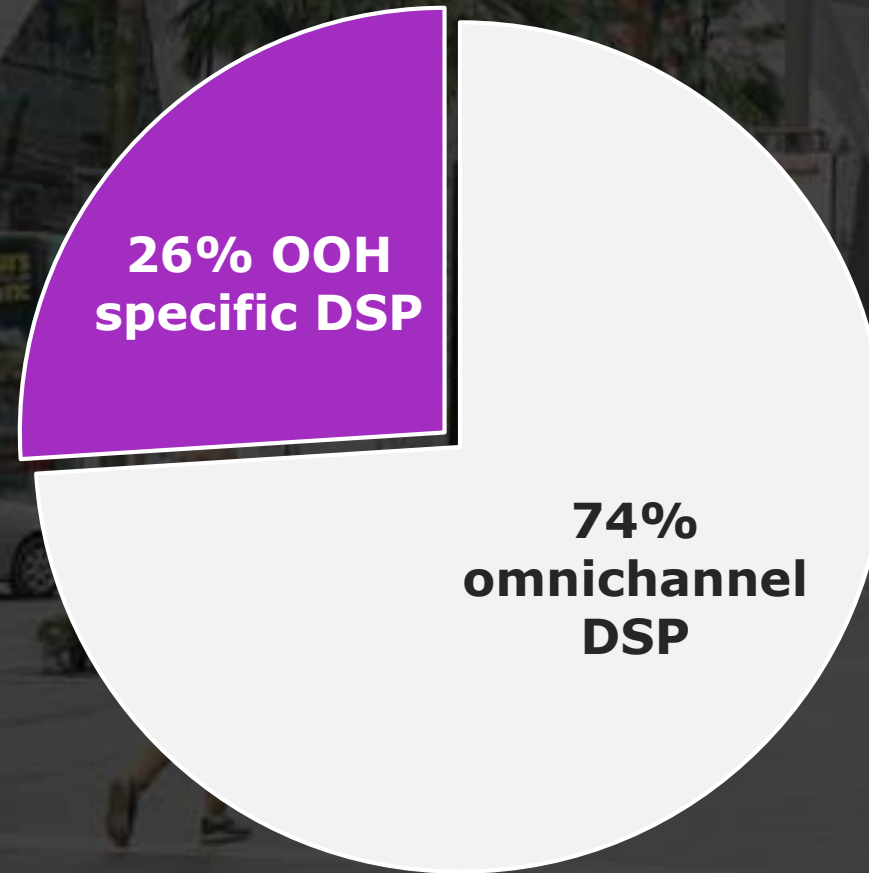
73%

Used PrDOOH as part of an omnichannel programmatic strategy

Various types of DSP used when buying PrDOOH...



...but this changes dramatically when only looking at *omnichannel* programmatic campaigns



PrDOOH is different which is why we are combining talent and expertise with our programmatic colleagues at dentsu

AUDIENCE



LOCATION



PHYSICAL CONTEXT



What planners think we should prioritise



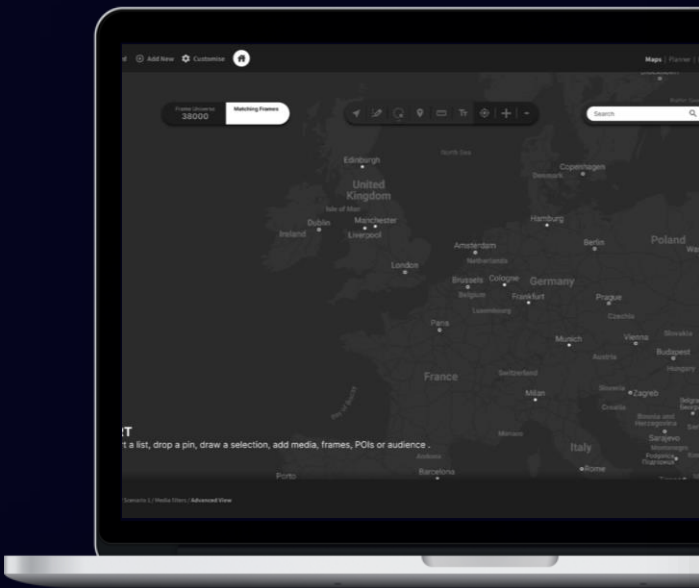
**Improved targeting
using data / new
data partnerships**
66% agree



**Production of ROI &
effectiveness studies**
64% agree



**Audience
measurement
studies**
63% agree



Dashboard Add New Customise

Audience Data Sets (3245)

Search Data sets by type or description

Matches 05/3245

Data Set Name
Donec id elit non mi porta gravida at eget metus. Curabitur blandit tempus porttitor. Lorem ipsum dolor sit

Data Set Name
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Miz's Magical Data Set
Donec id elit non mi porta gravida at eget metus. Curabitur blandit tempus porttitor. Lorem ipsum dolor sit

Data Set Name
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Data Set Name
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Miz's Magical Data set

Summary
290,456 data points
This data set lists 290,456 retail locations in the UK. It is filterable by POI category, POI Group, Town and TV Area.
Donec ullamcorper nulla non metus auctor fringilla. Sed posuere consectetur est at lobortis. Curabitur blandit tempus porttitor. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

Country
United Kingdom

Source
Local Data Co.

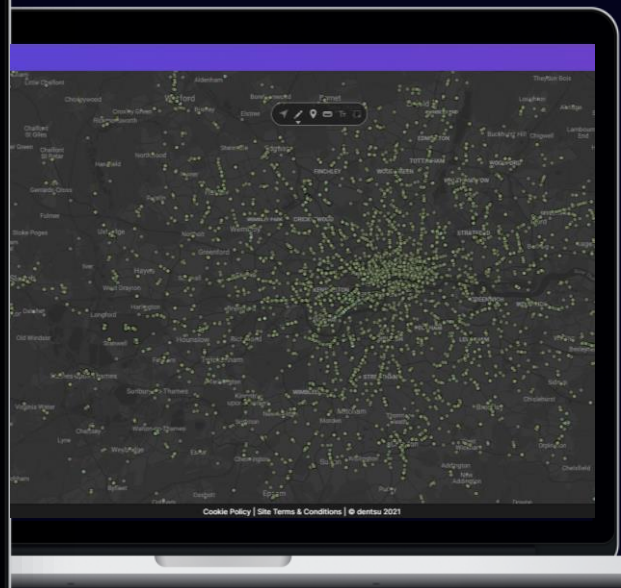
Geotype
Point

Last updated
23/01/21

Tags
tag another tag
tag tag tag tag
tag mctagface tag
tag tag tag
tag tag tag tag
tag another tag

Available Filters

Categories (80) Option name option Option name option Option name option Option name option Option name option	Subcategories (15) Option name option Option name option Option name option Option name option Option name option	Variables (10) Variable 1 Variable 2 Variable 3 Variable 4 Variable 5
Audiences (80) Option name option Option name option Option name option Option name option Option name option	TV areas (80) Option name option Option name option Option name option Option name option Option name option	Counties (80) Option name option Option name option Option name option Option name option Option name option





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