



Making an Impression

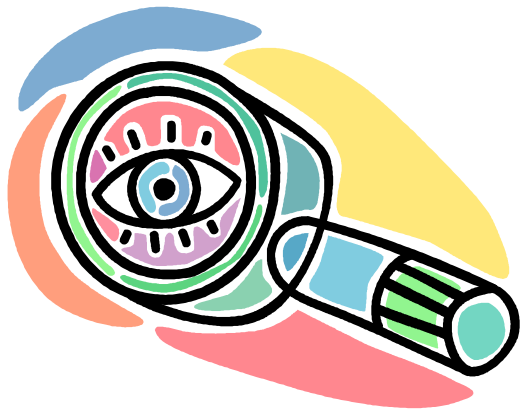
Digital Out-of-Home
Campaign Measurement



Today's Focus

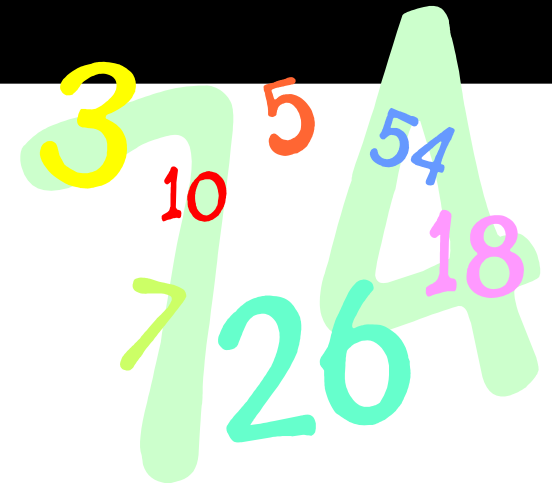
- **Part I: Quantity**

- Overview of how digital out-of-home audience estimates are generated



- **Part II: Quality**

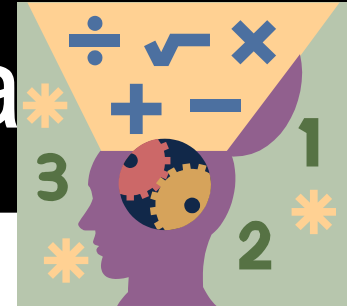
- Evaluating ad impressions



Quantity



Audience Estimate Formula



venue traffic

x awareness

x dwell time in vehicle zone ÷ ad rotation

= Gross impression

Venue Traffic

Venue traffic is the number of people who **visit** the network affiliate location

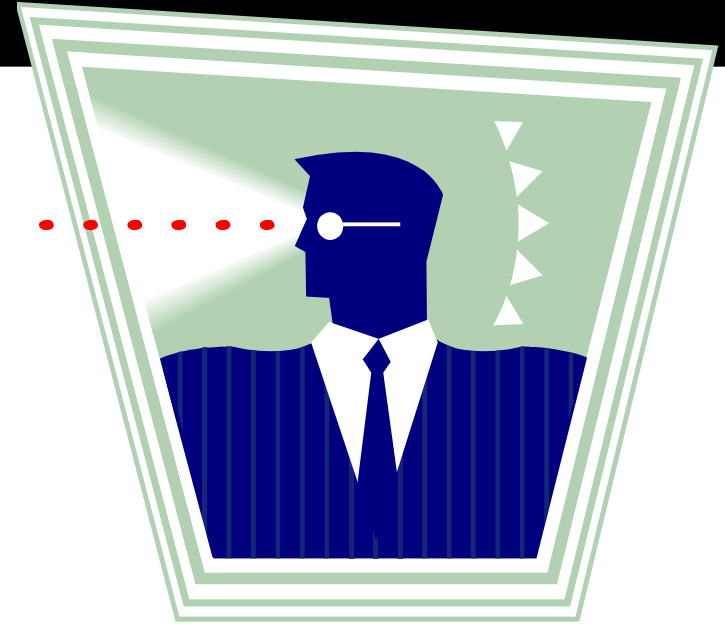


sources: syndicated surveys such as *Scarborough*, tally counts, ticket sales or modeled sales data.



