



Media Release

Embargoed until 10.30am AEST Thursday 9 September 2021

Ground-breaking neuroscience study proves impact of Out of Home signs

A world-first research study launched today by the Outdoor Media Association (OMA) reveals how people are impacted by advertising on both classic and digital Out of Home (OOH) signs.

The neuroscience findings show that advertising seen on classic signs is just as impactful as a 30 second radio commercial or 15 second television advertising spot. Advertising seen on digital signs averages even higher by delivering 63 per cent more impact than classic signs. Crucially the results provide proof that advertising seen on OOH signs have the power to deliver impact in just a one or two second glance.

It is the single largest media neuroscience study of its kind in the world, resulting in more than one million data points.

“This research is a game-changer for Out of Home. Not only have we provided undeniable, scientific proof of the subconscious impact of advertising, but we have also shown that just one glance at one of our signs is sufficient for brand messages to elicit an emotional response that encodes into long term memory. What’s more, it introduces a qualitative measure that will be added in 2022 to our audience measurement system, MOVE, giving agencies and clients yet another tool to help them plan and buy their Out of Home campaigns,” said OMA CEO Charmaine Moldrich.

In conducting the two-year research project for the OMA, Melbourne-based neuroscience research company Neuro-Insight used eye-tracking and brain-imaging technology to analyse the brain’s neural response when looking at advertising on OOH signs. More than 2,000 people participated in the study and their responses to over 800 classic and digital signs were recorded.

By measuring the peak moments of long-term memory encoding and emotional intensity in the brain, Neuro-Insight was able to evaluate the impact of OOH signs on the audience. Both memory and emotion are key neuroscience metrics associated with mental availability which is linked to effective advertising campaigns.

CEO of Neuro-Insight Peter Pynta said, “What we have accomplished in doing this research is go beyond the ‘how many’ part of the equation that comprises most mature media measurement. With the Neuro Impact Factor, we have brought in a quality dimension in a scalable way. We finally have three parts of the triangle of reach, frequency and now impact—and I hope the market shares our vision.”

“This is another step toward attribution and understanding the value of Out of Home. These results will inform the development of a new currency that

advertisers and agencies can use alongside reach and frequency reports: called the Neuro Impact Factor. The Factor will be exclusive to MOVE, and the first qualitative metric in the world to unite validated, real-world effectiveness with the quantitative metrics available in the system,” continued Moldrich.

Avenue C Managing Partner Pia Coyle said, “I think that the OMA has done a really good job of simplifying something really complex and robust, and boiling it down to one Neuro Impact Factor by format is going to be a real help in agencies adopting it quickly.

“The methodology behind the study is thorough and world-class, so we’re excited to bring the Neuro Impact Factor into the vernacular when talking about Outdoor. We’ve always known there is more to Outdoor than what we’ve had in the past. Now we’ve got an extra dimension beyond reach, frequency, site-card, or location to bring that to life — it’s pretty exciting,” concluded Coyle.

“What we’ve tapped into is the holy grail of advertising—demonstrating to advertisers and agencies that their campaigns work and that they leave a lasting impression in the mind of the audience which can influence future behaviour,” concluded Moldrich.

The results were launched at a virtual event today hosted by OMA CEO Charmaine Moldrich, guest speaker neuroscience academic Professor Joel Pearson, and Neuro-Insight CEO Peter Pynta, presenting the study. Followed by a Q&A with MOVE 2.0 Lead, Grant Guesdon, Managing Partner of Avenue C and Outdoor Futures Council Chair, Pia Coyle, and Head of Out of Home at Dentsu, Emma Hegg.

The Neuro Impact Factor will be available to use in MOVE from 31 January 2022.

To learn more about the research or to book a presentation for your team, please contact the OMA or your Outdoor representative.

ENDS

FURTHER INFORMATION:

Emma Ward, Communications Manager, OMA – T: 0403 270 855

About the OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

About MOVE

MOVE is Australia's premier quantitative audience measurement currency for OOH media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience dwell.

MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).