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PREDICTIONS

Posterscope

INTRODUCTION

2017: OOH has a new beginning

OOH is on the cusp of a new evolution: how it's planned, bought and it's interaction with people. Mixing all of these ingredients together moves OOH into an unseen and largely untested realm – meaning many of our pre-existing rules, recommendations and benchmarks will be re-examined.

This evolution will come via the following three aspects...

Digital first. In marketing all trends point to digital. Many OOH conversations focus on the digitisation of OOH. But our media planning has to adopt a digital starting point – the role of dynamic OOH means we're able to replicate new age digital tactics; allowing us to be flexible with media and creative copy – to deliver the right message at the right time in the right places for audiences.

Embracing technology. There is an abundance of new and emerging technology that is changing the way we can use OOH to connect in physical spaces with people. Hyper-local Wi-Fi networks, beacons

and 3D screen imagery are extending possibilities in OOH. Contextual targeting and increasing convergence with mobile are allowing us to capture physical cookies for mobile media targeting, whilst new engagement tactics are extending interaction with the physical space.

This plethora of options means it's our mission to recapture and spark new interest around how OOH can connect brands and people together like never before - challenging the preconceived thoughts of marketers, creative and media agencies.

Planning with data. With so many new data points are at our fingertips, as an industry we have had to evolve our understanding and analyse it productively and at pace, a discipline traditionally occupied by the online and social channels. We must now evolve further to seamlessly aggregate and value this data in increasingly complex ways. Our integration into the digital economy is accelerating.

It's a time of great change in advertising, media and OOH. The rules and legacy of the media plan are being thrown out the window and we look forward to leading the way.

When we speak next year OOH will be a landscape you don't recognise. The opportunity for OOH is that of a communications channel rather than an advertising medium. Nothing could excite us more.

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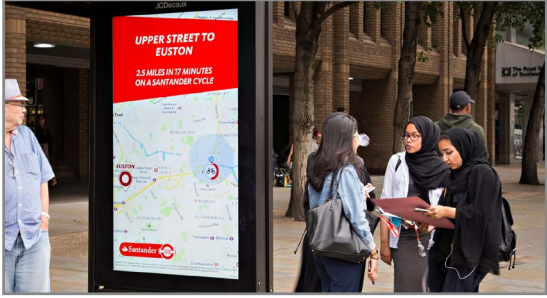The rise of
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'OPEN' DATA

Data exchanges are improving planning and leading to more effective and efficient cross-channel planning producing stronger campaigns rather than siloed media plans.

Santander Mortgages campaign

In the next year we will move away from 'owning data' to 'open data'.

Data sources are multiplying at pace; fast-tracked by the increasing scale of linking ad-exchanges, DMP's and of course the Internet of Things. As more data streams become available, we expect data to tie together channels from planning to live optimisation and post-campaign evaluation. As a result, data approaches will move away from 'owning data' to 'open data.'

What's next?

DOOH will become more integrated in the wider digital strategy. Once these data sources are open, optimisation and data collection will become a truly multi-channel effort. All media types will benefit from better planning due to this sharing. As the outdoor industry experiences the digitisation of screens, automation and live data exchanges will lead to DOOH being planned as part of the wider digital strategy, rather than as an independent format.

Why?

This allows us to better integrate with other channels as the data provides a shared access point. This allows us to better integrate with other channels as the data provides a shared access point.

Clients now expect across-channel media planning that incorporates smart data usage and integrates with other channels. As a result, data previously only used to plan OOH is being used to optimise other channels too.

Case study: Data in action

In anticipation of the release of DOOM, Posterscope planned a campaign that in addition to using Route and retail data, geo-targeted audiences of interest based on **mobile behaviour** that showed the social conversations they engaged in segmented by location.

The CACI & Locomizer data that guided our selection of screen locations produced excellent audience engagement results – with a 100% increase in PPC during the campaign when OOH was running.

Vice versa data used to plan in other channels is increasingly being applied to OOH planning. For Santander we used insights derived from **search and digital display campaigns** to affect ad-scheduling.

In a campaign for Eurostar, to promote its new state-of-the-art fleet of e320 trains, the campaign needed to target five different audiences; families, youth, leisure and two types of business agents – commuter and office based. The campaign used VTR (view through rates) data from YouTube to optimise our content strategy for each audience in locations.