Awareness of Medium

The percentage of venue traffic who **notice** the network screens during a single visit.



source: interviews with people who visit the venues, usually conducted on-site (occasionally online).

%

Dwell time in vehicle zone

The average amount of **time** (in minutes) people spend in an area where they are **exposed** to the digital programming.



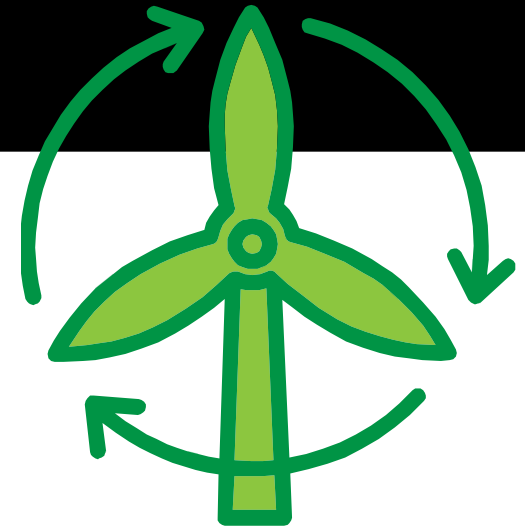
source: interviews with people who visit the venues, usually conducted on-site (occasionally online).

minutes

Ad Rotation

The **frequency** of a specific ad in the programming rotation expressed in minutes.

For example, if an ad runs 6 times per hour than its ad rotation is every 10 minutes.



source: network schedule.

minutes

Audience Estimate Formula



venue traffic

x awareness

x dwell time in vehicle zone ÷ ad rotation

= Gross impression

Audience Estimate Formula



2 million traffic

x 50% notice screens

x 5 minute dwell time

÷ 10 minute ad rotation

= 500,000 gross impressions

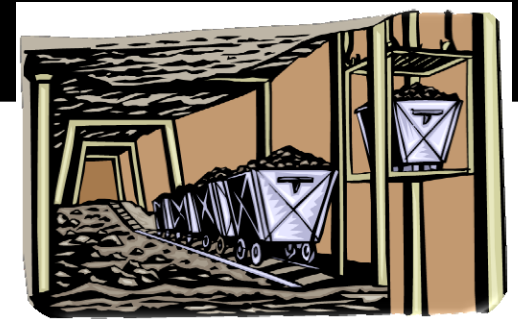
Evaluating Audience Estimates

Standard formulas
Diverse research methods



Look closely at...

Venue Traffic



Look at the source

- What is the traffic source?

tally counts | sales transactions | electronic measurement

- Who produces the traffic estimate?

venue | research company | network | government

- What else are these traffic counts used for?

government reports | venue business | solely for audience estimates

Look closely at...

Venue Traffic



Beware of cherry picking

- Is the traffic data representative of the network footprint?
 - If the traffic data is projected based on a subset (sample) of locations, ask how those locations were selected.
 - Samples should be selected based on *specific* and *consistent criteria* and not hand picked.

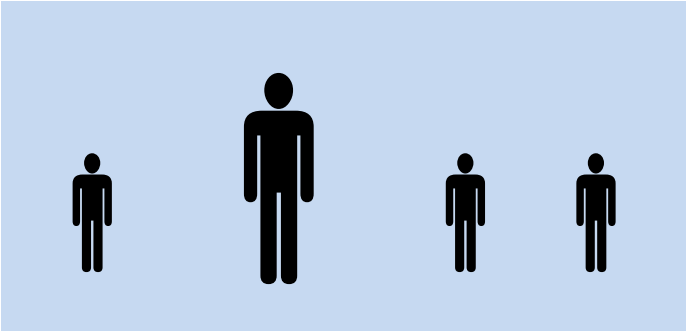
Look closely at...

