

Retail Secrets of Successful Digital Screen Networks

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**Definition of an Ad
Agency: 85 percent
confusion. 15 percent
commission.**

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Out-of-home advertising

From Wikipedia, the free encyclopedia

Out-of-home advertising (also referred to as **OOH**) is essentially all type of [advertising](#) that reaches the consumer while he or she is outside the home. This is in contrast to [broadcast](#), [print](#), or [internet advertising](#), which may be delivered to viewers out-of-home (e.g. via [tradeshow](#), [newsstand](#), [hotel lobby room](#)), but are usually for home or office viewing. Outdoor products are divided among three primary categories: Billboards, street furniture and transit. The most common product in OOH is the [billboard](#). OOH encompasses outdoor advertising but extends to the indoors as well (such as ads in malls).

This is a non-exhaustive list. There are virtually no limits to shape and size of out-of-home advertising media.

Selling advertising space

[\[edit\]](#)

If a private property owner wants to sell advertising space to one of the outdoor advertising companies ("media sellers") he or she directly approaches the company. A media seller may also approach the owner of an interesting property and make a bid. If an agreement is signed, the media seller erects a structure for displaying the ads and rents out the space to the clients. The world's largest media sellers are [Clear Channel Outdoor](#), [JCDecaux](#) and [CBS Outdoor](#).

See also

[\[edit\]](#)

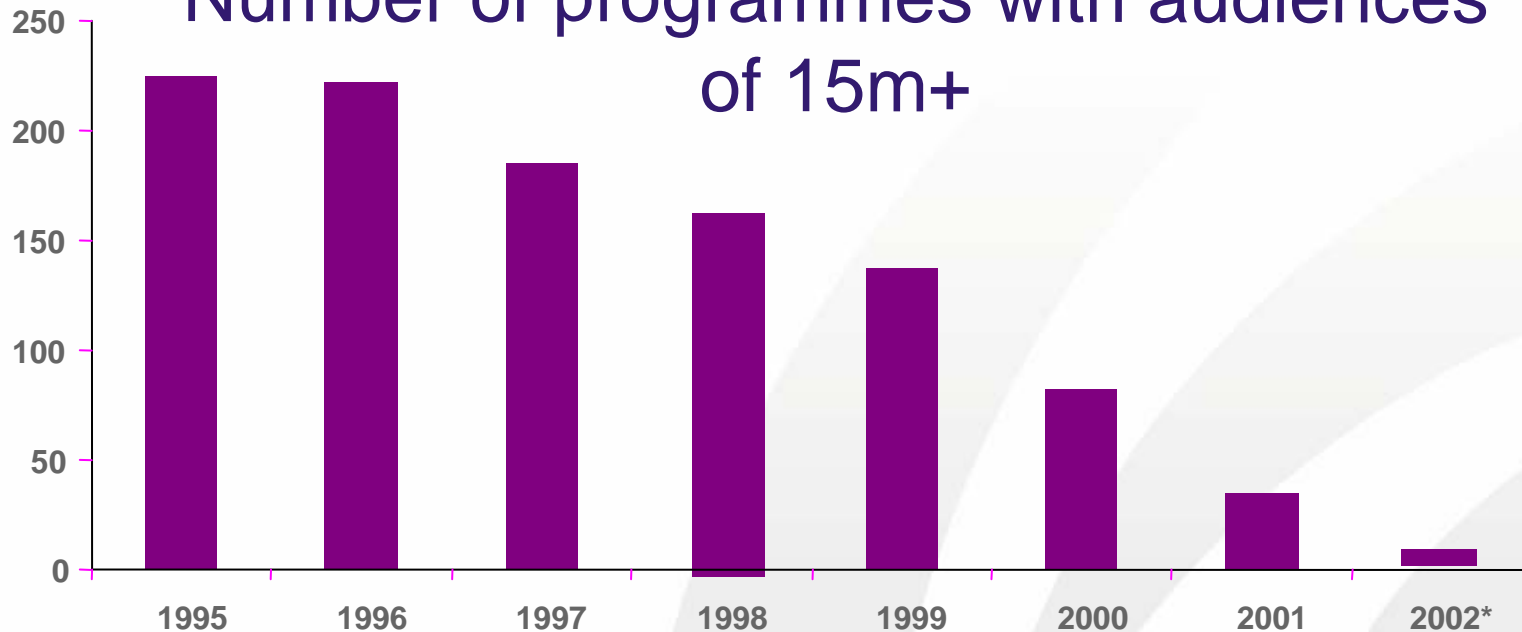
- [Outdoor Advertising Association of America](#)
- [Advertising](#)
- [Billboard](#)
- [Digital Signage](#)