"

Data can be used across-channel to plan much more effectively. When we use data across channels, this optimises the planning for other channels, improving the overall outcome.

"To do this we need to break down data siloes, utilise purchased data better, and increasingly share this to inform the whole campaign rather than just one part."

– Nick Halas, Head of Futures

Eurostar campaign

RELEVANCY: FROM THE FEW TO THE MANY

The rise of scalable content

DOOM campaign

In the next year - scalable content is a must-have for DOOH.

Serving the right content to the right audience is no longer optional, consumers now expect and demand relevant content in their communications. In addition, social data is beginning to inform content serving in real-time.

To date, whilst brands have taken the opportunity to strongly increase recall and effectiveness utilising triggered contextual content, proportionally to all OOH campaigns, this has remained the award-winning work of a few, rather than the many.
Due to the rise of data and platforms that allow all content to be real-time relevant, all content shown on OOH will become 'dynamic.'

What's next?

Numerous geo-based social data streams and the improvements in sentiment analysis tools will permit media planners to not only predict and trigger contextually relevant content but also to adapt specific emotional related content (in real-time, depending on the location).

Why?

In the OOH space, our dynamic content platform (Liveposter) has been enabling Posterscope for the past four years to deliver content that can be uploaded and contextualised for each screen in real-time. This has resulted in content that is always relevant to the audience, allowing thousands of unique executions within a single campaign.

VirtuoCity research has shown that by serving just two standard creative executions at the right time to the right audience, we can increase campaign effectiveness by 15%. Therefore relevancy needs to be the work of many, not the few and we have therefore created a scalable contextual solution to deliver more relevant messaging in real- time. This new platform enables robust data such as Route, or specific mobile data to be used to plan content placement in a simpler way.

Key findings from Theoretical VirtuoCity Research into the effectiveness of the 'dynamic difference' showed that using dynamic DOOH delivers a more contextually relevant message and increases:

Advertising Awareness

18% ↑

Recall of the specific creative message

53% ↑

Recall of creative/ brand perceptions

11% ↑

Exposure to DOOH is expected to increase to 56 minutes per week in 2017, increasing from 14 minutes in 2013*. This makes it the second fastest-growing advertising channel worldwide (after mobile):

Exposure to digital out-of-home Advertising

56 mins per week **2017**

↑

14 mins per week **2013**

* PQ Media's Digital Out-of-Home Exposure Index

Case study: Dynamic Dynamism

We are seeing some truly standout dynamic campaigns, using multiple data sources such as Currys PC World, Spare the Act campaign. Campaigns like these will become ever-more sophisticated – using more and more triggers and real-time executions, particularly as creative teams become more experienced at producing base creative which can be layered and altered automatically.

Currys PC World Spare the Act campaign

BLENDING REAL & VIRTUAL EXPERIENCES

Technology is changing your media plan
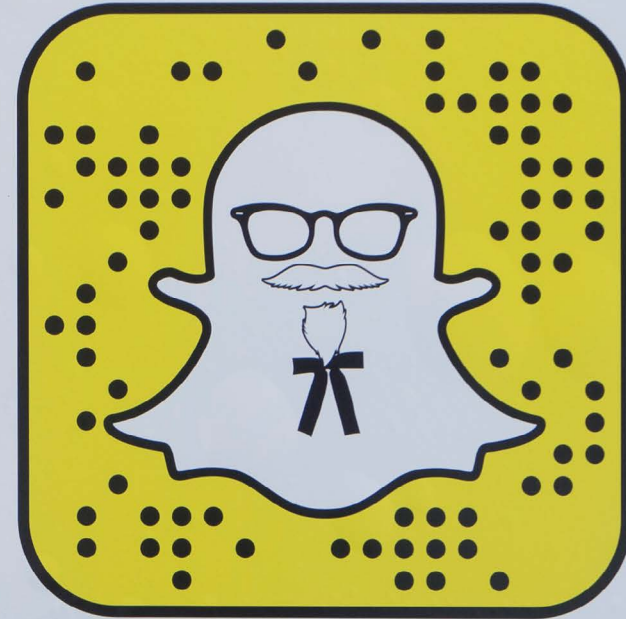
KFC Snapchat campaign

Eventually the existing lines between the real and virtual world will be completely blurred in communications plans.

Developments in location-based gaming and large scale tests of interactive technologies are paving the way for the commercialisation of the virtual OOH world.