Venue Traffic

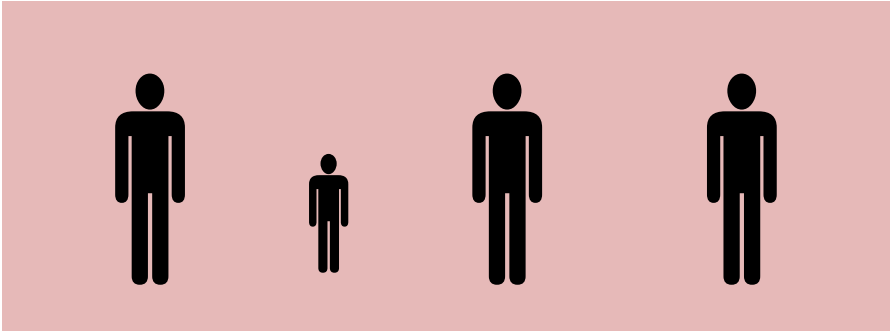
Why is sample selection important?



Sample A: **Under** stated traffic



Sample B: **Over** stated traffic



Look closely at...

Venue Traffic



Fresh is best

- How old is the traffic data?
 - consumer patterns change over time, so look for current traffic sources.
 - if it's older than one-year, ask why(?)
- When was the last time the affiliate list was updated?
 - make sure the traffic estimates reflect the audience at the time the schedule runs

Look closely at...

Awareness of Medium



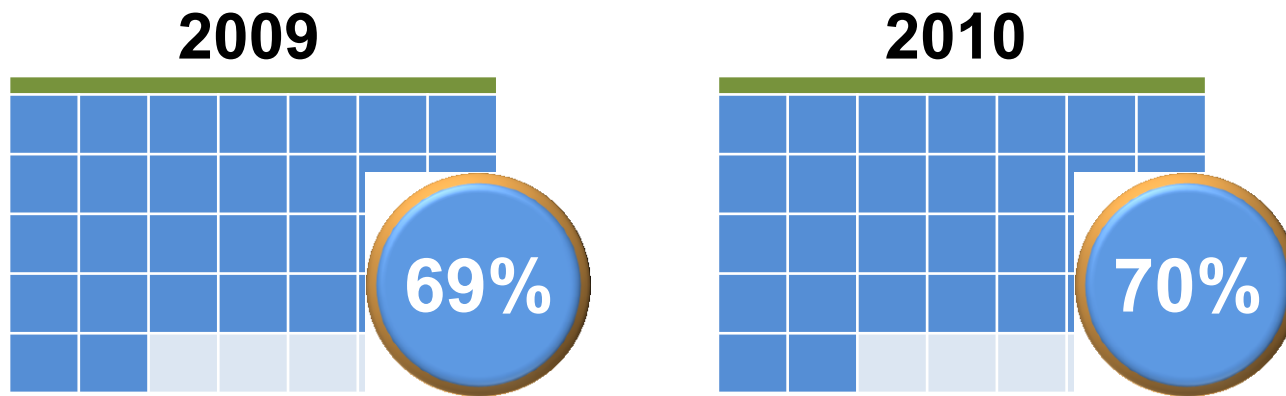
Define “audience”

- Standard audience estimates are based on **exposure** or “opportunity to see” (OTS) an ad.
- *Some* networks report their audience based on **active** viewership or even **interactivity** with the screen or programming.

Awareness of Medium *more information...*

Exposure to digital video screens

Among U.S. residents aged 12+ in the past month



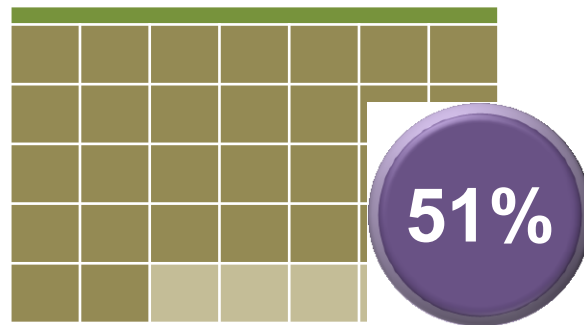
standard: *“have you seen...”*

Awareness of Medium *more information...*

Watched digital video screens

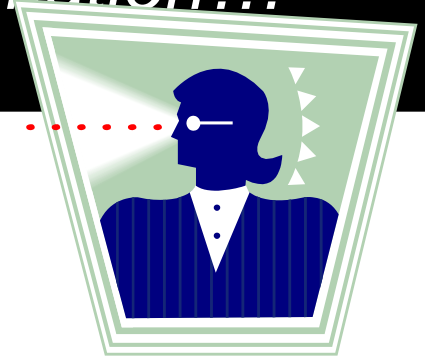
Among U.S. residents aged 12+ in the past month

