FEPE Inspiring
Out of Home Advertising

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Sorrento

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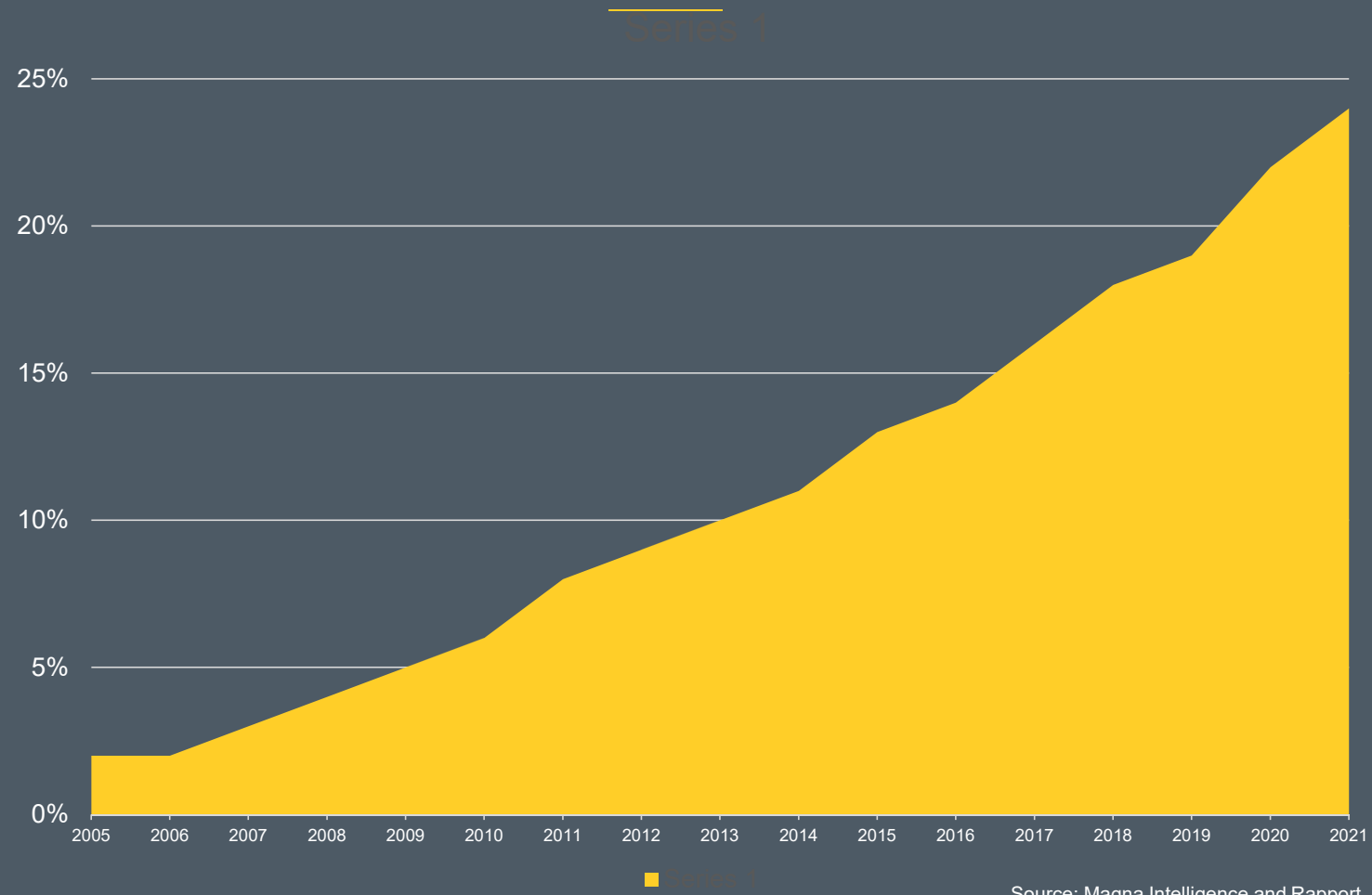
“You can’t connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future…….. believing the dots will connect down the road will give you the confidence to follow…… even when it leads you off the well worn path; and that will make all the difference”.

