



STANDING ON THE SHOULDERS OF
GIANTS

AN IPA DATABANK STUDY

#OOHGIANTS

WHAT DID WE WANT TO LEARN?

3 KEY QUESTIONS



HOW DOES OOH WORK?



**HOW EFFECTIVE ARE CAMPAIGNS
THAT USE OOH VERSUS THOSE
THAT DO NOT?**



**HOW DOES OOH AMPLIFY
OTHER MEDIA?**

EXEC SUMMARY: WHAT DID WE LEARN?

3 KEY ANSWERS



**OOH ADDS STATURE & FAME
TO CAMPAIGNS**



**OOH POWER-USERS ARE MORE
EFFECTIVE AT DELIVERING
BUSINESS OUTCOMES**



**OOH BOOSTS THE BUSINESS
EFFECTS OF ALL OTHER MEDIA —
ESPECIALLY SEARCH & SOCIAL**

THE DATA SOURCE



36

YEARS OF ADVERTISING
EFFECTIVENESS



2,000

CASE STUDIES



#1

DATABANK FOR EXTENSIVE
COMPARABLE DATA





THE ANALYST

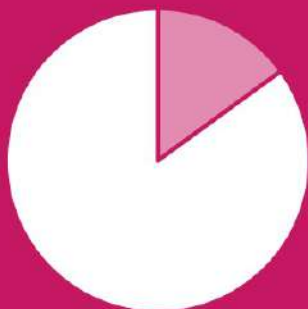
PETER FIELD



METHODOLOGY: POWER-USERS VS. NON-USERS

OOH POWER-USERS

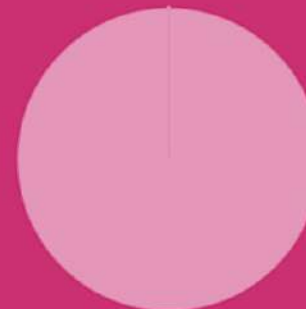
15%+ OF TOTAL BUDGET



55
CASES

NON-USERS OF OOH

0% OF TOTAL BUDGET



92
CASES

VS.