2011



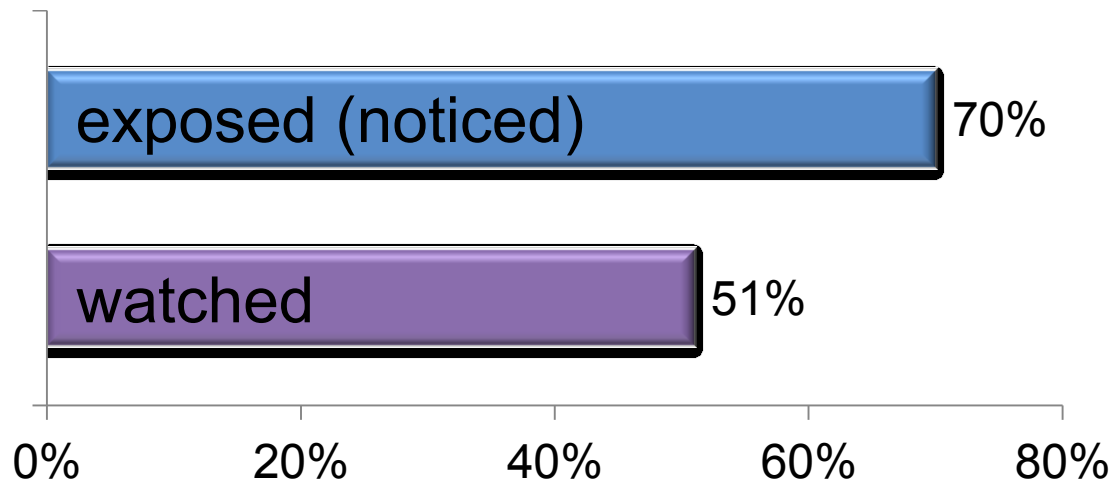
new standard: “have you watched...”

Awareness of Medium *more information...*



Viewership levels

- 3 out 4 people *exposed* to a digital video screen **watched** the content.



Compares 2009/2010 exposure levels to 2011 reported watching.

Look closely at...

Dwell time in vehicle zone

Time and space

- Dwell time and vehicle zone are related.
- Look closely at how the vehicle zone for the network is defined.

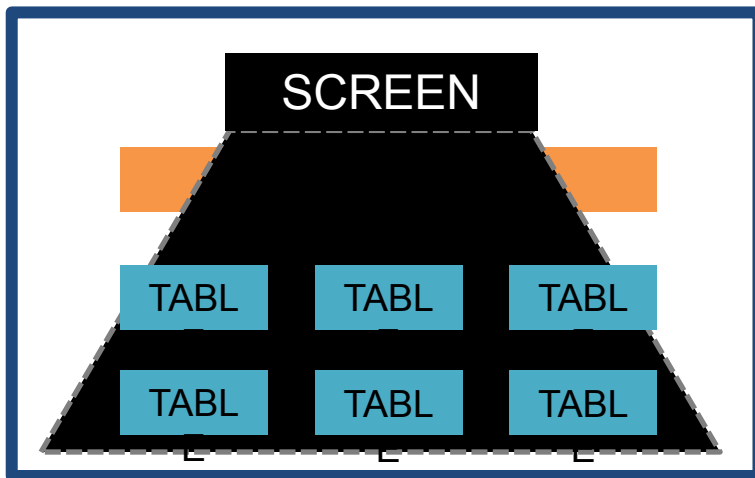


Look closely at...

