



New Retail Category Econometrics Study

In the only published meta-analysis of its kind, BrandScience have once again provided an enlightening study on how effective outdoor is in the media mix and what positive effects it has on other media's performance. There is compelling new evidence that outdoor, when measured properly, provides strong payback for brands and enhances the overall effectiveness of the marketing communications.

In the May 2009 issue of the OAA News, Sally Dickerson, Global Director of BrandScience, explained why "outdoor really is effective for

FMCG brands". Sally mined the BrandScience Results Vault of 424 cases not only to unearth some new and robust evidence about outdoor's amazing ability to deliver strong ROI but also to enhance the effectiveness of other main media. Sally concentrated on the FMCG category in the first study, but has now turned her attention to Retail. The Results Vault contains 71 retail studies, of which 57 have outdoor spend and 34 have a measurable outdoor effect. This set is used for the analysis and compared with further sets without outdoor advertising.

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Welcome to the Sixth issue of our OAA Newsletter



We aim to bring you the latest news updates from our members, the most recent revenue data and comments and features on issues that impact on the medium.

We hope that you will find the content both useful and interesting, and should you require more in-depth information please call the OAA on 020 7973 0315 or visit our website www.oaa.org.uk, where you are also able to download this newsletter.

BrandScience Retail Study Summary

It is now well known that outdoor advertising can be underestimated in all econometric models, for various reasons. These include data quality and its lack of granularity and insufficient outdoor spend to be discernible, especially if there is a great deal of other media activity at the same time. As an industry, we commissioned BrandScience because they have a sufficiently robust and truly comparable database of econometric findings - all derived to a common high standard and in the same currency - to be able to segment it and produce robust results.

Both the FMCG and the new Retail study demonstrate that not only is outdoor effective in its own right, but that higher than median expenditure on outdoor creates greater payback, not only for outdoor but for television and print.

Campaigns tend to use more than one medium and Sally said of the FMCG study,

“BrandScience results show that outdoor is an essential medium in the mix. Not only does it produce a high return on investment (ROI) in itself, but when outdoor is used, TV is 40% more efficient than it is without outdoor.”

This makes sense. Outdoor conveys the single-minded brand proposition as a



powerful visual stimulus during the consumer journey, right up to the point of purchase. Clear Channel's work with Millward Brown shows that campaigns using television and outdoor together tend to be more effective, and those using multiple formats in outdoor, and those with multiple outdoor creatives, show stronger effects. Les Binet and Peter Field, in Marketing in the Era of Accountability, say,



“Multi-channel campaigns are more effective than single-channel ones”, and,

“The IPA data shows that adding outdoor media to the mix increases effectiveness”.

The BrandScience Retail Study reveals that print, is, in fact, the most effective medium, followed equally by television and outdoor. The use of outdoor at measurable levels, compared with a set of campaigns with no outdoor, boosts the print revenue return on investment (RROI) by 34%. Furthermore, when segmenting the campaigns with measurable outdoor as part of the mix, it is evident that above median spend on outdoor gives better business results for the outdoor and also for print and TV. The outdoor RROI for above-median outdoor is 22% higher than for below-median levels, and carryover sales rates attributable to the outdoor increase by

145% at the higher levels of investment. The average retailer in the BrandScience Results Vault spends £5m pa on ATL advertising with 9% on outdoor.

Outside of the study, there is evidence that several major retailers are increasingly harnessing the power of outdoor advertising. The improved flexibility offered by media owners in terms of posting dates, fast printing services, proximity targeting and proof of posting have all helped in the revolution, together with new insights into consumer behaviour and the huge strides made in terms of quality of the outdoor sites themselves. Advertisers increasing their investment in the medium include Waitrose, M&S, H&M, Tesco, Morrisons, Specsavers and Sainsbury's. In fact, the Top 100 retailers, according to Nielsen, increased their investment into outdoor during Jan – July 2009 by 12%, compared with the same period in 2008.

In conclusion, the ground-breaking work by BrandScience suggests that outdoor is indeed an essential medium in the mix for both FMCG and Retail advertisers, and that proportionately more investment in outdoor is likely to yield better business results.

Written by Pip Hainsworth and Dave McEvoy



Waitrose Essentials - combined direct and outdoor campaign

According to a news story in Marketing Week magazine, Waitrose said its outdoor and direct mail campaign for the Essentials value range in June 2009 boosted sales beyond expectations. The magazine reported that the range was introduced to prevent consumers from migrating to cheaper supermarkets, with the Essentials range accounting for 13% of sales by June 2009. The campaign was planned and booked through Manning Gottlieb OMD and Posterscope.



