

# OutPerform

How Out of Home is a gateway to personal time with brands

OUTSMART



**Does Out of Home drive  
on-device brand action?**

# OOH & Smartphone is a powerful combination for brands

**3hrs**

out and about  
every day

**98%**

reach

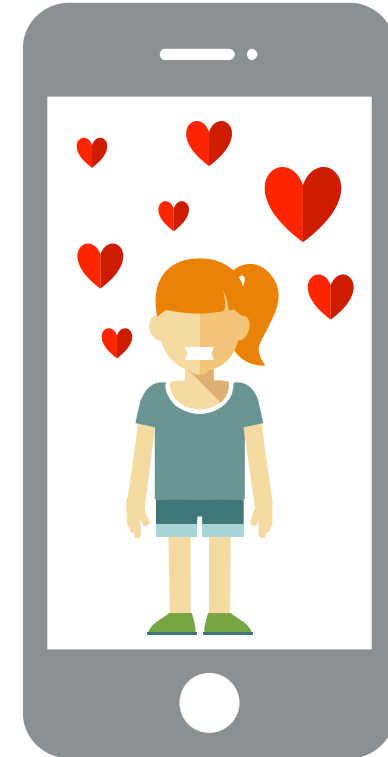
**75%**

smartphone

# Have you ever lost your phone?

- **Utility:** essential for keeping up to date with everything in life
- **Emotion:** relationships, moments, memories
- **Our most loved and treasured device**

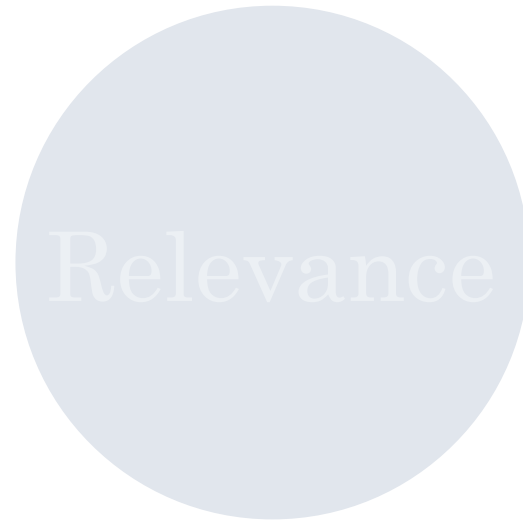
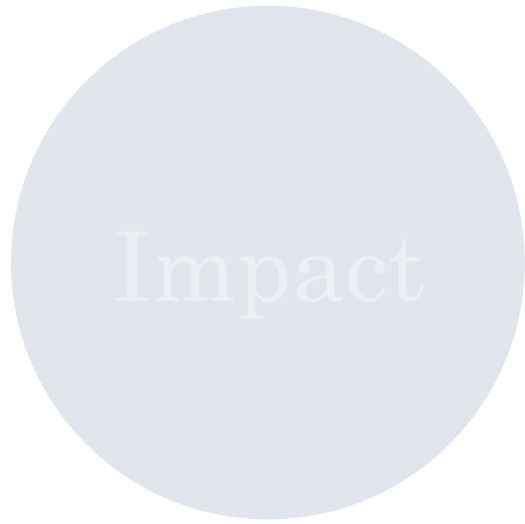
And it's with us as we spend  
3 hours a day with Out of Home



**There are four drivers that make Out of Home more powerful than ever before**



# This study focusses on Out of Home driving Action



**Does Out of Home drive  
brand actions on-device?**

**Our Approach**





# This study is about real lives in real time

Our sample **did not know** the study is about OOH advertising.

There is **no respondent input** during fieldwork.

All measurement is passive  
– capturing natural behaviour.