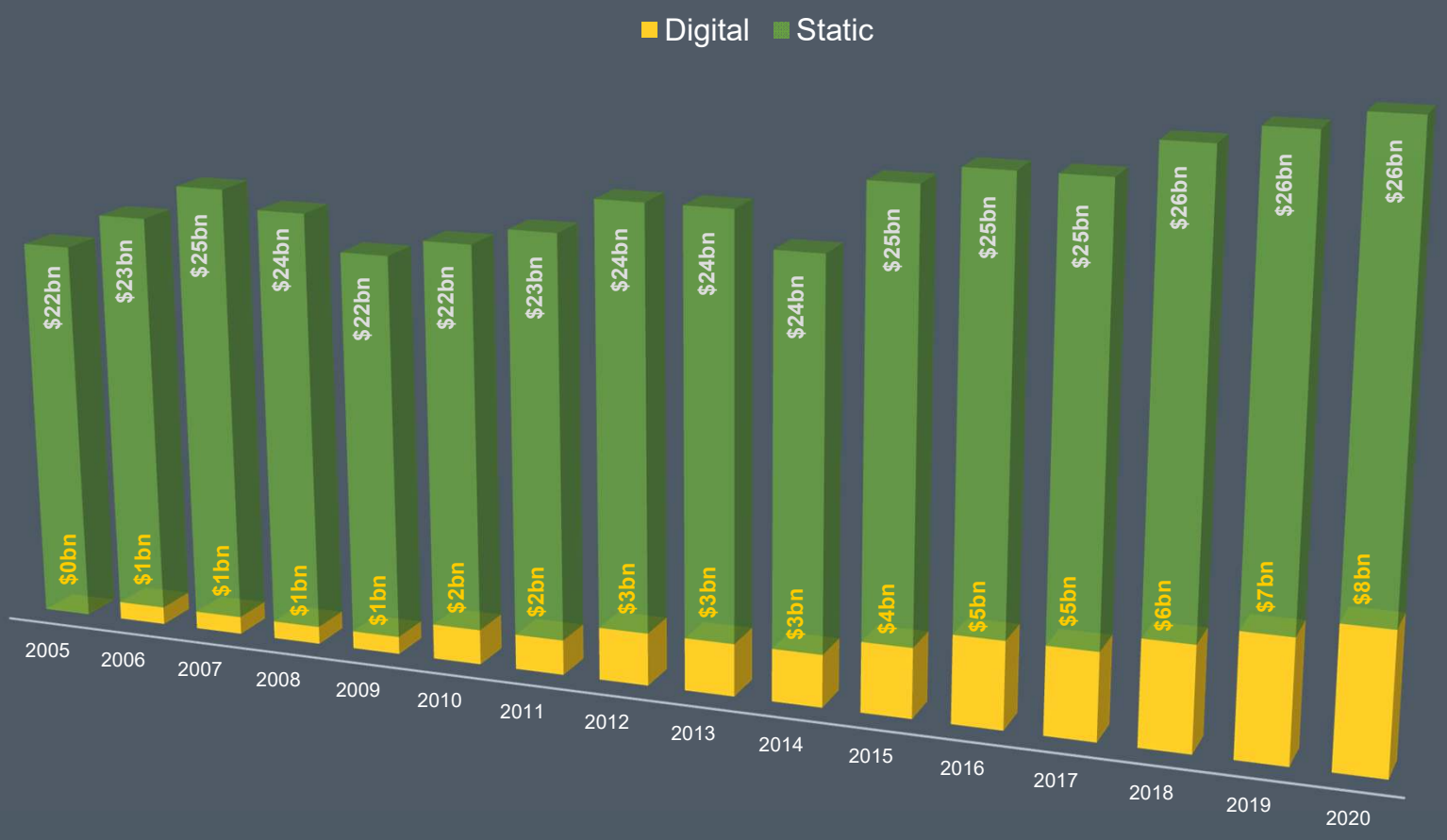
Steve Jobs

Surge in Digital Growth



Source: Magna Intelligence and Rapport

A $34bn Market



Significant investment in digital OOH has been essential to survival

	Share of Revenue	Share of Inventory
UK	50%	5%
USA	35%	4%

Investment in more screens won’t necessarily equate to growth.