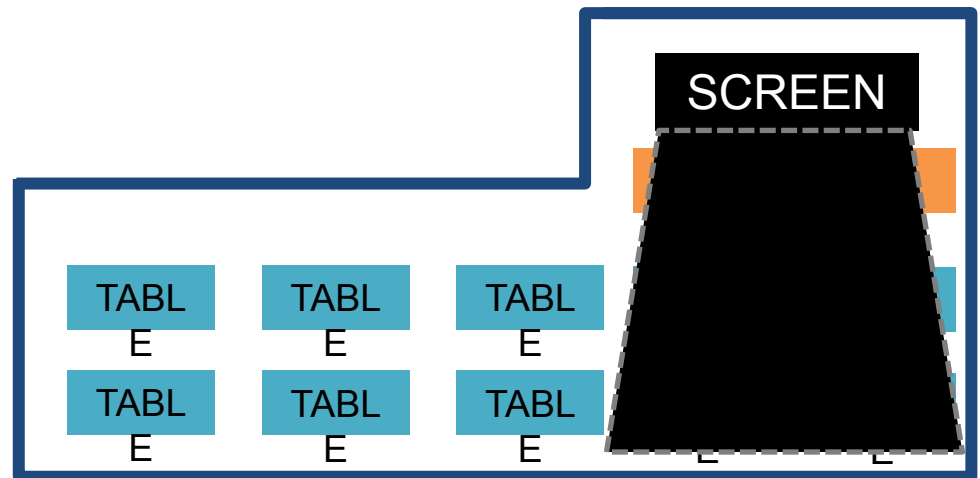
Dwell time in vehicle zone

An equal percentage of people may *notice* the screen while at the counter, but their **time spent exposed** to the content may vary significantly.

Café A



Café B

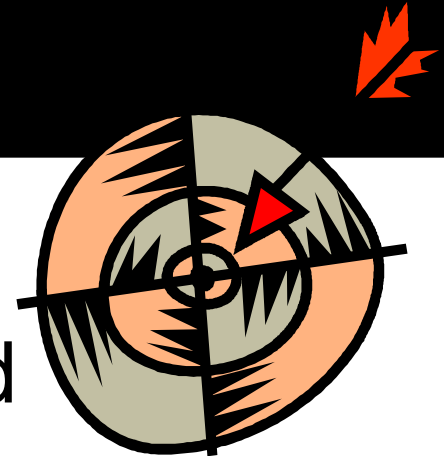


Look closely at...

Ad Rotation

Reach

- Ad rotation effects the reach and frequency of an ad schedule.
- To maximize reach, ad rotation should at the very least **equal** dwell time in the vehicle zone.

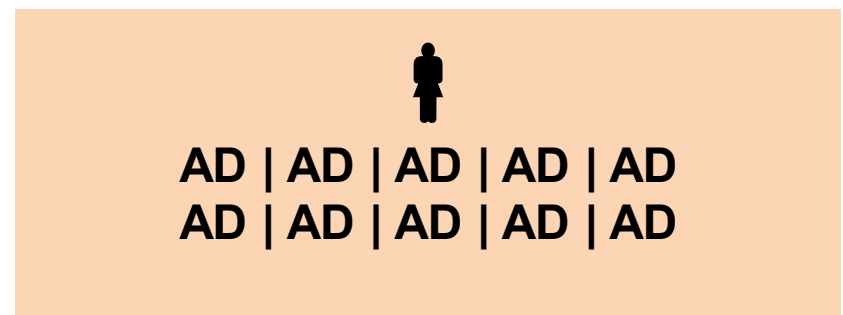
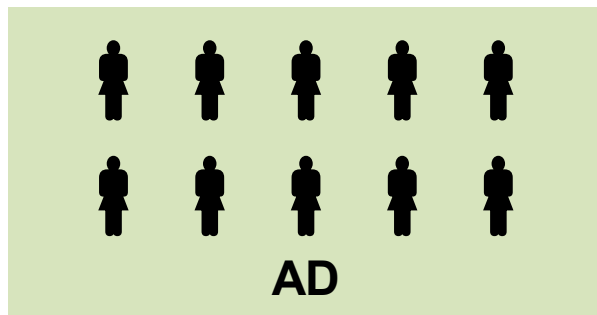


Look closely at...