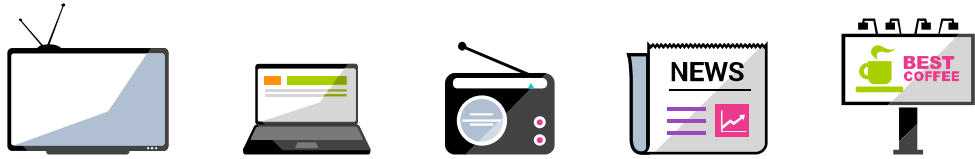
Smartphone and the Home device.

Fieldwork 2nd-26th November 2015  
(excludes Black Friday).



# Isolating exposure to Out of Home

Advertising across media



Real Life

Respondent precise location from App



Campaigns mapped to individual site level

Exposed to OOH campaign 'A'

Device

Take brand action with Brand 'A'?

Unexposed to OOH campaign 'A'

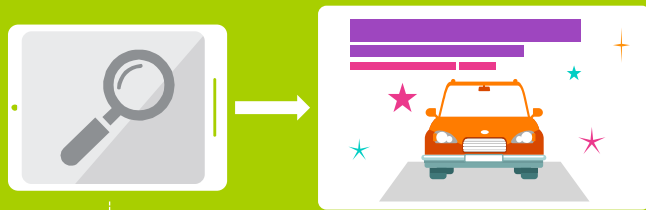
Device

Take brand action with Brand 'A'?

Exposed and Unexposed have equal opportunity to see campaigns across other media.

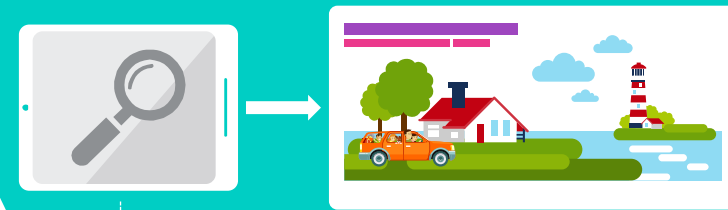
# Brand action on-device is our measure of effectiveness

DIRECT



“Volkswagen Golf”

SECONDARY



“best new hatchback”

# Huge amount of data to process

40,000+ sites

1,300+ hours  
of OOH  
exposure

7,000+ brand  
actions

150+ hours  
time spent  
with brands

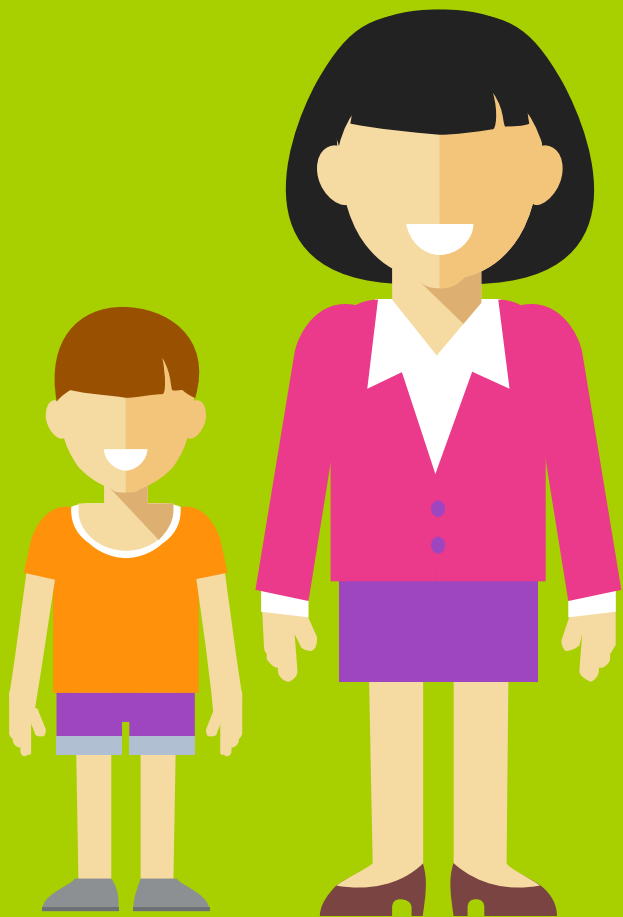
All figures refer to 35 campaigns tested

