

WE TALKED TO CLOSE TO 10,000 PEOPLE

OOH Public Attitude Study,
AC Nielsen 2011

1,557

respondents

Building the Case for Outdoor,
Mediabrand 2012

5,033

respondents

Day in the Life Study,
Research Now 2012/13

3,465

respondents

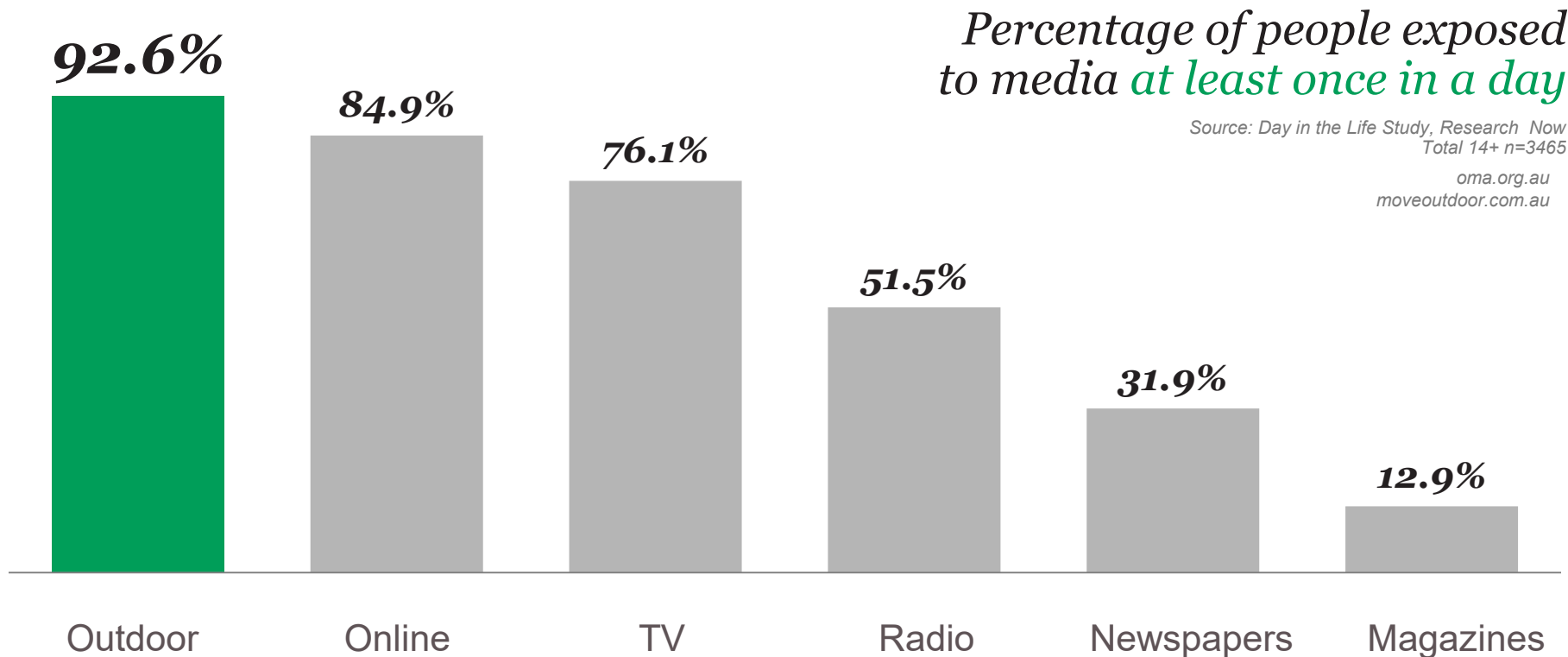
Quantium review 2013



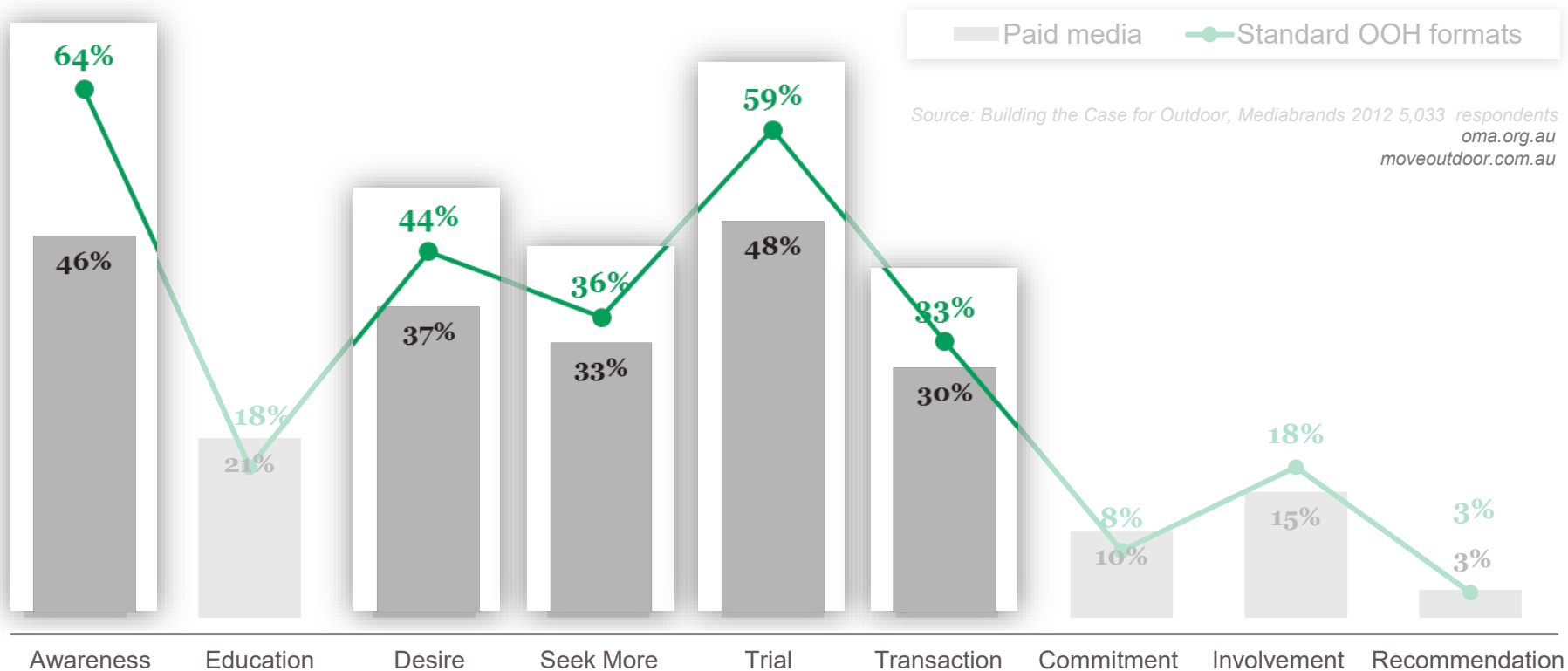


**The most
Mass (ive)
Medium**

OOH REACHES 9 OUT OF 10 PEOPLE



OOH DELIVERS MORE