Source: IPA Databank case studies 2004-2016

CREATING A LEVEL PLAYING FIELD



DISADVANTAGE FOR OOH

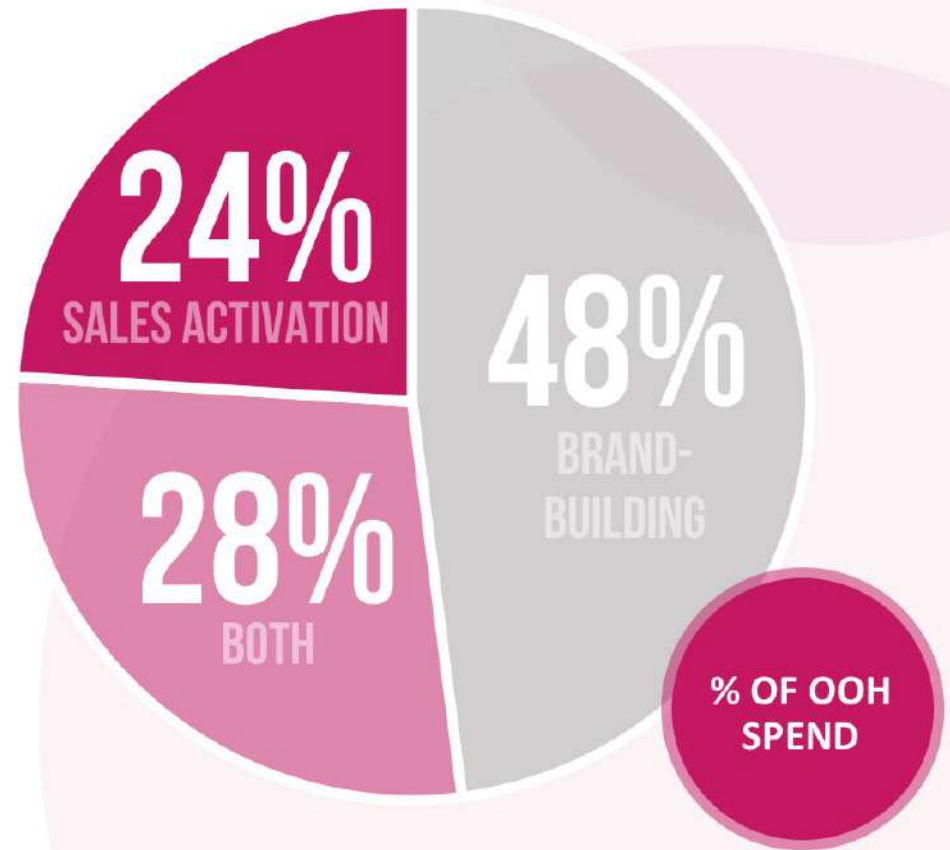
- **LOW ESOV**
- **LOWER USE OF TV**
- **MORE SHORT-TERM CASES**

ADVANTAGE FOR OOH

- **MORE SERVICE SECTOR BRANDS**

Source: IPA Databank case studies 2004-2016

HOW ARE THE MOST EFFECTIVE BRANDS USING OOH?



Source: IPA Databank case studies 2004-2016





HOW DOES OOH WORK?

OOH BOOSTS BRAND STATURE & FAME



