

INSIGHTS ON THE VALUE OF OUT-OF-HOME ADVERTISING



Vision Critical conducted a comprehensive study of Out-of-Home advertising campaigns across five product categories: Wireless Services, Mobile Phones, Packaged Food, Quick Service Restaurants (QSR) and Casual Apparel. The study examined the impact that Out-of-Home advertising has on engagement and brand metrics as well as the relationship between spend levels and recall performance.

Key Findings

- OOH advertising is a cost effective vehicle in reaching active consumers in today's crowded media marketplace
- An analysis of recall levels vs. advertising spend showed that OOH outperformed TV
- OOH advertising connects and engages on key metrics such as purchase intent, information seeking and product recommendation

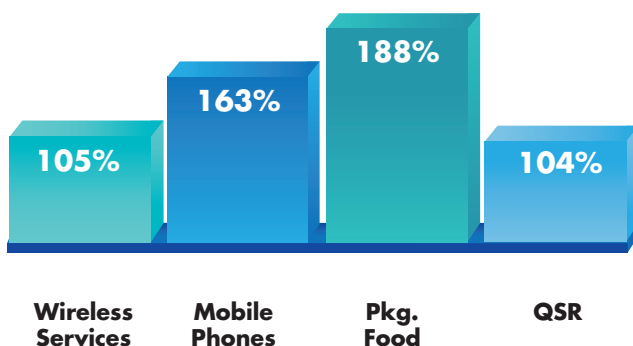
STUDY HIGHLIGHTS

COST EFFECTIVENESS: Spend/Recall Performance

OOH media required less investment to achieve each percentage point of recall vs TV. In all but one of the campaigns tested, OOH outperformed TV.

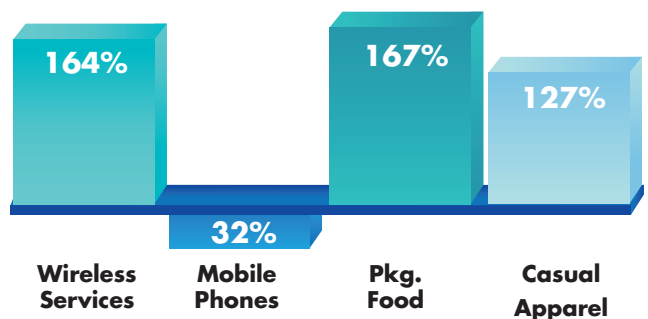
Toronto

Base: TV=100



Montreal

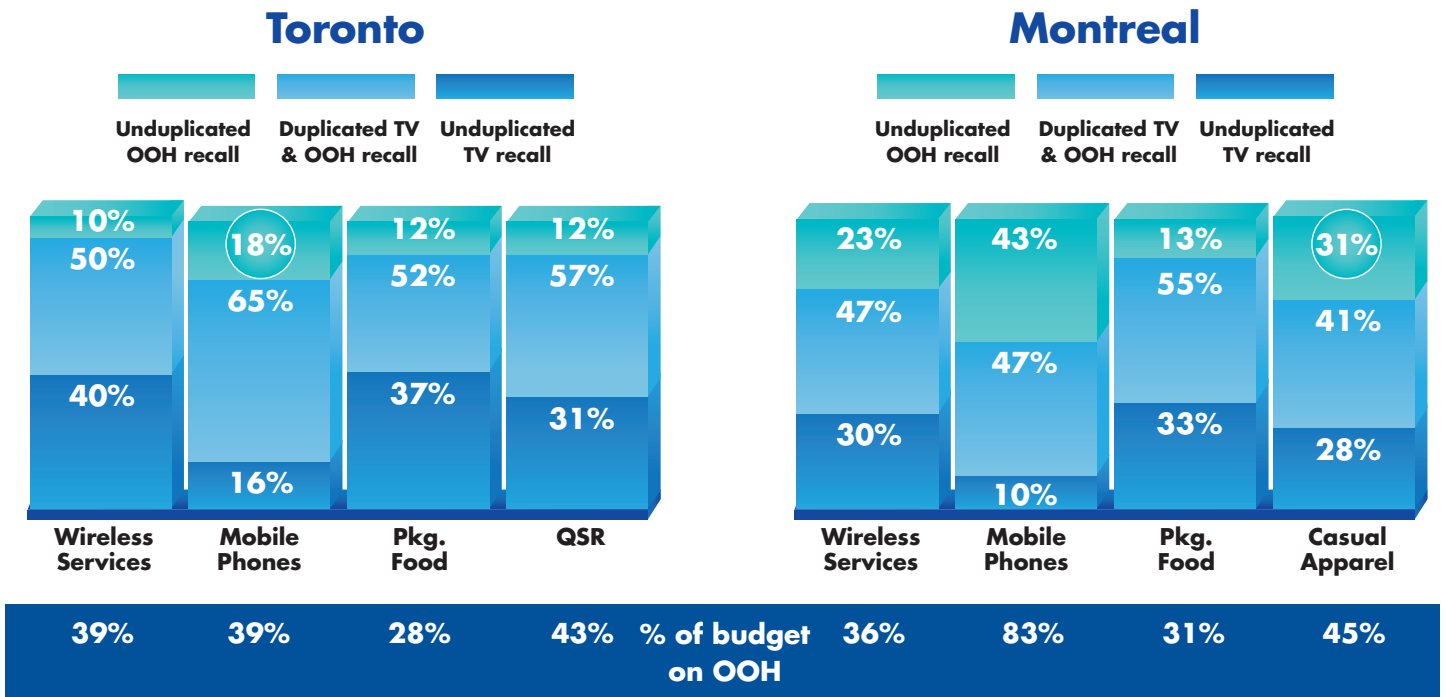
Base: TV=100



Spend/recall performance is assessed based on the ad dollars required to generate each percentage point of recall. (e.g., if \$100,000 in ad spending generates aided ad recall of 50%: $\$100,000 / 50 = \$2,000$ for each percentage point of recall.)

ADDING REACH AND IMPACT: Unduplicated Recall of TV and OOH

Despite larger TV budgets for all but one campaign, OOH advertising delivered more unduplicated recall than TV on two of the campaigns.



The bar chart shows the unduplicated and duplicated recall of TV and OOH among those who recalled seeing TV and/or OOH ads. For example, for wireless in Toronto: 10% recalled OOH only, 50% recalled both OOH and TV, and 40% recalled TV only.

CONNECTING AND ENGAGING WITH CONSUMERS: Recall Lift on Key Brand Metrics

On 82% of campaign measures, those who recalled seeing the out-of-home ads rated the product or brand advertised significantly higher than those who did not. In comparison, of those who recalled the TV ads, ratings were significant on 67% of the same measures.



% of measures across all campaigns that show statistically significant lift among those who recall advertising.

Source: 2010 Vision Critical survey of 2,199 Adults 18 – 64 yrs. (1,103 Toronto CMA and 1,096 Montreal CMA Francophones)

For more information on the Value of OOH Study contact OMAC:

Toronto: 416.968.3435
 Montreal: 514.219.1127

www.omaccanada.ca