CONSUMERS SAY

When compared to paid media, **OOH ranks:**



#1

Awareness



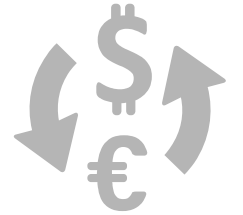
#1

Desire



#3

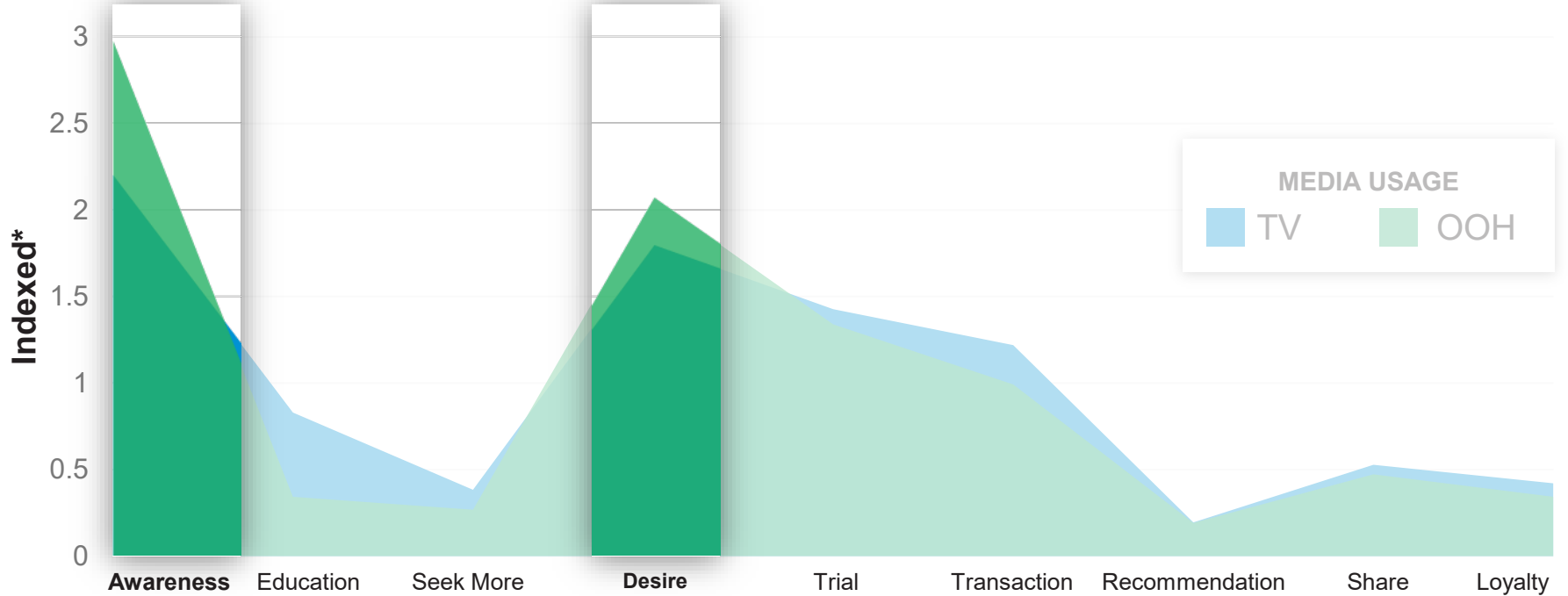
Trial



#3

Transaction