+ **41%**
ESTEEM



+ **32%**
FAME

Source: IPA Databank case studies 2004-2016





HOW EFFECTIVE IS OOH?

**OOH POWER-
USERS DELIVER
STRONGER LONG-
TERM BUSINESS
RESULTS**



Source: IPA Databank case studies 2004-2016





HOW EFFECTIVE IS OOH?

OOH POWER-USE BOOSTS SHORT- TERM SALES



+ 47%

UPLIFT IN SALES ACTIVATION
EFFECTS VS. NON-USERS

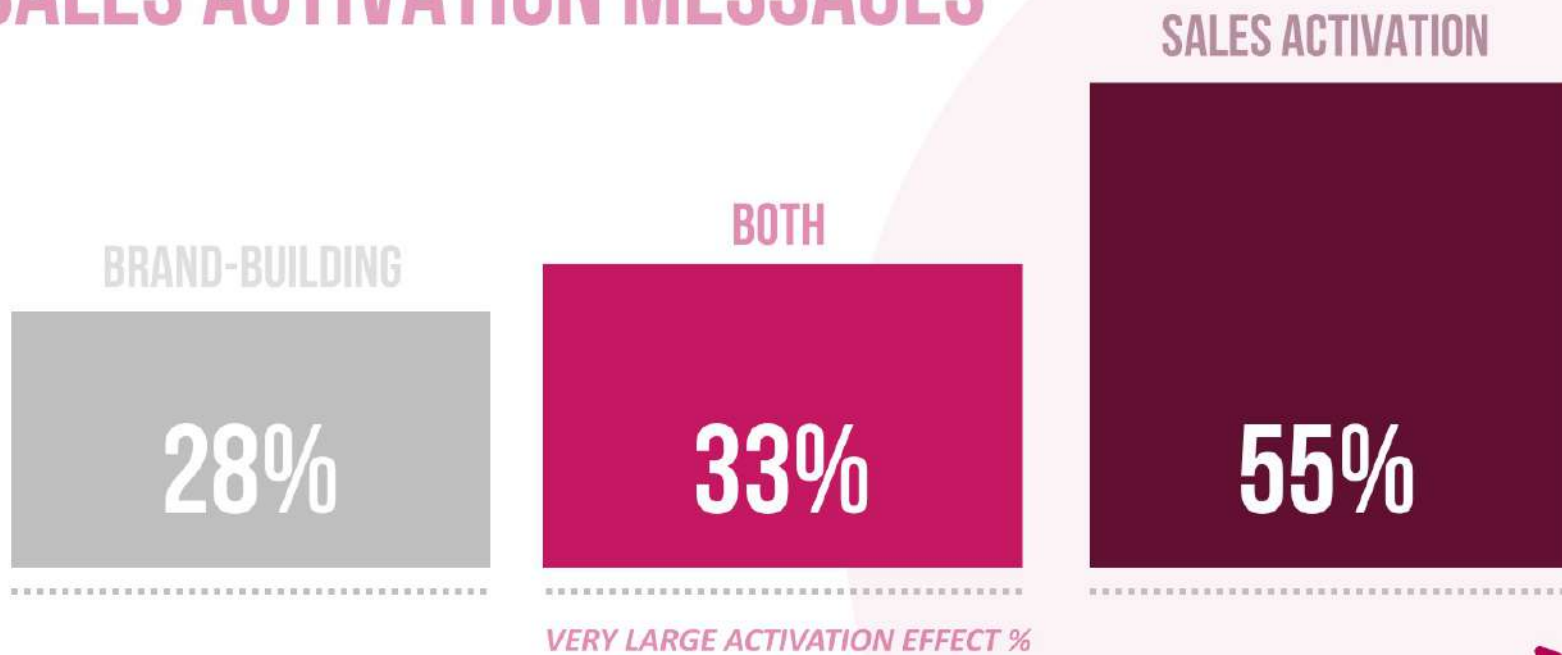
Source: IPA Databank case studies 2004-2016