M&S – creating desire and driving demand on billboards

The Sun hailed it "the most traffic-stopping billboard since Eva" when M&S put the boobs back into billboards in May 2009. The three-week campaign built brand awareness and delivered a massive uplift in lingerie sales. Orders of the silky green undies soared by 163% and tripled the retailer's underwear sales, with 2 bras sold every second, proof of the upfront power of billboards. The campaign was planned and booked through Walker Media and Posterscope.



Morrisons – combined press and outdoor campaign drives consideration

Billboards were transformed into colossal-sized coupons in a one-week campaign in May 2009 for Morrisons, prompting consumers to redeem vouchers available exclusively in the Sun and the News of the World. The print and outdoor campaign successfully resulted in a large increase in consideration. Marie Williams, Account Director at Kinetic said: "The synergy between the outdoor creative and the press work makes a very powerful campaign, maximising the ability of both channels to reach Morrisons' consumers." The campaign was planned and booked through Mediaedge:cia and Kinetic.



JD Sports – consistent outdoor presence drive sales

In the words of the Evening Standard in June 2009, "Leisurewear retailer JD Sports still hasn't noticed the recession – the chain has bucked High Street trends for the past two years, even as rivals flirted with bankruptcy". Unlike their competitor brands, JD Sports has 'owned' the high street for the past two years, with long-term, strategic outdoor holdings on 6-sheets and phone kiosks in proximity to stores. Such 'street' presence gave JD Sports a unique edge among its target audience, with research generating comments such as, "I've seen one of those ads before. I told my friend about it because I really want those trainers." (student 18-21). The campaign was booked through Mediacom and Kinetic.



Tesco – Promotional Network 'owned' the highstreet at Xmas with flexible campaign

In the largest ever 6-sheet campaign, Tesco 'owned' the high-streets with a bespoke High Street Promotional Network on 8000 6-sheets from 18th November to 29th December 2008. The campaign demonstrated the flexibility of the outdoor medium, with 4 different creatives each week, with artwork finalised at the last minute, allowing tactical, time-sensitive promotions. The campaign highlighted how, contrary to popular belief, the Outdoor medium can be used to carry short term offers. Tesco went on to book a highly targeted, 'Back to School' outdoor campaign in August 2009. Both campaigns were planned and booked by Initiative and ipm.





Titan launches second national Digital network

The recent sale of Titan's roadside estate enables them to fulfill their ambition of investing in and growing their rail and retail portfolio. As part of this, Titan is unveiling new digital 6-sheets across 18 of the top 30 malls in October. After the successful launch of rail D6 in London, 100 65" HD screens will be displayed in prominent positions within premium malls across the UK.



Primesight's newly launched Lifestyles Team secure solus campaign for HTC's Touch Diamond 2.

Primesight reached out to HTC's socially outgoing ABC1 18-30 audience through a multi-environment campaign targeting specific leisure activities in their Health Clubs, Mall², Cinema and London Premier formats.

James Thompson from Equinox commented "It was important to communicate the social networking benefits of the Touch Diamond 2. Primesight's Lifestyle Portfolio provided the best opportunity to talk to our active audience in the right social environments."



Clear Channel Outdoor announces global strategic alliance with H&M

CCO has formed a global strategic alliance with H&M designed to ensure maximum impact and effectiveness for H&M's outdoor media spend. The agreement will enable the companies to work together in the design, development and placement of outdoor campaigns in support of the company's marketing communications efforts. As the world's largest outdoor media owner, Clear Channel is uniquely placed to deliver tailored, multi-format outdoor campaigns in partnership with H&M around the world.

JCDecaux Airport launches 'The Runway' at Heathrow Terminal 5



JCDecaux Airport has launched 'The Runway', 20 double-sided digital screens, running the length of the luxury retail floor at Terminal 5. Richard Malton at JCDecaux Airport said, "The Runway' provides the perfect audience and environment for luxury brands, with the flexibility to run multiple creatives. This audience is more upmarket than Vogue or Elle with the added benefits derived from banks of sequential screens, as demonstrated by recent Eyetracker research."

CBS Outdoor partners with Digital UK to promote switchover in North West



CBS Outdoor has partnered with DigitalUK, the organisation leading the UK's switch from analogue to digital TV. Two buses have been wrapped in Liverpool and Manchester to raise awareness of the switchover, which starts in the Granada TV region on November 4. Digital UK has also taken an XL domination on each bus, which gives them exclusive presence on all of the interior advertising panels.