This past year saw more clients and agencies becoming interested in interactive technologies, as well as heavy investment into these emerging technologies from media owners. We are now at the turning point, where these tests are turning into wholesale solutions.

What's next?

Mixed reality technology like Microsoft's HoloLens has exciting implications for user behaviour, with developers currently working on applications for everyday tasks. The physical web will extend further than just smart phone integration and will lead to further developments in wearable technology, notifications and analytics.

The role of OOH will become more expansive as technology strengthens in these areas and becomes lower in cost, with brands looking to hit niche OOH audiences alongside broadcast ones. As Gen Alpha matures, consumers will demand richer, location based experiences to gain their attention.

Why?

The hype around Pokémon Go and the release of the iPhone 7 with wireless headphones will significantly influence which technologies continue to grow over 2017.

Technological advancements are integrating the digital and physical worlds into one. The likes of VR, AR and the Google-backed physical web are offering brands the opportunity to engage and interact with their consumers in new and exciting ways. 2016 was the year of AR in the physical space and, like it or loathe it, Pokémon Go became the seminal culmination of these conversations – with 75m downloads worldwide.

This physical, real-world game powered by a traditionally one-to-one mobile app has demonstrated consumers' thirst for blended experiences. VR and AR allow us to engage in new experiences and interact with alternative realities no matter where we are. In the past, OOH AR and VR experiences have lived in brand activations and one-off, media firsts.

We have also seen the rise of The Physical Web (alongside the Eddystone Beacons) which has the capacity to connect everyday objects (from the very small to the enormous) to the internet, giving consumers greater interaction with brands as they move through everyday life.

CONTEXTUAL CONTENT CLICKS IN

Are traditional demographics dead?

Pimm's Grab a Seat campaign

In the next year behaviour triggers will be an important planning currency.

As Netflix has evolved the traditional TV broadcasting model, the increase of contextual content determined by new behavioural data will do the same for OOH.

Working with behavioural data has enabled us to understand where a specific audience is likely to be by using affinity modelling of locations, alongside historic social and mobile location data. In 2017, we will increase our understanding of real-time behaviour from these data points.

For example, we will be able to understand if commuters passing through Waterloo station on a Monday evening are more interested in a product or service than those commuters catching a bus from Oxford Circus on a Wednesday afternoon. Understanding a real audience, as opposed to an aggregated survey, will help us target even better in the OOH channel.

What's next?

Advancements in live data and DOOH will allow Posterscope to be even more predictive of changing trends and capitalise on unifying social moments and mind-sets that encompass all manner of audiences.

Netflix Vice President of Product Innovation Todd Yellin described traditional demographics as "almost useless". He continued: "Because, here's a shocker for you, there are actually 19-year-old guys who watch 'Dance Moms', and there are 73-year-old women who are watching Breaking Bad and Avengers."

Why?

2016 has been the year of the individual consumers have rejected being identified as an age, gender or affluence score. Brands are becoming increasingly aware of this and media is using ever-more sophisticated channels and targeting to ensure maximum relevancy to their customers.

OOH's ability to broadcast to mass audience groups will remain a key strength of the medium, particularly as TV audiences continue to fragment. The addition of real-time audience and location data means OOH has the opportunity to be more targeted in its messaging while still delivering mass scale.

Brands will now be able to communicate to the masses, whilst also being capable of capturing a brand's elusive niche audience at a key time of the day.

We already know that an individuals' mind-set and receptiveness to advertising will be very different on a Monday morning commute to a Saturday lunchtime, but now we can understand how they behave in both micro and macro moments. Using data to identify common mind-sets and target ads with effective, engaging messages will be key to reaching beyond traditional demographic groups.

Our campaign for Pimm's did just this - advertising to people interesting in having a Pimm's at the pub. The ad was triggered based on temperature suitable for a Pimm's, occupancy in participating venues and also in close proximity to pubs. Advertising to the 'Pimm's seeking audience' rather than a demographic.

ADVERTISING WITH UTILITY

Not just advertising, advertising for good.

Santander Summer of Cycling campaign

In the next year advertising for good will be increasingly valued.

We've had the rise of native, we've heard the praises of contextual, and we've all hailed content. What's the next evolution of advertising to connect with increasingly discerning target audiences? It's a no-brainer really, advertising that people really want. That they will engage with because it's useful. That provides a service.