Ad Rotation

Frequency

- Short ad rotations and long dwell times can mean a small number of consumers account for a majority of ad impressions.



Both of these examples represent 10 gross impressions.

Quality



Examining Quality

- Targeting
- Engagement
- Context
- Interaction



Look closely at...

Targeting



Index the audience

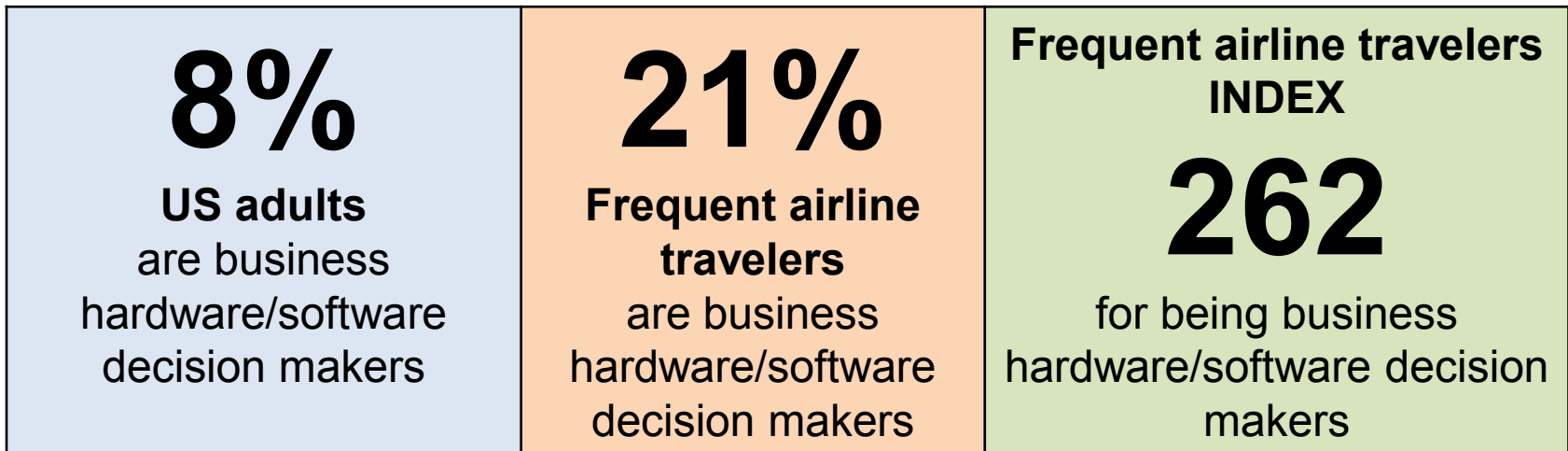
- Does the network deliver the brand's target consumer?
 - indexing indicates if a particular venue type delivers a **high concentration** of a brand's target consumer.

sources: syndicated surveys such as *Scarborough*, *MRI* or *Simmons*; or on-site interviews.

Targeting

*more
information...*

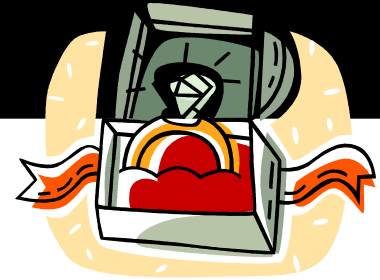
Target: Business hardware/software decision makers



Index of 100 is average.

Look closely at...

Engagement



Is anyone watching?

- How can you tell if people are actually watching the screens?
 - Ad recall
 - Lifts in brand awareness, purchase intent or sales among those exposed to ad

sources: interviews with people who visit the venues, usually conducted on-site (occasionally online) or venue sales data.

Look closely at...