Real Life



# DEBBIE'S

**JOURNEY** High Street Retailer



**Gender/Age** Female / 36yrs

**Location** London

**Employment** Full time

**Education** Professional qualification

**Children** Yes

**Devices** Mac & iPhone



**Smartphone Purchasing** Regularly researches, rarely buys

**Brand/Category Relationship** Has not visited High Street Retailer in last 3 months

**OOH Creative Summary** Branding and seasonal



**DEBBIE'S**

**JOURNEY** High Street Retailer

## EXPOSURE

### Exposure #1

Chigwell Road  
E18 1PA

4:10pm | (6s)

### Exposure #2

North Circular,  
Argon Road  
N18 3BY

3:21pm | (54s)

MON 2

TUE 3

WED 4

THU 5

FRI 6

NOV

## ACTION

OUTSMART



**DEBBIE'S**

**JOURNEY** High Street Retailer

# EXPOSURE

## Exposure #3

Billet Road  
E17 5PJ

1:10pm | (6s)

SAT 7

## Exposure #4

Chigwell Road  
E18 1PA

12:09pm | (56s)

## Exposure #5

Grove Green  
Road E11 1HT

12:15pm | (55s)

SUN 8

MON 9

NOV



## Action #1

6:31pm | (4m)  
iPhone

m.highstreetretailer.com/home  
/homeaccessories  
/decorative-accessories



## Action #2

10:26am | (9m)  
Desktop

highstreetretailer.com/home  
/homeaccessories  
/gifts-for-her  
/toys  
/star-wars

# ACTION

OUTSMART



# We aggregate all respondent data to campaign level

Device split  
(phone vs  
home)

Search, Web,  
App

Total time  
exposed to  
OOH  
campaign

Total time  
spent with  
brand

Uplift  
exposed vs  
unexposed

# The campaigns





35

campaigns  
tested

National campaigns.

Mix of formats and environments.

Robust sample size.

Only 7 had a clear call to action.

Fieldwork 2nd-26th Nov

# What are the headline results?



# Response rates to Out of Home are very high



Across **all** campaigns  
**9%** took brand action on  
device.

Significant at 80%

# Response rates to Out of Home are very high



13%

---

top 20

Across the  
**best performing 20**  
campaigns, this rises to **13%**.

Significant at 80%

# More smartphone brand actions with Out of Home

+17%

all  
campaigns

Across **all** campaigns (35 tested) Out of Home drives an average of **17%** uplift in smartphone brand actions.

