



Econometrics – What does it mean?

The Out-of-Home (OOH) industry in partnership with BrandScience brings you this independent econometric data to help increase your Return on Investment (ROI).

These results come from a collation of 600 econometric studies across a variety of categories and countries, including Australia, to give you a global trend analysis. The metadata provides a quantitative insight into how different media channels drive sales independently and in combination with other media.

Econometrics is a versatile statistical analysis system, which identifies and measures the inputs that have caused something to change. It involves comparing actual levels of sales, measured at regular intervals, against all possible drivers – marketing, media and external factors.

Econometrics enables us to understand how different media contribute to sales. For factors that you can put a dollar value on such as media spend, we can determine a useful measure, ROI.

BrandScience looks at how OOH works:

- In absolute terms
- Relative to other media
- Independently and in coalition with other media
- Showing trends over time of OOH's effectiveness

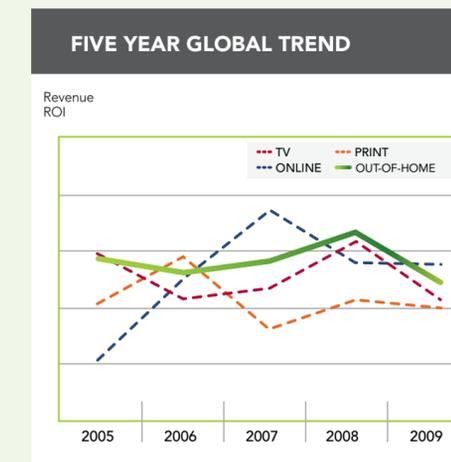
OOH drives a high ROI



OOH continues to deliver high ROI



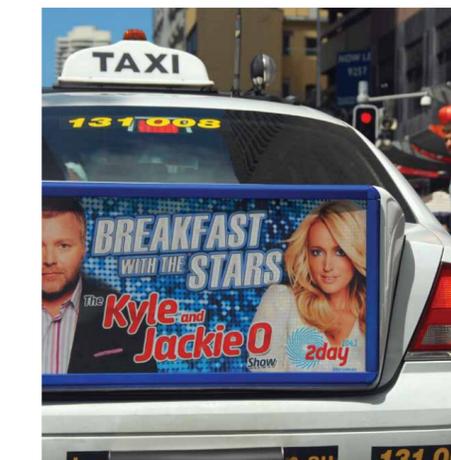
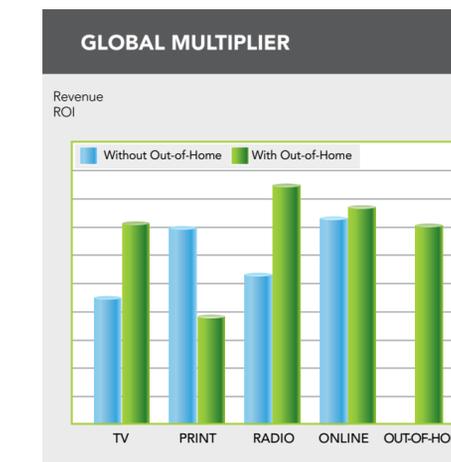
OOH is effective and efficient



*radio and cinema not included, low annual sample



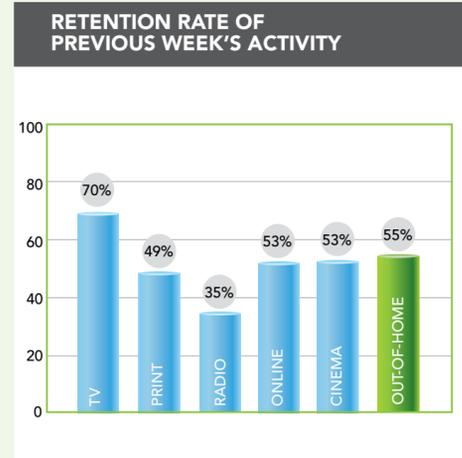
OOH improves other media channels when used as part of an integrated campaign



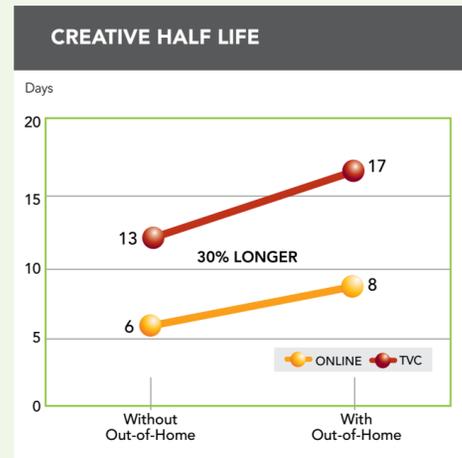
OUTSMART
WHY OUT-OF-HOME IS A CLEVER INVESTMENT



OOH has the second highest campaign retention



OOH extends the half life of your campaign by 30%



AUSTRALIAN CASE STUDY 1 New product development

THE CLIENT

An established brand launched a new range and its aim was to distinguish itself from other products in an expanding market.