Out Of Home Advertising

- **The only traditional Advertising medium to grow in real terms in recent years**
- **Broke the 10% market share barrier in 2006.**
- **Advertising in the PoS, Retail and Leisure environment accounted for £112m per year in 2006**

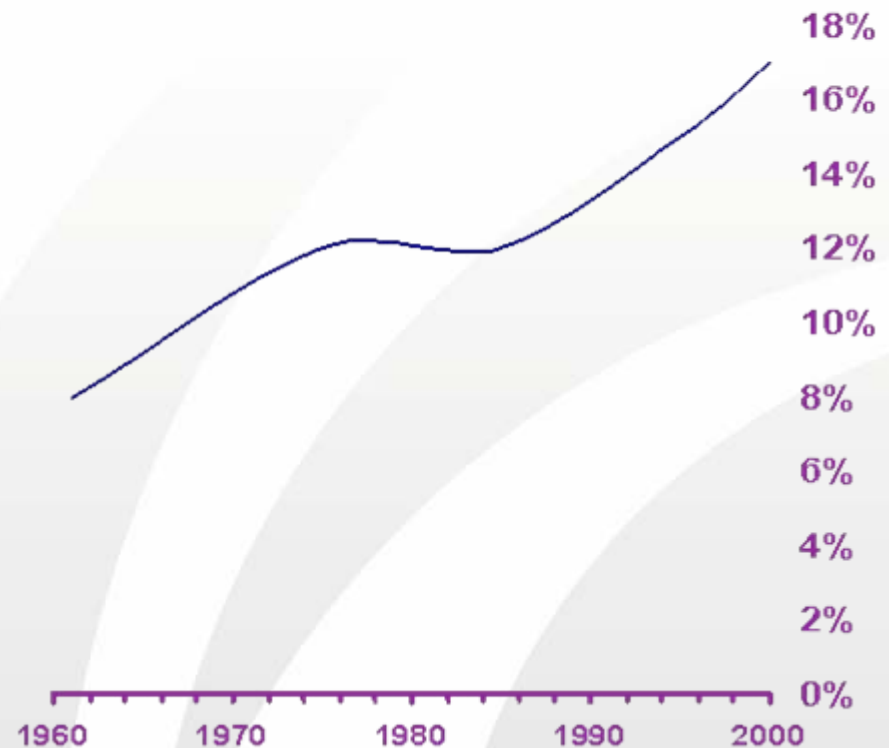
Why Out of Home Advertising?

Mass TV audiences are dwindling
Number of programmes with audiences
of 15m+



Why Out of Home Advertising?

- **An increasingly mobile population**
- **% of waking time spent outside the home or work has risen by over 100% since the 1960s**



What they say!

CISCO believes that digital signage will become a \$2 billion market by 2010.

Google says “An advertiser will be able to specify the message and the graphics for a campaign that stretches from the desktop to the highway with just a few clicks”

The current UK Network*

- 97,329 screens
- 13,661 outlets
- 83 Networks of which 60 carry advertising
- Media sales around £30M around 15% yr-on-yr growth
- 75% of all purchasing decisions are made in store at the POS
- Digital media is 7 times more effective than posters
- 30% - 40% of POP is wasted

Screen Networks – the benefits

- **Ease and speed of use**
 - **Centrally manage national campaigns**
 - **Change and distribute content instantly**
- **How Big is your Basket?**
- **High ROI compared with floor stickers/posters etc. etc.**

Screen Networks – the benefits

- **Drive and monitor Business Benefits**
 - **Results are measurable**
- **Monitor Compliance**
 - **Get with the program**
 - **Environmental**
 - **Closing sales methodology**
 - **Tag lines**

Why Screen Networks?

