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Using prDOOH to deliver Incremental Value Offline & Online

October 2023

Executive Summary

In this White Paper, VIOOH, the leading digital out-of-home marketplace, has partnered with Yahoo DSP to delve into the remarkable growth of programmatic digital out-of-home (prDOOH) in recent years.

This White Paper aims to explore two benefits of using programmatic DOOH within multi-channel campaigns:

1

Including prDOOH in a multi-channel media plan adds clear incremental value to the ROI of the digital Media mix due to the priming effect.

2

prDOOH as a channel can boost offline outcomes in terms of Sales and Footfall as a result of its 'attention-grabbing' characteristics and flexibility as a programmatic medium.

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Introduction

There is no doubt that advertisers have become increasingly accustomed to agility in campaign strategy and execution, but this was historically the reserve of digital campaigns. The COVID-19 pandemic played a significant role in fueling this trend across additional media channels such as DOOH, where programmatic adoption has accelerated, due to the flexibility it affords to respond to ever-changing consumer behaviour and contextual dynamics.

VIOOH's most recent State of the Nation report 2023 uncovered a significant increase in demand for programmatic DOOH from advertisers. Media executives reported a rise in both the number of advertisers embracing this channel and the budget allocated towards it. This growth highlights the industry's recognition of programmatic DOOH's potential for delivering effective campaigns against brand and performance objectives.

But in a world dominated by short-form communication and attention deficit, success often depends on the ability to stand out. So what is the best way for advertisers to maximise their campaign impact?

According to studies conducted by Lumen¹, the best way to stand out is to use a high attention exposure from media such as DOOH to drive effectiveness. Industry analysis of advertising effectiveness by Solomon Partners², when measured by ad recall of different media, has shown that OOH and DOOH have the highest rates of aided recall and one of the highest rates of unaided recall, when compared to channels including TV, audio, online and print.

In today's landscape, adopting a multi-channel approach to campaign planning and buying has become standard practice for many advertisers, who seek to understand how they can best combine different channels to maximum effect. Programmatic is enabling DOOH to be planned, activated and optimised alongside other channels, with Display and Social emerging as the most popular channels for pairing, according to media executives' insights.

Programmatic DOOH is a good example of a broadcast media that can be successfully combined with individual media to drive campaign effectiveness. It's a principle called 'priming', describing how the first media channel plays an important role in preparing consumers for conversion once they are re-exposed to the brand via another channel, e.g. digital. As part of the Lumen Research, when specific campaigns were analysed using attention metrics, the results (in terms of engagement, awareness, click-throughs, etc) were always stronger when the advert had more combined attention across the different campaign channels.

¹ Lumen. The common currency for media whitepaper. Lumen study for JC Decaux UK. October 2019. Combining OOH and Social to boost attention. Plan for attention models for media planning.

² Solomon Partners aggregation of publicly available studies on advertising recall from 2017 - 2022.



Programmatic DOOH adds incremental value to the online digital media mix



In the 2022 book "P2 + C = 6", Justin Gibbons discovered that digital advertisements that were primed by Out-of-Home (OOH) advertising received an average of 37% more attention, thereby boosting the ROI of the digital channels.

To support this theory, we looked at two case studies; a multi-market campaign from Jones Lang LaSalle across Australia, Singapore and Hong Kong, and Schrodgers in Singapore, where prDOOH was used alongside digital channels, to drive incremental online campaign results.

Case Study 1:

Jones Lang LaSalle

Australia / Singapore / Hong Kong



Need investment strategies fit for the road ahead?
JLL advises on over US\$1.3bn
transactions every day.

JLL
invested in your success.

JLL invested in your success.

Capital Markets
JLL

Need investment strategies fit for the road ahead?
Choose a real estate advisor trusted with US\$1.3bn every working day.

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Global commercial real estate company Jones Lang LaSalle (JLL) recently ran a compelling multi-channel campaign, planned in partnership with the digital marketing agency Brainlabs, across three countries: Australia, Hong Kong, and Singapore.

The primary objective of the campaign was to boost brand awareness and consideration for JLL's diverse range of products and capabilities. The campaign specifically targeted an affluent consumer base with a genuine interest in JLL's services.