Engagement



Total recall

- **unaided recall** (norm 2% to 8%)
 - “Do you recall any of the brands advertised on the digital video screens at this venue today?”
- **brand aided recall** (norm 20% to 40%)
 - “Do you recall seeing an ad for Acme Soda?”
- **copy aided recall** (norm 25% to 60%)
 - “Do you recall seeing this ad for Acme Cola?” (*image of ad shown*)

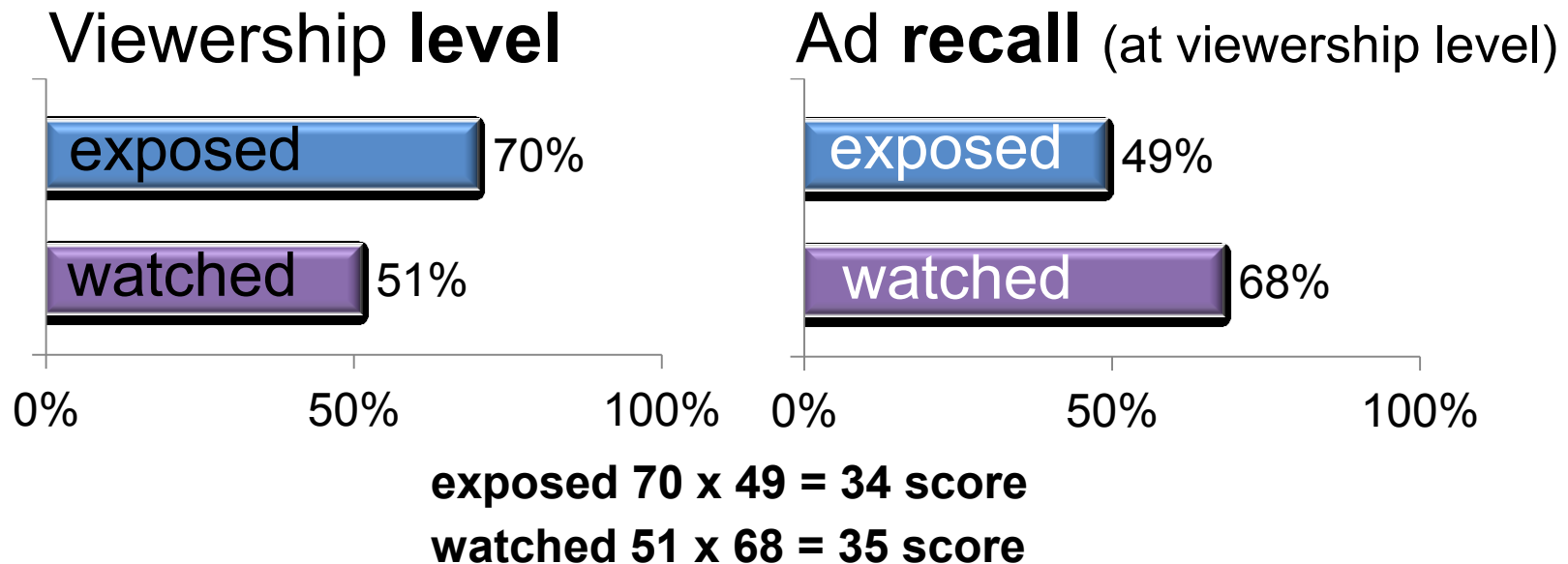
Engagement

*more
information*



Related

- advertising recall is higher among those who actively watch the content.



Look closely at...

Engagement



Heavy lifting

- Are the people exposed to the ad more likely to mention the brand **top of mind**?
- Is there an increase in **purchase intent** for the brand?
 - both are test and control group comparisons
- Is there any **sales lift**?
 - analysis needs to take the product's sales cycle into consideration.