- **Enhance the shopping experience**
- **Increase customer loyalty**
- **Maximise creative investment**
- **Improve control**
- **Increase marketing ROI**
- **Build brand**

Screen Networks – Brand Values

- **How does it fit in with your brand values?**

Fujitsu

Inform
Entertain
Enhance
Empower

The BBC

Inform
Entertain
Educate

Screen networks – the rules

- **A moving audience can't see a moving image**
- **A moving image needs a static audience**
- **A succession of moving images needs a static audience for a while**
- **The venue must have an audience**
- **The audience must have a reason to look at the screen.**

Early Adopters

- **Didn't remember the rules**
- **Treated like TV ads**
- **Little or no fun**
- **Poor differentiation or crossover**
- **No integration**

Not TV

- **The de facto standard for a short TV ad is currently held by M&S**
- **Useless in a retail in-store environment**
- **Customers are shopping, not watching television**
- **Suit the content to the environment**

Does not Replace Posters

- **Posters and Digital Signage are all part of the management of the space into a homogeneous comfortable selling environment**
- **Posters are passive**
- **Screen networks are dynamic**
- **Use dynamic content to your advantage**

Poster-v-Digital Signage

Poster Path

1. **PC**
2. **Printer**
3. **Lorry**
4. **Shop**
5. **Skip**
6. **Lorry**
7. **Landfill**

Signage Path

1. **Creative**
2. **Server**
3. **Screen**
4. **Recycle Bin**

Poster-v-Digital Signage

Poster Path

1. PC
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4. Shop
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6. Lorry
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3 Weeks

Signage Path

1. Server
2. Screen
3. Recycle Bin

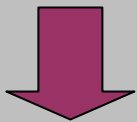
1 Day!

TV ROI – Serious Benefits

- **Sainsbury's**
- **Agency: Abbott Mead Vickers, BBDO**
- **By giving consumers new food ideas, Sainsbury's TV advertising delivered ROI of £27.25 for every pound spent, helped halt defection and enticed loyal customers to spend more**

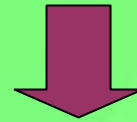
Dwell or Churn Same Retail Outlet

- **Customer heading for checkout**



- **Make 'em Move on or Dwell**

- **In Café**



- **Make em Dwell or Move 'em On**

So?

Churn is Good!

AND

Dwell is Good!

The Power of Persuasion

- **When you added the extra item into your basket were you...**
 - **Reacting on Impulse?**
 - **Or being Impulsed?**

Make Use of Triggers Instantly

- **Stock out**
- **Stock in**
- **Overstock**
- **Perishables**
- **High Margin**
- **Nappies sell beer**
- **Jamie's recipes sell Chablis**
- **Papers sell Crisps**

Instant Use of Triggers

- **Rain sells umbrellas**
- **Sunshine sells Suntan lotion and barbeques**
- **Hot weather sells water**
- **Queues are further opportunity to support message**
- **Time of day triggers**

Local Rules Mean...

- **Managers' discretion**
- **Don't forget the insight of people on the ground**
- **Buy-in at all levels is essential (especially staff, as Tesco TV found out)**

Think Space

- **Poster – sets a general image – a wallpaper**
- **Product presentation and placement - key in final selection**
- **Screen networks – responding gently – can influence strongly**

Think of it as a component not a separate entity

The Three Components

1. **Creativity**
2. **Hardware**
3. **Support**

Make sure you have all bases covered or else!