DRIVING AWARENESS AND DESIRE



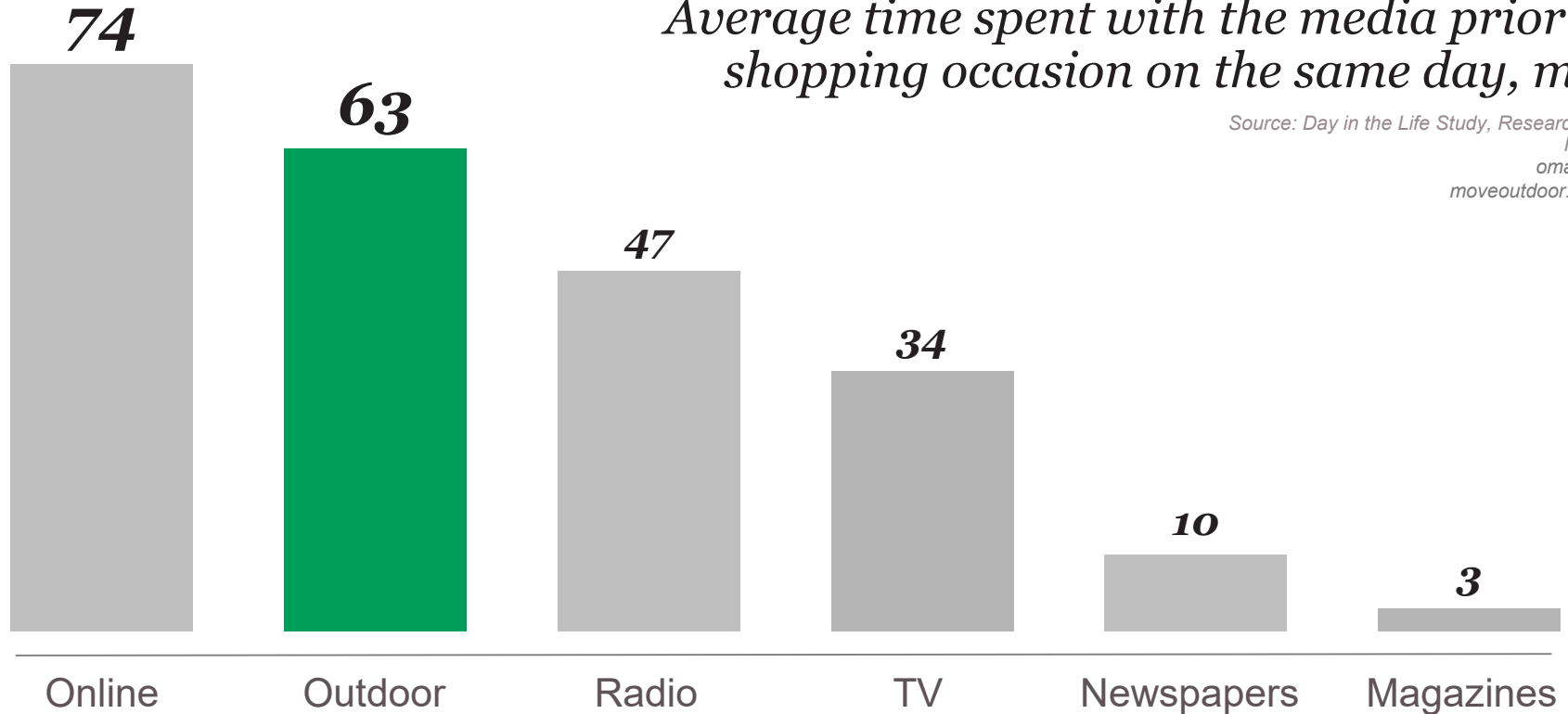
Source: Day in the Life Study, Research Now

*Indexed to the average response % across all media usage categories for each media type