HOW EFFECTIVE IS OOH?

MAXIMISE SHORT-TERM SALES WITH SALES ACTIVATION MESSAGES

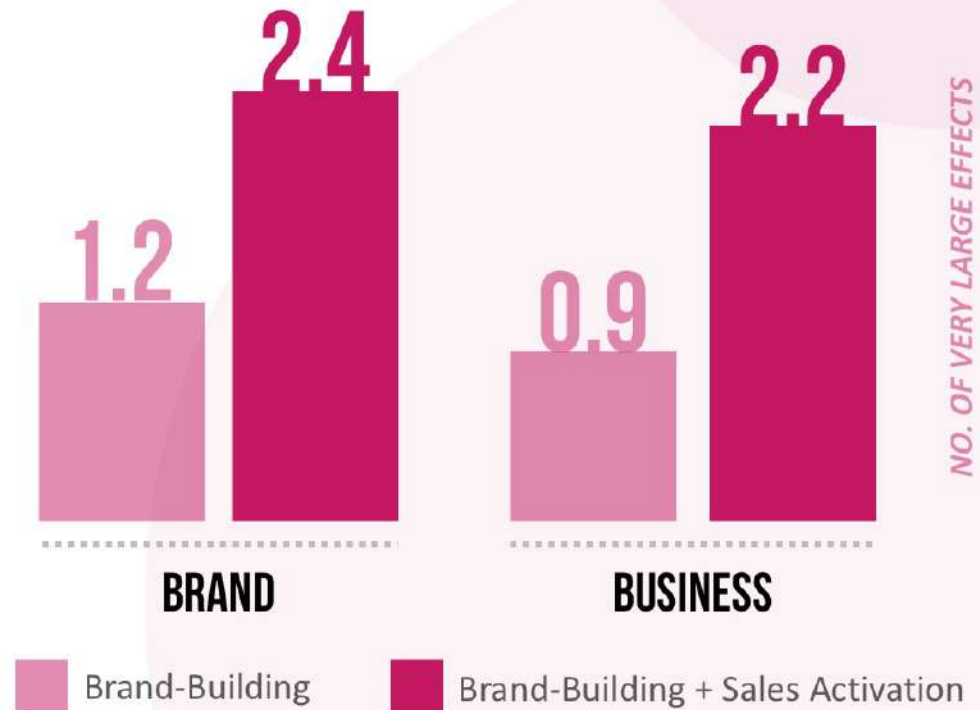


Source: IPA Databank case studies 2004-2016





BEST-PRACTISE IN OOH
**BRAND + SALES
ACTIVATION
DOUBLES LONG-
TERM RESULTS**



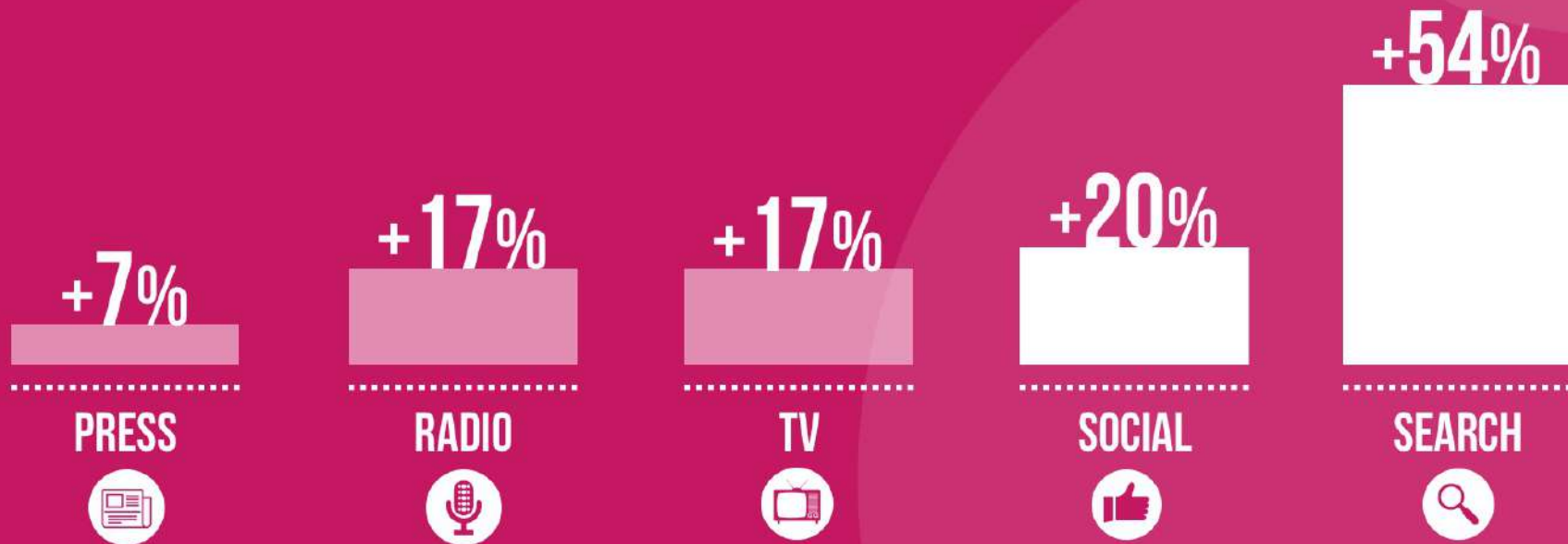
Source: IPA Databank case studies 2004-2016





HOW DOES OOH AMPLIFY OTHER MEDIA?