Soft ROI

- **Cost savings can help make a case for a screen network**
 - **What about Retailers' own PoS costs?**
 - **Arcadia spends £20m a year printing and distributing posters**
 - **A screen network could help slash these costs**

Compliance

- **What to show**
- **When to show it**
- **Where to show it**
- **For How long**
- **External triggers**

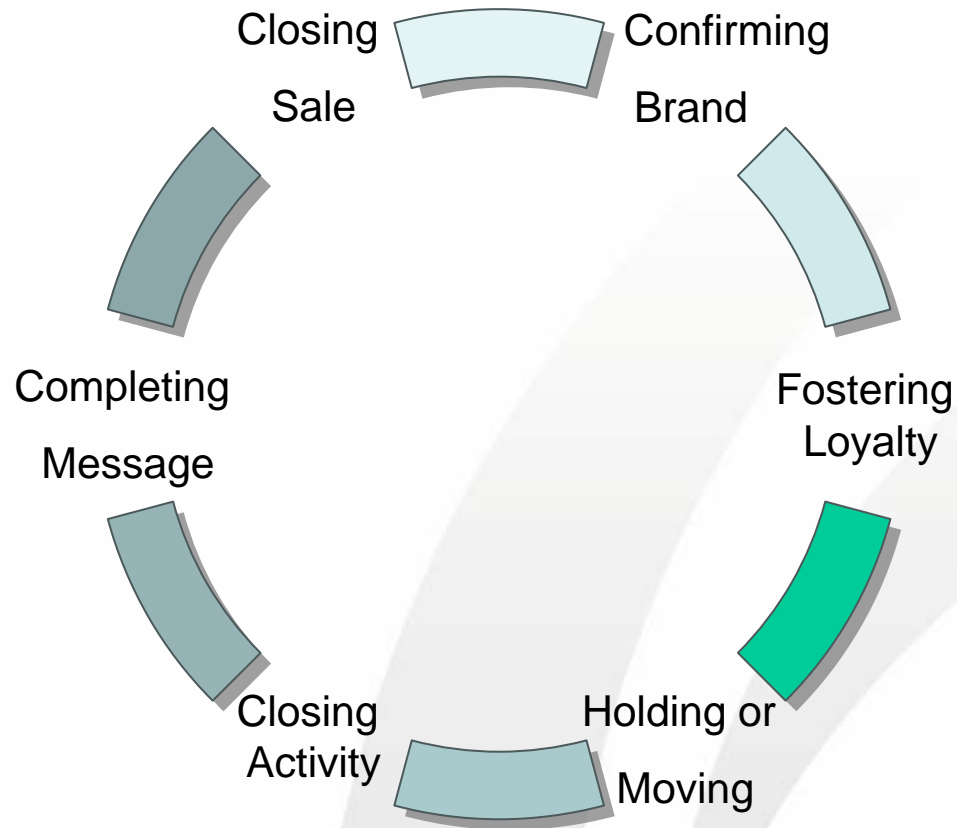
Marketing Messages

- **Staff**
- **Customers**
- **Internal**
- **External**
- **HR**
- **PR**

Not Just Straight Sales Uplift

- **It is Incremental Cost of Sales Uplift in a Unified Presence Campaign**
- **Ad Avoidance – new phenomenon?**
 - **Can't turn it off**
 - **Can't fast forward**
 - **So retailer can't afford to irritate customer**

Marketing Circle



In-store

- **Customer communications**
 - **Affect buyer behaviour**
 - **Uplift sales in the right area**
 - **Improve the shopping experience**
- **Colleague communications**
 - **Better training**
 - **More staff buy-in**
 - **Increased compliance**

Cost of Ownership

- **Managed Service**
- **Off-Balance Sheet**
- **Technology refresh**
- **Ongoing Physical Support**