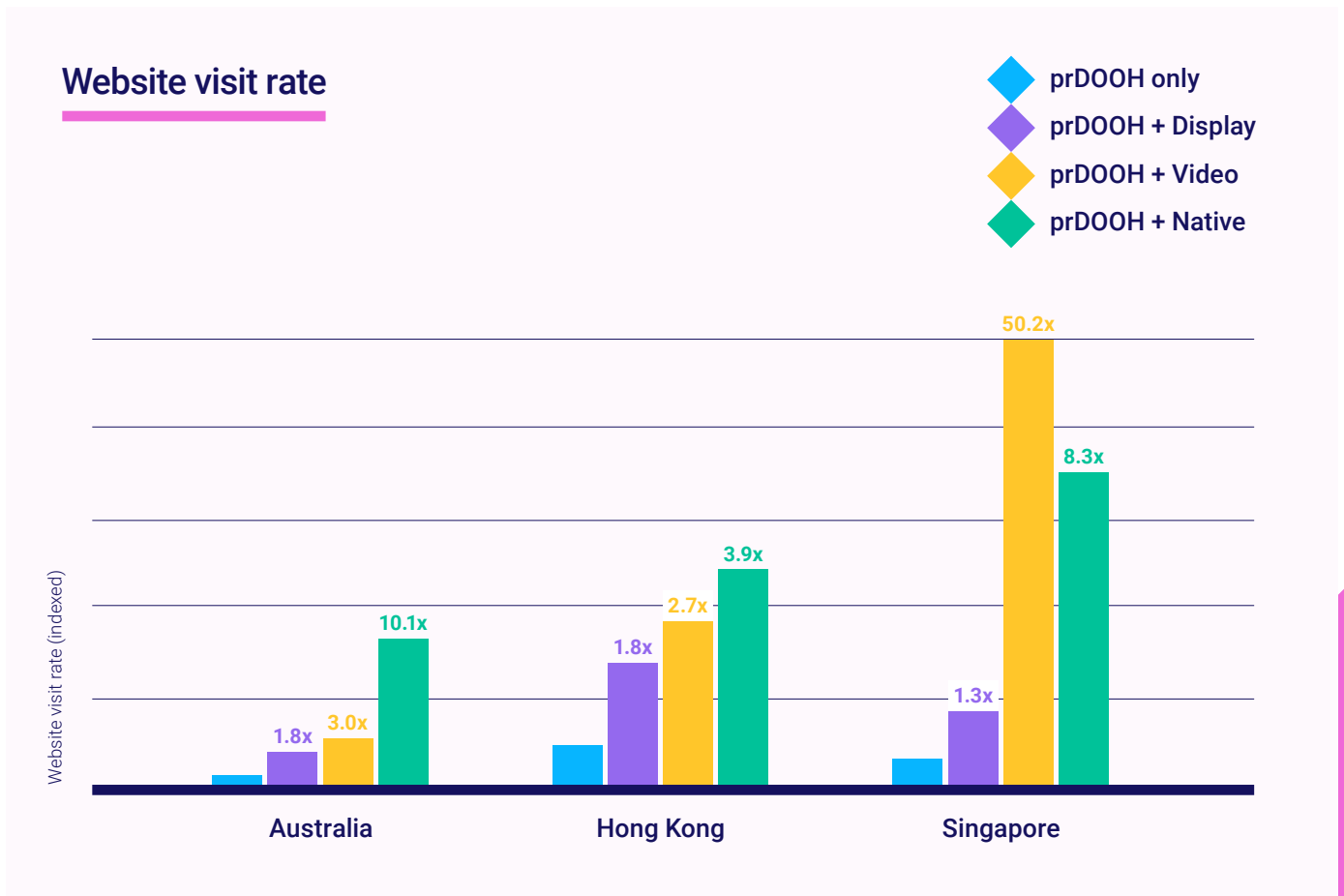
Brainlabs, JLL's digital marketing agency, leveraged the full potential of programmatic DOOH, with the campaign seamlessly integrating mobile retargeting capabilities across different channels via Yahoo's demand-side platform, in order to drive visits to JLL's website.

To effectively reach this audience, the prDOOH element was meticulously planned to align with peak hours and areas of high footfall traffic across the day.

Case Study 1: Jones Lang LaSalle Australia / Singapore / Hong Kong

This strategy allowed JLL to optimise their messaging across Display, Native, and Video, which were chosen as the perfect companions to the prDOOH's reach and effectiveness. The results speak for themselves.

When the audience was primed with the prDOOH campaign and retargeted via a digital screen across Video, Display or Native, the total website visit rate of the retargeted audience increased significantly across all 3 markets in comparison to the prDOOH only targeting as shown by the chart below.