Context



Making an Impression

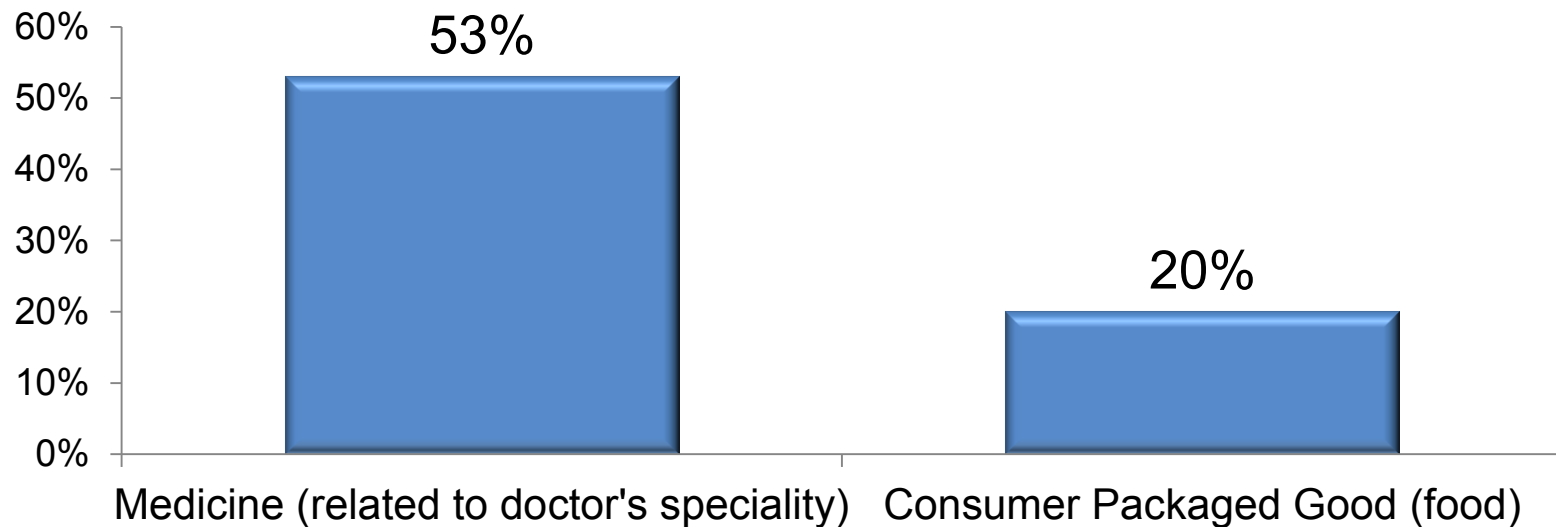
- Look to reach consumers who are most **susceptible** to the ad.
- Ads related to the consumers mindset *while at* the venue are **most effective**.

Context

*more
information...*

Ad meets venue

- Ad related to venue had more than double the ad recall.



Look closely at...

Interactivity

Touch points

- Touchscreens
- Interactivity
- Mobile device interaction



Look closely at...

Interactivity

Physical engagement

- Touch displays transform DOOH from a passive to an active medium.
- Interactive networks can report two levels of ad gross impressions (exposure and interactions).



Interactivity

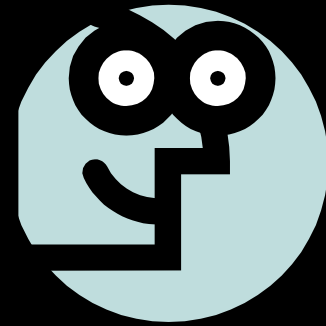
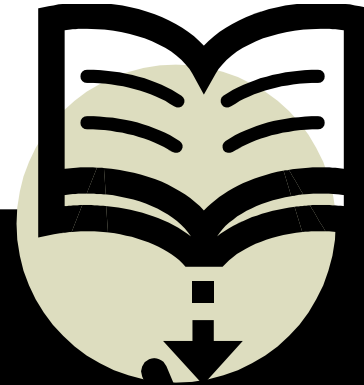
Look closely at...



Social media

- 53% of U.S. Teens and adults **use** a social networking site.
- 43% of social network users access their profile using a **mobile device**.
- 25% of monthly social network users **follow** a company or brand.

Need to Know



Impression Quality

- Index the audience against your target consumer.
- Ask to see average ad recall rates and test/control comparisons.
- Coordinate the brand and ad message with the venue.
- Use interactivity when practical.

Audience Calculations

- Look at the source of traffic data.
- Understand how the audience is defined.
- Ask how the vehicle zone and dwell time are determined.
- Ask to see a the network's reach/frequency curve.



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