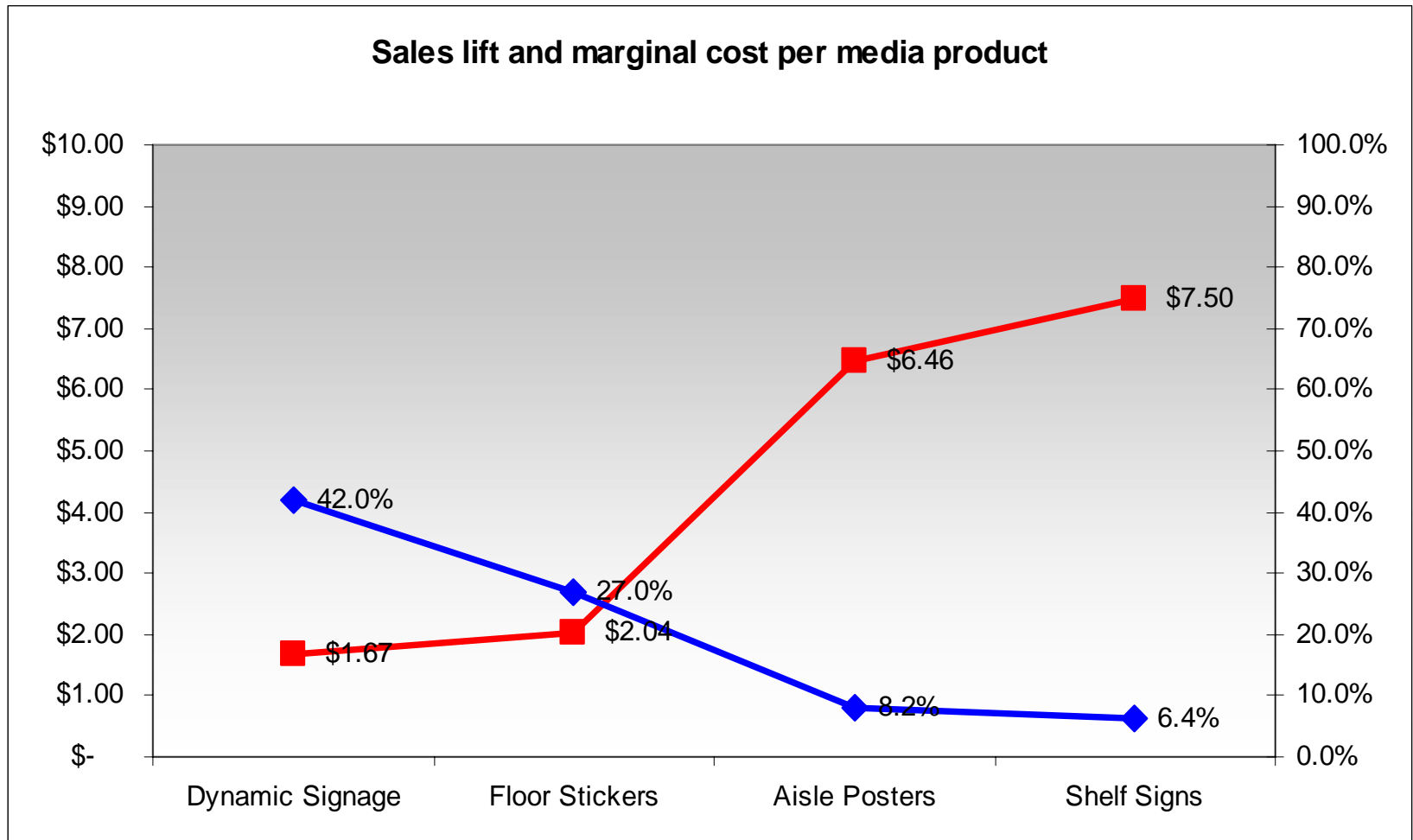
The Pilot Process

- 1. Identify pilot project objectives**
- 2. Identify and tackle potential blocks to progress**
- 3. Discuss retail best practice**
- 4. Recommend initial solutions**
- 5. Create design.**
- 6. Engineer and present solutions**
- 7. Build prototype**
- 8. Install displays**
- 9. Service and maintain programs**
- 10. Measure results**

Clear Objectives

- **Soft Benefits**
 - Improve communication
 - Improve store ambience
 - Happier shoppers
 - Happier staff
- **Hard Benefits**
 - Sales uplift
 - Reduce fixed costs
 - PoS marketing that truly reflects the trading environment