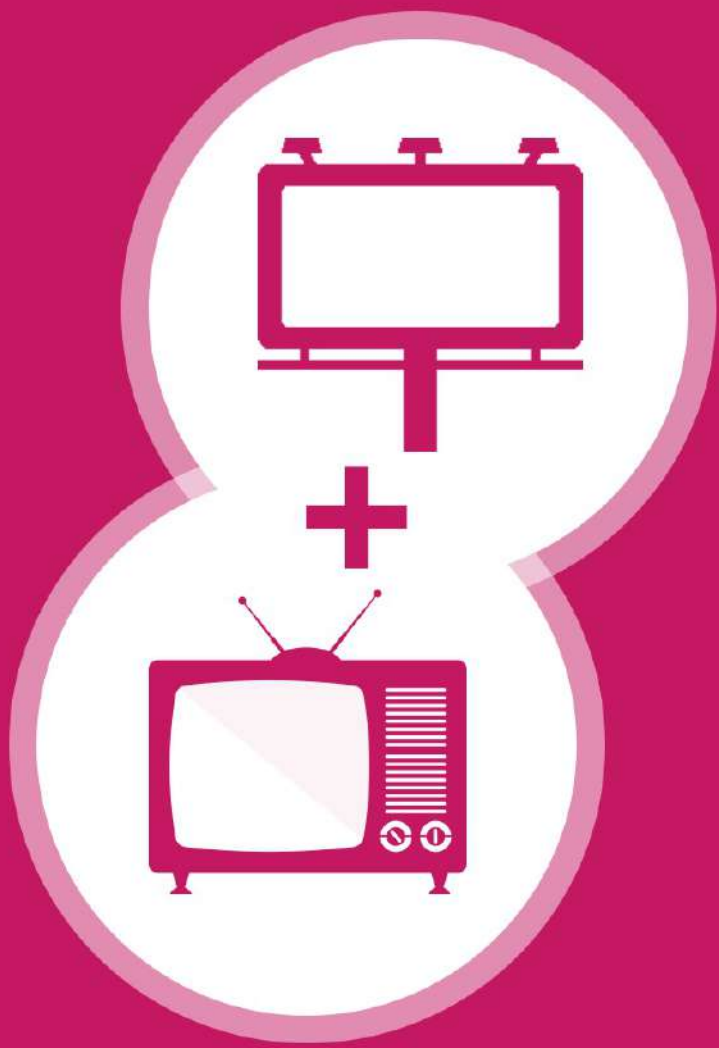
OOH BOOSTS BUSINESS EFFECTS OF ALL CHANNELS



UPLIFT TO BUSINESS EFFECTS %

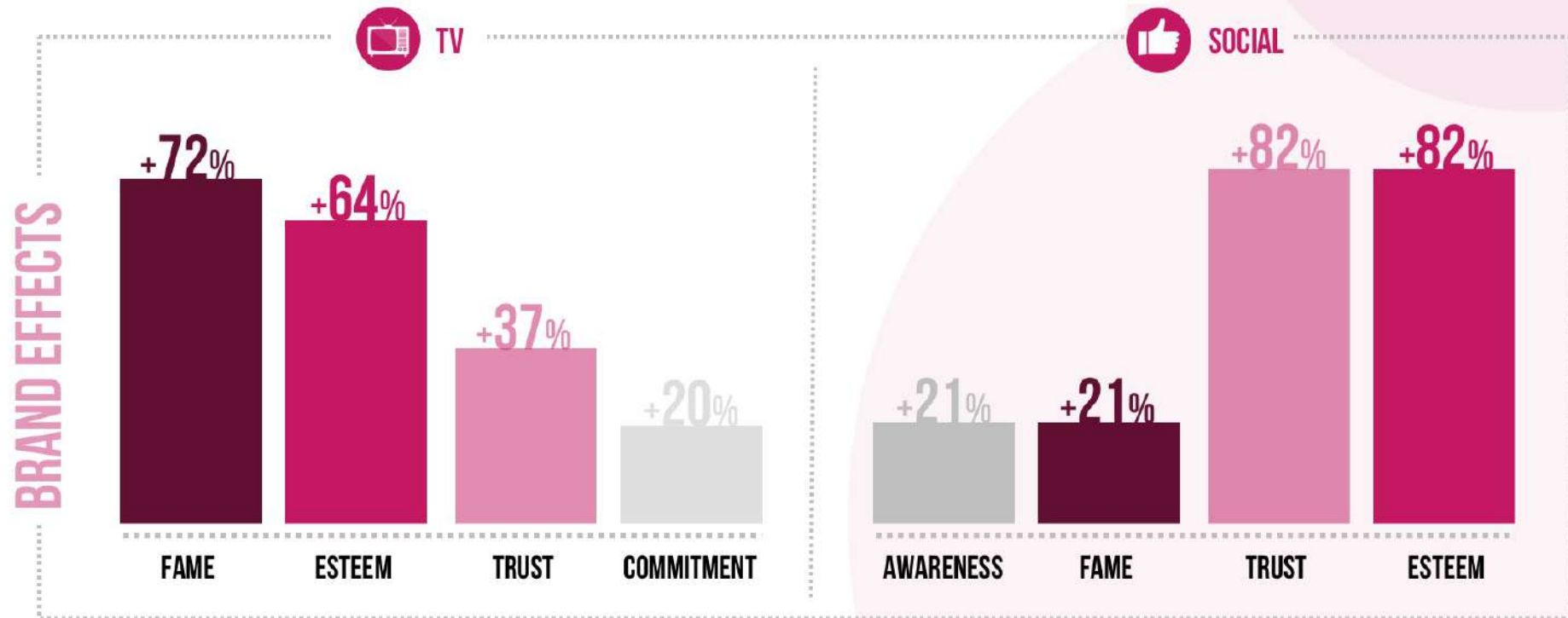
Source: IPA Databank case studies 2004-2016