Brands are catching on, moving away from one-way consumer conversation and embracing the experience - therefore branded social projects are on the rise. Putting a service or cause at the centre of the campaign allows brands to demonstrate they understand their customer on a human level. We expect that these campaigns will begin to be properly incorporated into the media ecosystem through connected media.

What's next?

Millennials are still next. As they begin to exert more purchasing power in the market, it will become increasingly important for brands to speak a language with which they empathise. We predict brands who provide something of service to their consumers will be the ones that win out. Serviced-based advertising will also begin to gain traction as more councils and public sector projects require additional budgets from private enterprise.

This is being compounded as Millennials begin to raise families, increasing their emotional purchasing decisions. By acting on what would previously have been held as a CSR value, brands can prove their intentions to their consumers and look to win customer loyalty.

Why?

It is increasingly difficult to stand out against the myriad of messages that consumers are faced with through the day. Similarly, audiences are trying to control how they interact with brands, as seen in the rise of ad-blocking, legislation and opt in alternatives. We know that 75% of millennials are more likely to buy a product when they know it will provide something back like a donation to charity, in comparison to the adult average of 58%.*

To keep pace, innovative companies are looking to provide a service to their customers in order to remain relevant in their lives. Our Urban Partnership division has been forging new territory in this space working to embed brands into the local community and to open up grass roots interactions.

* The Brand Partnerships and Sponsorship Op-In Survey, 5th November 2015 conducted through work.shop.play

Case study:
Practical and personal advertising with utility

This service model is also practical. OOH has always been part a tangible part of everyday life, providing infrastructure such as bus shelters. But what does that service look like for the next generation? The rise of smart cities sees brands such as Microsoft sponsor benches with Wi-Fi and charging points to provide a service which is embedded in an existing consumer behaviour and desire.

This past year Posterscope and sister agency MKTG have completed several smart cities projects, launching the Buzz Bikes free bike scheme initiative and smart benches that provide Wi-Fi and charging to the community.

Pushing service provision even further, Posterscope Brazil designed and built a billboard which kills Zika virus carrying mosquitoes, creating a safer environment for consumers.

The technology was also open-sourced for other organisations to use.

Christopher Nicola, Head of Urban Partnerships, said:

"The way in which consumers perceive brands has a huge influence on the effectiveness of that brands' advertising. Through Urban Partnerships, we're creating positive, impactful experiences for consumers that means brands are giving something back to the community at the same time. This isn't just advertising, it's advertising for good."

ESSE PAINEL MATA CENTENAS DE MOSQUITOS DA ZIKA POR DIA.

FAÇA TAMBÉM A SUA PARTE.
PAINELMATAMOSQUITO.COM.BR

"This billboard kills hundreds of zika mosquitoes everyday."

Zika campaign in Brazil

PROGRAMMATIC IS HERE

Via automation which will see live availability and Liveposter providing data fuelled and optimised DOOH activity, the scope of programmatic continues to build momentum.

Microsoft Cortana campaign

OOH programmatic evolves from theory to wider practice.

The OOH industry is moving towards an increased automated model. We can also expect to see further development internally, as with digital display, we will need platforms in place to both ad-serve and optimise the creative in real-time, which will be undertaken through Liveposter.

What's next?

Adoption of a wider base of current programmatic activity via digital ad-serving into DOOH which will allow clients to optimise creative and media in real-time. Following this we'll see significantly larger live availability connections with media owners, allowing us to plan activity in real-time. This will open up and provide greater agility and flexibility for OOH to demonstrate its ability to deliver to reactive marketing led clients and campaign situations.

The hurdle after this will be purchasing media in real-time via online software vs. the current offline delivery. While this won't be ready as we start 2017, we fully expect this to be delivered as we move towards 2018.

Why?

There are lots of benefits to a programmatic future, none more so than allowing OOH to become more flexible and agile in dealing with client solutions which will allow us challenge and replicate other media channels.

While the 'nirvana' of becoming fully programmatic, requires a transactional element - where delivery, purchase and transaction are linked – this will require more work from media owner systems to integrate with ECOS, but this journey is already underway.

Campaigns with automated decision making to-date include our campaign for Microsoft Cortana where 10,000 individual copy variations were served to OOH screens based on a variation of pre-conceived rules and data sets.

Planning Programmatically

Adserving and Optimisation using Liveposter

Buying Programmatically

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