In summary, programmatic digital out-of-home in conjunction with either display, video or native programmatic retargeting, demonstrably improved engagement and campaign effectiveness.



Case Study 2:

Schroders

Singapore



Leading investment management firm Schroders aimed to enhance exposure and brand awareness for its sustainable investment products and capabilities in Singapore.

To achieve this, the company implemented a comprehensive marketing strategy that leveraged programmatic DOOH, supported by mobile retargeting capabilities, through Yahoo's omnichannel demand-side platform. The goal was to increase brand awareness, engage the right audiences, and influence consumer behaviours.

The "Beyond Profit" campaign strategically utilised prDOOH by targeting peak office days/hours in Singapore's CBD (Central Business District), complemented by prDOOH in the Orchard shopping area on evenings and weekends. Mobile retargeting was employed to further reinforce the campaign's impact and maintain a consistent brand presence across different channels.

Case Study 2: Schrodgers Singapore

80%

The prDOOH-led multi-channel campaign delivered remarkable results, as evidenced by an impressive **+80% overall mobile retargeting click-through rate (CTR)³**.

By combining the two channels and utilising prDOOH alongside mobile, Schrodgers successfully increased brand awareness and influenced consumer behaviours, resulting in a tangible boost in performance metrics.

These two case studies underscore the power of the offline priming effect of prDOOH to add incremental value to the ROI of the digital media mix. The impact of the 'high-attention exposure' described in Lumen's research and Gibbon's book is clearly a tool brands can use to maximise the impact of their multi-channel campaigns and achieve their objectives.

³ Measurement provided by DSP. For more details: <https://blog.viooh.com/schrodgers-digital-ooH-led-omnichannel-campaign-drives-impressive-80-ctr>

Programmatic DOOH works harder to boost offline ROI, driving sales and footfall



The effect of prDOOH's 'attention-grabbing' characteristics can also be seen when boosting ROI offline, driving Sales and Footfall, when utilised as part of a multi-channel Media Plan. These offline results were the primary objectives for a UK-based campaign for Danone Aptamil, and for Tourism Tasmania in Australia.

Case Study 1:

Danone Aptamil

UK

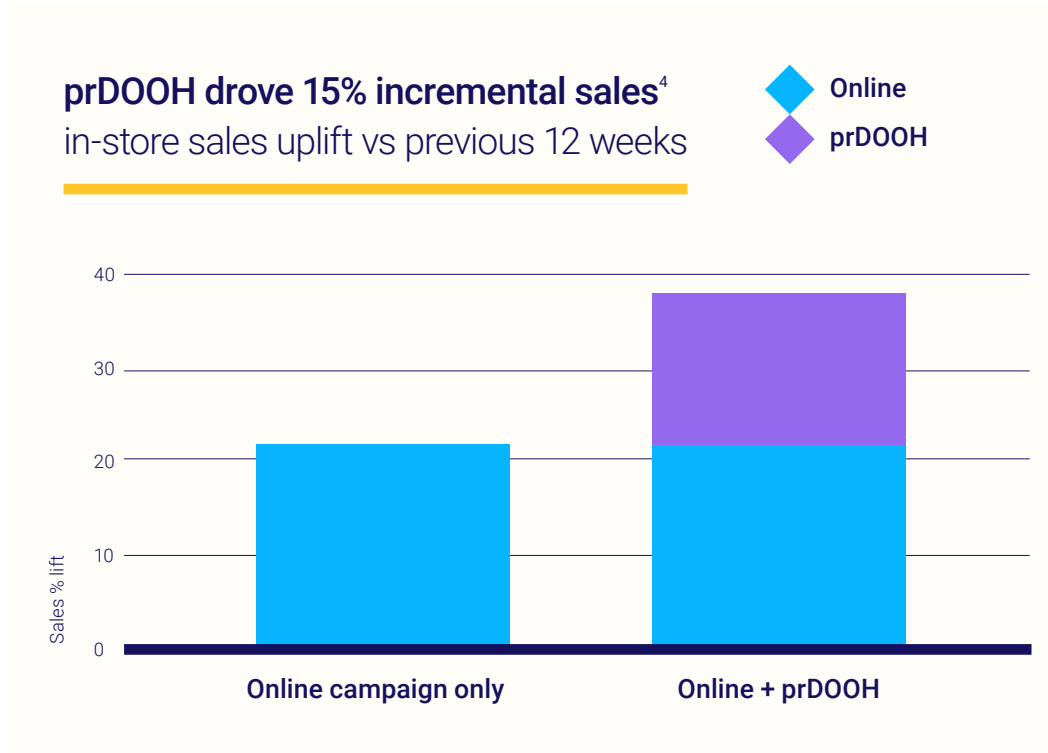


In an effort to support the UK launch of its pre-measured tabs variant in the renowned Aptamil baby formula range, Danone sought to devise a comprehensive strategy that would effectively raise awareness and drive consideration and sales among its target audience of new parents.