Significant at 80%

# More smartphone brand actions with Out of Home



+38%

top 20

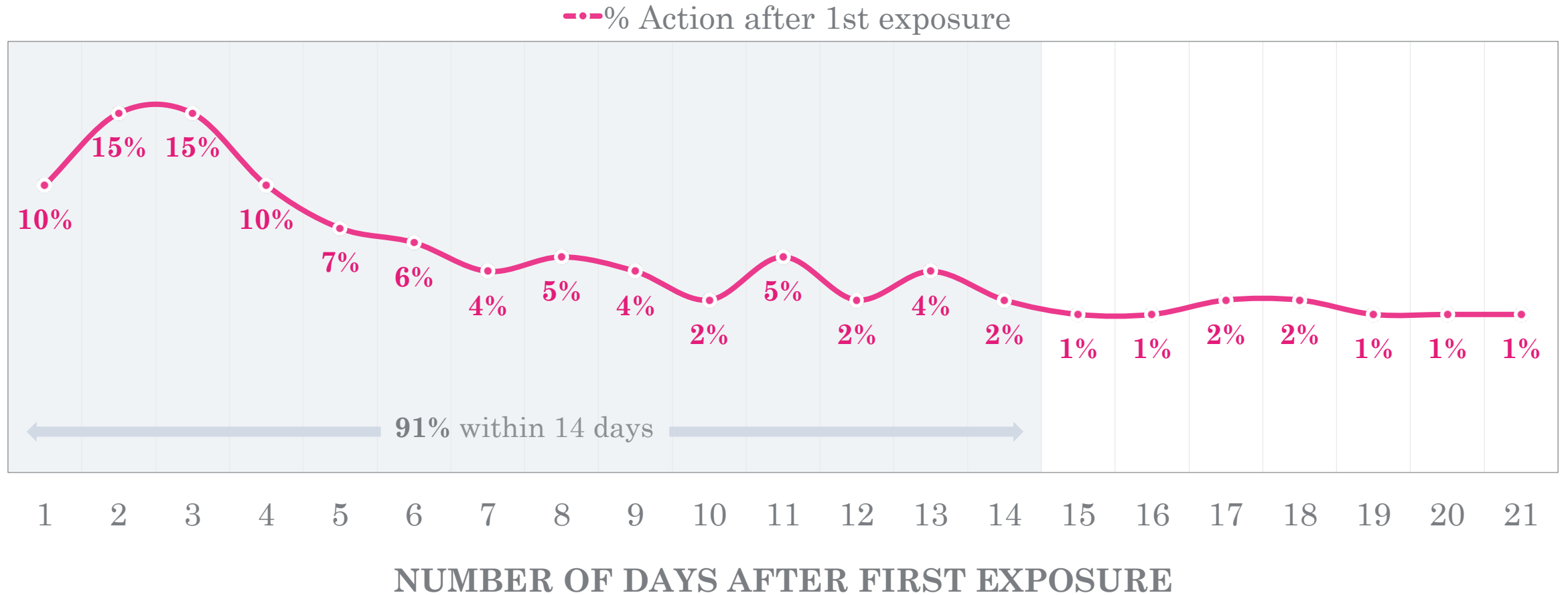
Across the **best performing 20** campaigns, Out of Home drives an average of **38%** uplift in smartphone brand actions.

Statistically Significant at 99%



# A few other learnings: When are brand actions taken?

# Smartphone actions happen quickly



**A few other learnings:  
What type of brand actions are taken?**

# Out of Home converts branding into behaviour



**Two-thirds** of smartphone action is **direct** to brand.

# A few other learnings: Who takes brand actions?



## Out of Home drives growth for brands

57%

new or lapsed  
customers

**Over half** of the respondents that took smartphone action were new or lapsed customers.

**Plus more detail across a range of topics**

# Insights by topic

Device split

Search, Web,  
App

Performance  
and Creative

Personal  
Stories

Millennials

London vs  
Non-London

Frequency  
and delay to  
action

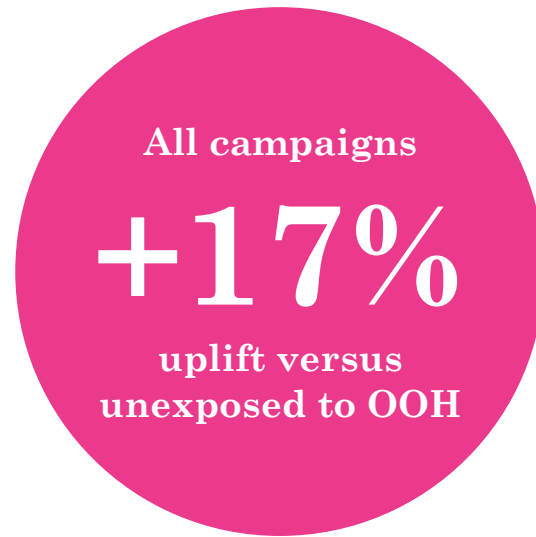
Black Friday



# The 4 key things to take out of the OutPerform Study



# The 4 key things to take out of the OutPerform Study



# OutPerform: OOH is a gateway to personal time with brands

We know OOH is  
great for brand  
building and brand  
building delivers  
long term  
effectiveness.

Now we know OOH  
drives brand  
interaction in the  
short term too.

# Questions

OUTSMART

