

Visions of Tomorrow's OOH Measurement (from a Yesterday's OOH Measurement Pioneer)

Andrea Mezzasalma
Milano, 14/06/12



What News?

- ✓ Decreasing cost of technology
- ✓ Ready availability of large scale data
- ✓ This is transforming the way TV and other media are measured
- ✓ Will this evolution impact OOH? And how?



What would I like to know, from an advertiser's standpoint?

- ✓ *How frequently and how many ...*
- ✓ *... of my prospective clients...*
- ✓ *... were / will be actually exposed...*
- ✓ *... to my OOH campaigns?*
- ✓ *And possibly: How effective was / will be my OOH campaign?*



How frequently and how many... (1)

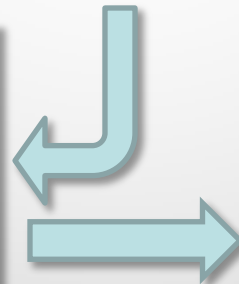
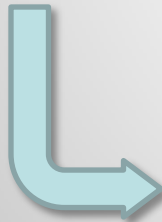
Representative
user centric data



Site centric
data



Non representative
large-scale
user centric data



How frequently and how many... (2)

GPS made sense
when its performance
was critical...



It should be a no
brainer today!



No other tool that I know can measure
the *complexity* of day-by-day travels,
which determines *real/reach* and
frequency figures

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... of my *prospective clients*...

- ✓ An advertiser's target group can rarely be defined in terms of simple demographics
- ✓ It's hardly believable that most media currencies still neglect to collect life-style and purchase-behavior data



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... *actually* exposed...

- ✓ *Within media* comparability
- ✓ *Cross-country* comparability
- ✓ *Cross-media* comparability?

Eyes On?



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... to my OOH *campaigns*...

Individual
displays?



Or networks and
campaigns?

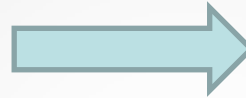


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And possibly: How effective was / will be my OOH campaign? (1)

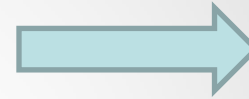


- ✓ One-to-one blind-matching between large-scale travel DBs and large-scale consumption DBs?
- ✓ Very large samples required, which might become available in future but currently are not
- ✓ Need to control for the effects of intervening variables (price rebates, competitors' campaigns...)
- ✓ Short-term effects easier to measure than long term ones
- ✓ Privacy issues in many countries

And possibly: How effective was / will be my OOH campaign? (2)



Uplift of
intention to
buy



- ✓ Measuring the effects of Ad exposure on desirability, Intention to Buy, Intention to Recommend?

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Thanks!