Titan and Primesight agreement.

Since the 1st September 2009 all Roadside sheetage previously under the management of Titan has been controlled by Primesight.

Both companies can now apply their energy and resources to aspects of the industry where they both exercise expertise. In so doing, they can also direct investment in a more concentrated, relevant and efficient manner.

Primesight can now lay claim to be the 2nd largest roadside billboard operator in the UK by not only supplementing their current Premium 48 sheet portfolio but also by acquiring a significant 96 sheet holding. They have previously demonstrated a commitment to invest in their plant and they have pledged to continue with this investment across their extended portfolio of sites.

Titan can now concentrate exclusively on their rail and retail portfolio through their Network Rail and other Train Operating Company contracts and their presence within Premium shopping malls. This will enable them to focus their sales efforts and also concentrate their investment programme as evidenced by the imminent D6 rollout in malls.

For the advertiser, for all the reasons outlined above, this has to be good news. They now have available an enhanced and improved Outdoor opportunity with which to promote their product from two major concentrated sources.



Clear Channel Outdoor and VMG announce digital media contract with Trafford Centre

CCO is expanding its digital mall portfolio, in conjunction with VMG Global, with the addition of 23 new portrait-style digital signage units throughout the Trafford Centre in Manchester - ranked number four in the country, according to the TWA (Trevor Woods Associates) ranking system. This 10 year contract will feature a new and exclusive design, manufactured by BF Group, incorporating two x 65inch High Definition LCD panels. Each unit will also incorporate touch screen technology, including way-finding and gift card balance readers.



JCDecaux launches iconic new location by Westfield shopping centre

Paul Smith was the launch advertiser on the imposing Première 450 opposite Westfield shopping centre, reaching 640 thousand upmarket consumers every two weeks. Emily Young from Posterscope said, "This is an iconic site in a brand new location by Westfield, which we are delighted to have secured. Outdoor's growing audiences makes it a must for brands wanting to stand out in a highly cluttered press and glossy magazine market."



Nokia partners with CBS Outdoor in live streaming campaign on LU

To promote the launch of its new N97 phone, Nokia partnered with CBS Outdoor to create a campaign that involved streaming live updates to DEPs and XTP wraps on the London Underground.

The 'Online As It Happens' campaign, supported by CBS Outdoor's digital offering, effectively demonstrated the phone's advanced media sharing functionality with three live executions including an interactive live Facebook update, Reuters news bulletins as they happen and downloadable applications



In Your Space establishes Reach & Frequency for its high reach billboards

In Your Space which celebrates its 10th anniversary this year establishes Reach and Frequency for its high reach billboard format through an extensive £70,000 year long research project.

The achievement has been crowned with a 3 month campaign for Aviva. The campaign which is running on 210 high reach billboards will reach over 24 million motorists every month at an average monthly frequency of 7.



UK Fast Food Giants Back Bus Ticket Advertising

In the last nine months alone, the fast food giants McDonald's, Burger King, KFC and Subway have carried out a staggering 26 number of promotions and brand awareness campaigns on the back of bus tickets with Ticketmedia, the UK bus ticket advertising specialist. Ticketmedia has announced that it has produced a total of 614 million adverts on tickets for these four companies since January 2009, with still more in the pipeline.



Digicom opens its account with Amscreen

New startup Digicom picked up three ad sales contracts in rapid succession from Sir Alan Sugar's digital screen company Amscreen. These are the BP Connect network of 300 convenience stores, the Powerleague network of 43 soccer venues, and the Healthcare network, with over 400 locations in GP surgeries, pharmacies and hospitals. Tests of BP Connect took place in late August, with consumers quizzed about their response to the screens and awareness of the ads.



Land Rover Dealerships Discover Effectiveness of Alvern Media

Flexibility and proximity were critical to the effectiveness of the first campaign to be run by Land Rover dealerships on Alvern Media forecourt sites in May. Booked by the Zone Outdoor team at Kinetic, the campaign encompassed 112 dealerships advertising on 304 Alvern sites. Each dealership promoted its own creative and selected on average three forecourts in closest proximity to its business.



Hi-Tech Helps Times Change

In August the charity Time to Change booked its second bar campaign with Hi-Tech Media. The repeat burst ran in 1000 venues to promote discussion and challenge misconceptions of mental health issues.

