

"If humans are so clever,
how come they need
smartphones?"

MEDIACOM TRENDS

Out Of Home

ADVERTISING INSIGHT MEDIA

HUMAN vs MACHINE

YOUR BUS STOP JUST GOT A LOT SMARTER
Clear Channel Where brands meet people

GILL REID - BOARD DIRECTOR 15 MAY 2018

Out-of-Home (OOH) is growing

Classic posters continue to be the bedrock of the OOH landscape. They're still delivering national reach through broadcast formats such as roadside, bus, rail and underground, as well as impact through banners and premium digital locations. Digital OOH (DOOH) continues to grow throughout the UK. We've seen more changes to DOOH in the last two years than we have in the last decade. It now accounts for 40% of revenue thanks to significant investment from media owners, and we expect that figure to increase above 42% in 2018. Digital OOH now reaches 92% of Londoners each week and the DOOH footprint has grown beyond London to include major towns and cities throughout the UK. Digital impacts are also up by 6% since the last quarter.

Making data more dynamic

Data has become increasingly important in all areas of media planning. For OOH, there are several data sets that we can use to activate campaigns (they are usually strategically planned around date, time, and location). Using technology, we can use additional data sets to help us deliver dynamic and contextually relevant campaigns. This includes, but is not limited to, weather, location, social media feeds and client first-party data. By doing this, we can make a broadcast medium targeted and more relevant to our clients' selected audience.

Automation and efficient targeting

Programmatic has grown in recent years and people are looking at ways to deploy it across media. At MediaCom we have a clear vision, which starts with understanding what programmatic in Digital OOH means. 'The automated method of deploying media and creative, where data is utilised to optimise delivery' OOH will always be one-to-many, and not one-to-one, but the time is fast approaching where we can use data and Digital OOH to target audiences in the most efficient way possible through a broadcast medium and ensure Digital OOH is fully utilised.

OOH as part of the connected ecosystem

Changing consumer behaviour has led us to re-think the role of OOH, especially given the reach and flexibility it now allows. Over 60% of the UK population have a smartphone and spend on average 1hr 54 minutes on it each day. As a result, we've seen 25% of commuters purchasing online via their mobile phone, resulting in 'Commuter Commerce' where 39% of people have shared content they have seen while out of the home. This means that the link between the online and the offline world is as close as it ever has been.

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