To accomplish this, Danone partnered with the Yahoo DSP on a multi-channel campaign encompassing Display, Native, Video, and programmatic Digital Out-of-Home advertising. This strategic approach aimed to maximise the campaign's impact by effectively engaging consumers across various touchpoints. Programmatic DOOH was specifically employed to drive purchase intent at key points of purchase within retail environments, using digital 6-sheets. The results of the campaign were impressive.

Case Study 1: Danone Aptamil UK

According to Circana Sales data, the prDOOH component of the campaign alone drove a significant 15% incremental increase in sales compared to the previous 12 weeks. When combined with the Online campaign, the overall increase in sales reached a substantial 36.8%, showing the impact that combining prDOOH alongside digital channels had for driving in-store sales.



⁴ The sales figures represent the ratio of the average increase in sales of the test stores over the control stores during the 11 week test period, compared with the base 12 weeks. 39% of the Total stores were tested & then the results scaled. Results were tested at 95% stat sig. Sales figures provided by Circana.

Factoring in the media budget split between the DOOH and the Online parts of the campaign, the incremental value of programmatic DOOH is clear.

	% Media Budget	ROI
prDOOH	39%	38.46%
*Online⁵	61%	35.74%

In this campaign, whilst the prDOOH was only leveraged in specific locations, the channel was able to successfully deliver an ROI above that of the online campaign in driving consumers to purchase, based on the relative % of the overall campaign budget.

⁵ For the purposes of this calculation, 'Online' includes Native, Display & Video.



Case Study 2:

Tourism Tasmania "The Off Season"

Australia



Tourism Tasmania, facing the challenge of promoting winter visits to Australians who typically prefer warmer destinations, sought to raise awareness of the exciting experiences and opportunities available during Tasmania's off-season.

To optimise reach and cost efficiency, Tourism Tasmania embraced an multi-channel programmatic approach, incorporating prDOOH as a key component of the campaign.

Tourism Tasmania leveraged Yahoo's multi-channel programmatic solutions and first-party data from Yahoo's owned and operated sites, and worked with JCDecaux Australia to create a seed audience who were exposed to the prDOOH ads, enabling subsequent re-engagement across various channels, such as video, display, audio, native, and mobile.

Case Study 2: Tourism Tasmania "The Off Season" Australia

51%

The campaign's effectiveness was evident, with a remarkable **51% increase in visitation to Tasmania during the off-season across the whole campaign.**

31%

When looking at website visits specifically, **prDOOH advertising contributed to a significant 31% lift, demonstrating its ability to reinforce Tourism Tasmania's messaging across channels⁶.**

By leveraging cross-channel re-engagement with custom audience targeting and data-driven optimisation, Tourism Tasmania's multi-channel campaign demonstrates the value of prDOOH advertising as a critical element in driving both online and offline behaviour, in website visits and footfall respectively.

These two campaigns are strong examples of how the contextual targeting capabilities of prDOOH is a powerful tool for delivering ROI in offline environments in the form in-store sales or destination footfall, whilst complimenting the Digital media mix as well.

⁶ Lift measured via Near's Attribution Methodology - based on matching exposure to a mobile panel.

Summary

Alongside digital channels, including programmatic DOOH in a media plan has been shown to add clear incremental value to the digital media mix via increased website visit rates, and boosted offline outcomes in terms of Sales and Footfall.

The flexibility of prDOOH, combined with the priming effect outlined above, emphasises the importance of combining offline and online mediums in comprehensive media plans. By leveraging the strengths of both broadcast and digital channels, advertisers can optimise targeting, increase brand awareness, and drive consumer behaviour offline and online, in order to deliver ROI.

In conclusion, prDOOH is a game-changing tool in the advertising landscape, capable of amplifying campaign effectiveness when used together with digital channels, achieving significant ROI and making programmatic DOOH an indispensable component of successful multi-channel marketing strategies.



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