oma.org.au

moveoutdoor.com.au

THE RIGHT PLACE

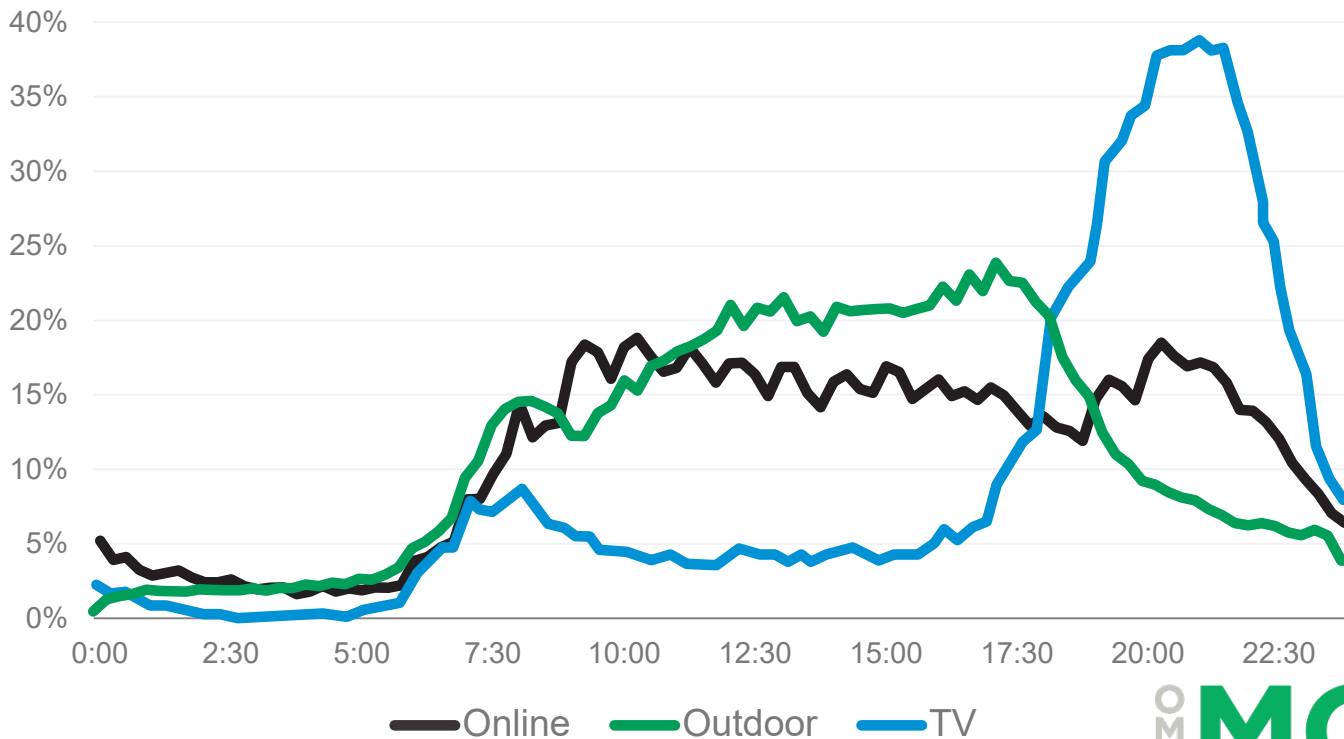


Source: Day in the Life Study, Research Now
N=3165
oma.org.au
moveoutdoor.com.au

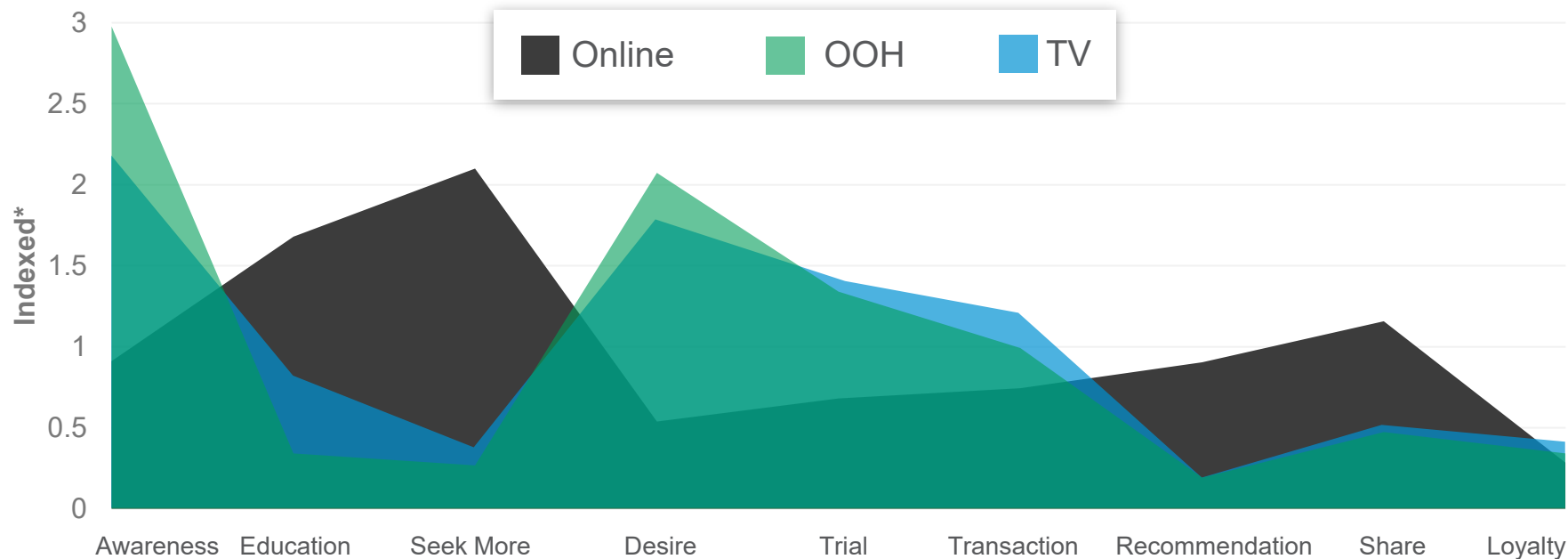
ONLINE IS OOH'S '2ND SCREEN' IN DAYTIME

Source: Day in the Life Study, Research Now
N=3465

oma.org.au
moveoutdoor.com.au



THE GAPS ARE FILLED



Source: Day in the Life Study, Research Now

*Indexed to the average response % across all media usage categories for each media type

oma.org.au

moveoutdoor.com.au

HOW DOES OOH COMBINE WITH OTHER CHANNELS?



Outdoor and TV play complementary roles

OOH influences people when they are in an active space

Outdoor and Online are making consumers mobile lives smarter, boundless and changing shopping



Raising awareness
for new products

90% agree

OMA MOVE

Measurement of Outdoor Visibility and Exposure

*Source: OOH Public Attitude Study, ACNielsen 2011 | Base: All respondents (n=1557)
Q17. Please rate how helpful outdoor advertising is with regard to the following statements*

*oma.org.au
oveoutdoor.com.au*



Reminding you of brands
and products you
already know

84% agree

*Source: OOH Public Attitude Study, ACNielsen 2011 | Base: All respondents (n=1557)
Q17. Please rate how helpful outdoor advertising is with regard to the following statements
oma.org.au
oveoutdoor.com.au*

OMA **MOVE**
Measurement of Outdoor Visibility and Exposure



Raising awareness
about events

92% agree

OMA MOVE

Measurement of Outdoor Visibility and Exposure