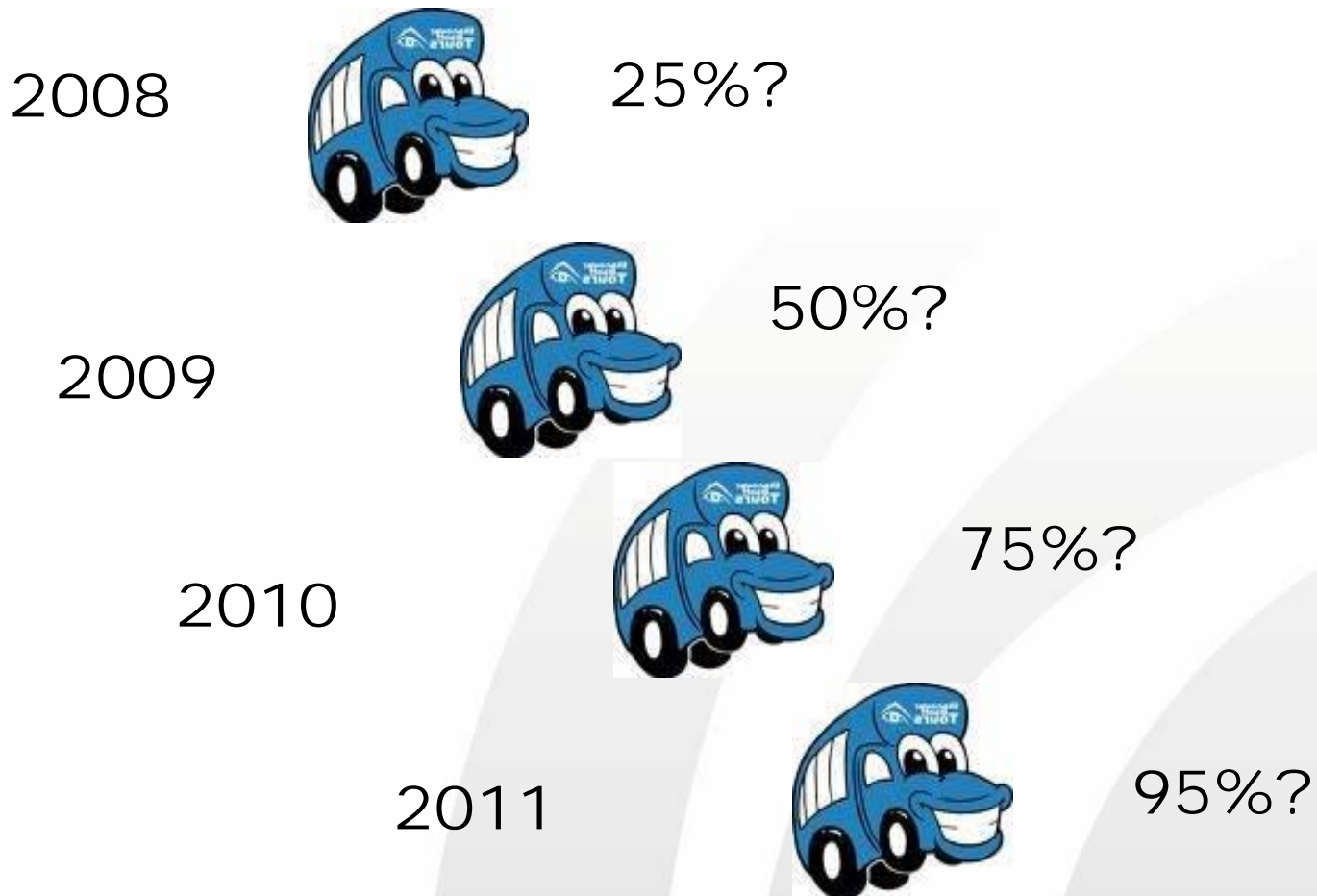
Environsel Findings



Enviroseel Findings

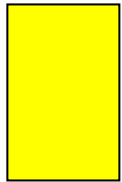
- **Screen networks offer the highest ROI at the lowest cost**
- **Soft ROI is just as, if not more, important**

The Bus - Retailers with Screen Networks in 5 Years?

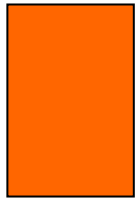




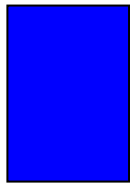
Year 2012



25%



50%



75%



95%

Get on the Bus

2012



95% ?

It's a question of
WHEN not IF

Half the money I
spend on
advertising is
wasted and the
trouble is I don't
know which half.

John Wanamaker

Thank You

From Andy and Chris