James Bramley at Kinetic said, "Beer mats and washroom panels were selected to give national coverage. The first campaign generated really positive results and in both bursts of activity Hi-Tech were very generous in their support of the charity and allocated washroom panels free of charge."



atmAd delivers bar-code voucher opportunity to shoppers

atmAd has just delivered its most complex month-long campaign across ATMs at Tesco stores. 12 different promotions were rotated via 2,253 ATMs, ranging from money off crisps and biscuits to discounts on travel insurance and tesco.com deliveries. Each campaign delivered a bespoke branded ATM receipt featuring a bar-coded voucher, which could be instantly redeemed in-store, as over 85% of Tesco customers use the ATM before shopping.



Ocean Bridges the Gap

Ocean Outdoor has unveiled the first ever, giant LED screens across a four lane arterial route. Located on the West Cross Route (A3220 Holland Park) the screens look directly at traffic heading to and from west central London, as well as all vehicular movement into Westfield.

CEO Damian Cox adds: "Ocean will continue to offer the outdoor market a change from the more predictable roadside outdoor advertising, using our newest innovations and whatever technology allows our clients unparalleled standout."



Forrest Launch e-brochure

FORREST MEDIA, the market leader for backlights in Scotland has produced an electronic brochure, under the title "PEOPLE SEE THINGS - OUR WAY".

The e-brochure, which features every one of Forrest's panels together with full site details, has been well received by Specialists and Agencies and is thought to be the first digital buying tool of its kind.



KBH Transport Media wins new London Overground contract

KBH Transport Media has been appointed to handle all onboard advertising on trains on the London Overground rail network. The contract increases their traincard inventory to 50,000 panels.

Ian Reynolds, Managing Director of KBH, comments: "This is a vote of confidence from yet another rail network and strengthens our dominance of onboard advertising in the South East."

TfL comments: "We are delighted to be working with KBH to generate revenue from this key on-board medium."



Boomerang lead market with 65.5% of UK cinema foyer advertising

Boomerang Media have won the ambient cinema contract with DCM adding to the illuminated 6-sheet posters and washroom panels won last autumn. They are currently raising awareness of opportunities for sampling, experiential and digital screens around the huge film releases for Q4.

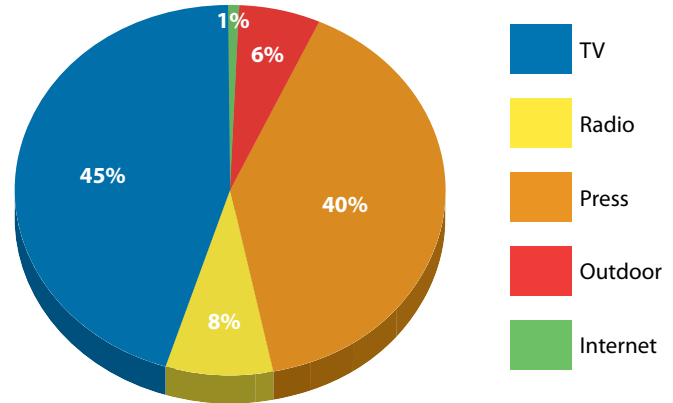
As 3 out of 4 cinemagoers visit the cinema and then head out to go for food or drink or shopping, cinema is a great stepping off point to encourage travel to point of purchase.

Retail Focus July 2008 - June 2009

Retail Sectors

Top Retail Sectors	Outdoor Spend	YOY
All Retail	£50,480,739	+10%
Chain Restaurants	£21,805,624	+11%
Department Stores	£8,626,409	+23%
Supermarkets	£6,947,122	+28%
Fashion	£1,957,596	+21%
Opticians	£1,870,002	+6%
Shopping Centres	£1,305,304	+95%
Sports Shops	£922,360	+29%
Furniture & Furnishings	£816,930	-65%

Share of Spend by Media: Retail Sector July 2008 - Jun 2009



Source: NMR

Top 10 Retail Advertisers

Top 10 Retail Advertisers	Outdoor Spend	YOY
All Retail	£50,480,739	+10%
McDonalds	£10,415,440	+40%
KFC	£6,824,668	-10%
Tesco	£4,871,127	+365%
Marks & Spencer	£2,948,848	+56%
Matalan	£2,293,297	+76%
Pizza Hut	£2,191,748	+139%
Tk Maxx	£1,824,899	+2170%
H&M	£1,784,974	+424%
Burger King	£1,710,779	+24%
Specsavers	£1,676,820	+10%