Source: OOH Public Attitude Study, ACNielsen 2011 | Base: All respondents (n=1557)
Q17. Please rate how helpful outdoor advertising is with regard to the following statements

oma.org.au
oveoutdoor.com.au



Helps with product/brand
purchasing decisions

74% agree

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

*Source: OOH Public Attitude Study, ACNielsen 2011 | Base: All respondents (n=1557)
Q17. Please rate how helpful outdoor advertising is with regard to the following statements*

oma.org.au

oveoutdoor.com.au



It is useful to have a website address included on OOH

78% agree

Source: OOH Public Attitude Study, ACNielsen 2011 | Base: All respondents (n=1557) Q17. Please rate how helpful outdoor advertising is with regard to the following statements

oma.org.au
moveoutdoor.com.au

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure



Digital OOH accounted for **12%** of total OOH revenue in 2013



OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

1 in 4
smartphone owners are
'smartphone shoppers'

Source: Ipsos Mind & Mood Report 2012

Outdoor reaches everyone,
even hard to reach

audiences

A large crowd of people is shown from a slightly elevated perspective, looking down into the crowd. The people are mostly seen from the back or side, creating a sense of being part of the audience. Several individuals are highlighted with bright green circles, scattered throughout the crowd, representing 'hard to reach' audiences. The lighting is bright, suggesting an outdoor daytime setting.