


A **time**  
of **revolution**  
Earning the right to win

 **FEPE Inspiring**  
Out of Home Advertising



AM4D00H  
Digital OOH Research



## AM4DOOH - The Consortium



JCDecaux



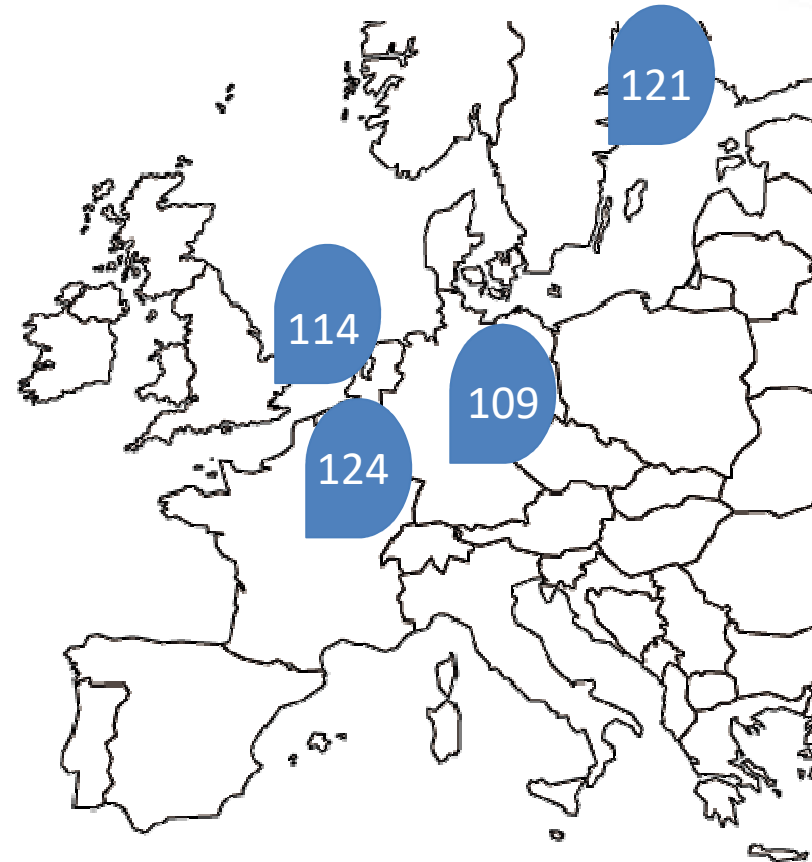
Clear Channel Outdoor



**ExterionMedia**  
Engaging Audiences

## Large data set

<b>Respondents</b>	468
<b>Frames</b>	76
<b>Brands</b>	36
<b>Contacts</b>	12,253



## Builds on Existing JIC Studies

- European focused (but can be applied elsewhere)
  - significance of digital in this market
  - Most extensive application of existing visibility adjustment
  - US has their approach
- Maintains existing visibility adjustment measures
  - not reinventing visibility in any market
- Provides relative difference of digital to existing static factors
- Consistent approach and consistent standards





Target ads were exposed at different distances

Location 135 in Mall

Location 136 in Mall



Target ad appeared when 18”  
away (or 19m @ 1.04 m/s av  
walk speed in Mall)



Target ad appeared when 6”  
away (or 6m @ 1.04 m/s av  
walk speed in Mall)

## Different Mathematical Treatments Are Possible

Our Focus is upon  
the **target ad**  
rather than the  
structure

## Different Mathematical Treatments Are Possible

We have  
measured visibility  
**and** engagement



## Different Mathematical Treatments Are Possible

We will propose  
**Digital Attraction Factors**

## Where Differences Lie

Size is **already factored in** for  
visibility in existing systems

Uplifts for Digital are **similar** for  
**Large** and **Small** Formats

## Where Differences Lie

Panels in **Internal** Environments  
show **similar** uplifts

Pedestrian uplifts in Exterior  
environments show **difference**  
to Internal

## Where Differences Lie

Full Motion ads show **bigger**  
uplifts

Parallel panels on roadside see  
**larger** uplifts than head on for  
**drivers**

## Nexts Steps

### Engage with JICs

Recommend Final Factor sets to Apply

Consider a standardised combination of  
visibility and engagement