We have to do more than just build

Driving Digital Dynamic Content

Attracting new advertisers and changing existing use

Market growth flat y.o.y.

+7%

Clients using digital activation

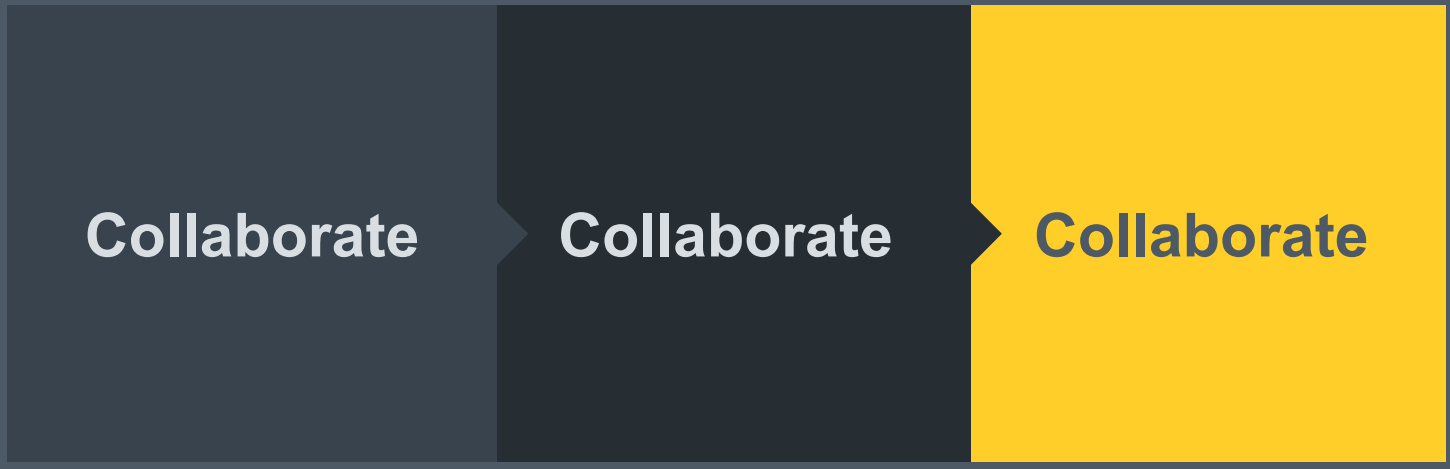
Leveraging the expansion of digital to do new, different and better jobs for clients

How OOH helped very win Black Friday

Sales outpaced the UK online retail market

Products featured showed significant growth as did ROI

If OOH doesn’t work, we are doing it wrong – we need to do it differently


Collaborate
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We have to automate to survive.

But on its own it will not guarantee us money from other channels

We need to have more people from diverse backgrounds in leadership positions

Measuring Success

AUDIENCE MEASUREMENT

How many people, who are they?

ROI

Return on investment – did the campaign deliver?

Measuring Success

ATTRIBUTION

Attribution is the process of identifying which OOH touchpoint individuals are exposed to prior to purchase or desired action, to assess the contribution OOH makes

In the digital world this is achieved by assigning a consistent user identifier across all analysed events and giving a value to each event

We need to re-ignite the creative appetite
for OOH
JUST DO IT

Investment

We need to keep investing but let’s also think about investing together in our combined technology infrastructure

Engagement

We know that OOH can deliver growth if we use digital to leverage the agility of the medium

When we build screens we must think about the consumer and that value exchange

Collaborate

We can still compete but collaboration will get us to where we all want to be faster

Attribution

There is a significant opportunity for us to develop and own the approach so that everyone can use it

Leadership

We need a more diverse leadership in order to attract new talent

We need to attract that talent to sell the medium in a new way

Re-ignite Creativity

Let’s make our medium famous again

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