THE CAMPAIGN

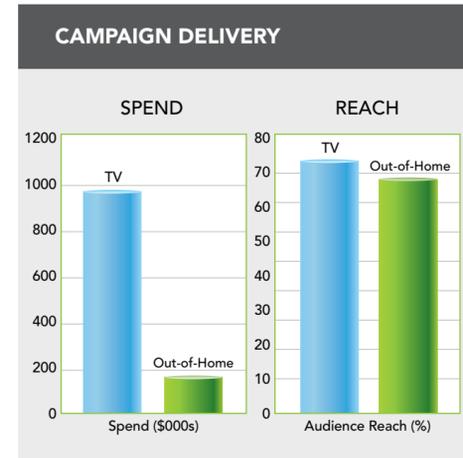
Split across TV, online and OOH. Started with a top heavy TV blast followed a week later by a two week OOH campaign and online.

THE INVESTMENT

TV \$966,000
OOH \$184,000

THE RESULTS

TV reach 72%
OOH reach 68%
OOH delivered ROI two times greater than TV
OOH delivered much greater reach efficiency than TV



Source: OZTAM and MOVE

AUSTRALIAN CASE STUDY 2 Changing the campaign mix

THE CLIENT

An established brand wanted to stem the diminishing returns of its traditional TV spend.

THE CAMPAIGN

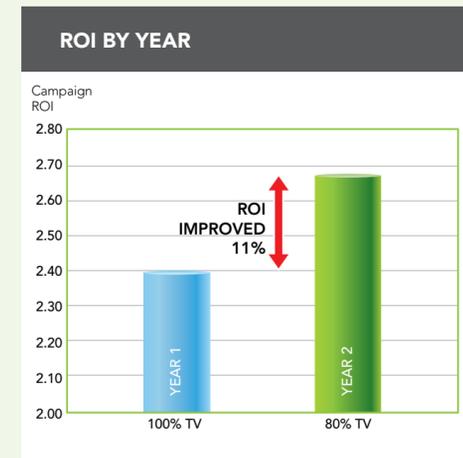
Year 1 TV 100%
Year 2 TV 80%
OOH + radio 20%

THE INVESTMENT

Year 1 TV \$3 million
OOH \$0
Year 2 TV \$2.3 million
OOH + radio \$700,000

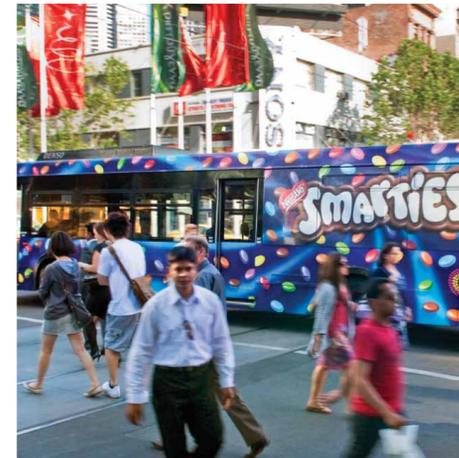
THE RESULTS

Delivered 11% increase in ROI from Year 1 to Year 2



Fast Facts about OOH

- DELIVERS a high ROI
- EFFECTIVE and EFFICIENT media channel in its own right
- MULTIPLIES and EXPANDS the ROI of other media channels
- REACHES as many people as TV at a fraction of the cost
- INCREASES the memory of a TVC or an online campaign by 30%
- IMPROVES a campaign's diminishing returns
- MOVE helps you buy OOH smarter

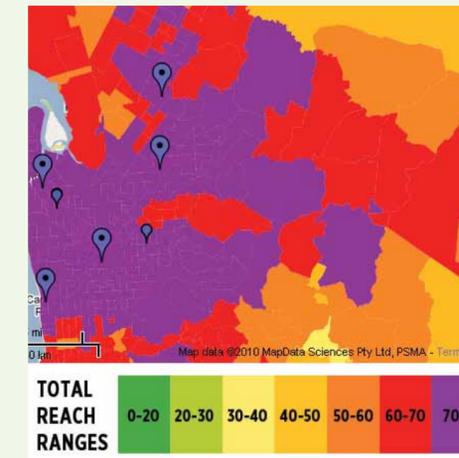


Buy smarter with MOVE

OOH's MOVE Audience Measurement System (AMS) does more than just count all possible contacts or Opportunities To See (OTS). It delivers an AMS that takes it a step further and gives you the Likelihood To See (LTS), by filtering the OTS to only those with eyes on the advertising space, using a Visibility Index (VI).



This LTS measurement, combined with MOVE's coverage heat maps showing the geographic reach of your campaign, empowers you with a greater understanding of how OOH can work for you in Australia.



The Outdoor Media Association

The Outdoor Media Association is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners. The association was first incorporated in 1939 and operates nationally.

The OMA's charter is to serve its members by promoting the industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing, Audience Measurement, Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.



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