OOH POWER-USE BOOSTS BRAND EFFECTS

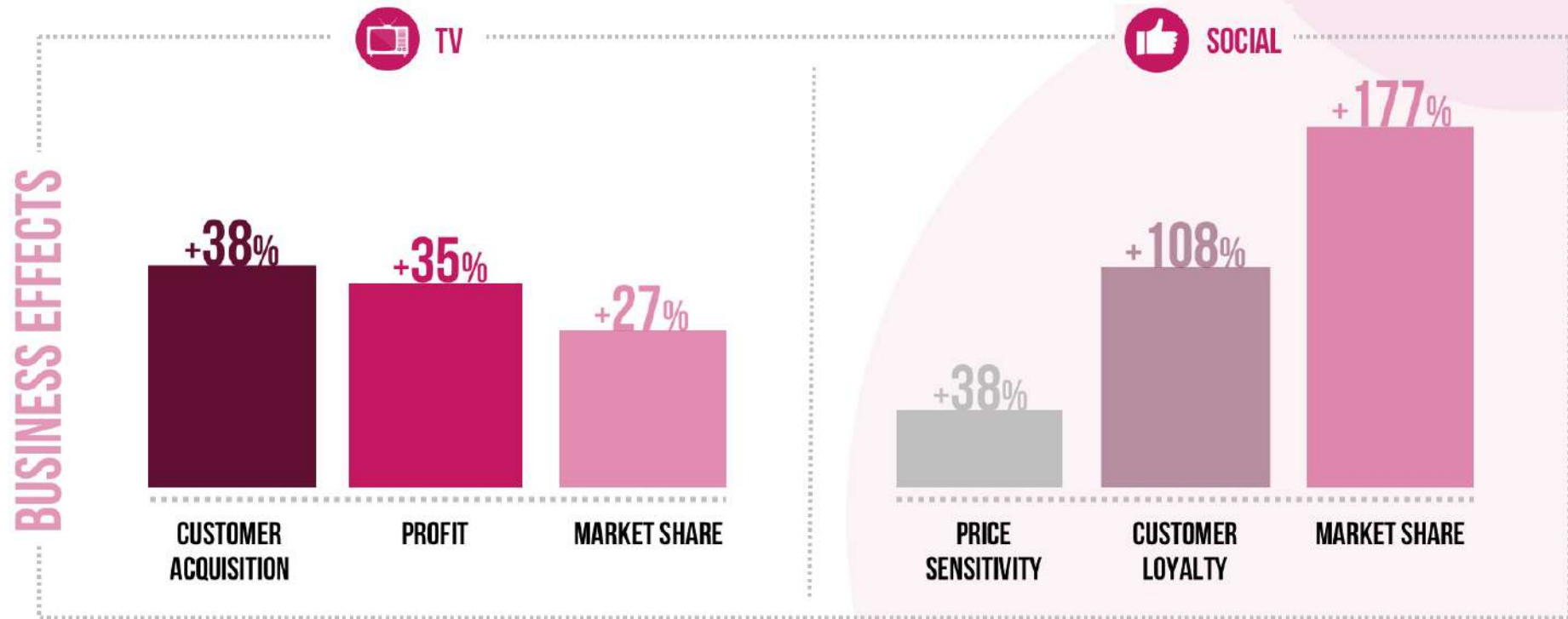


Source: IPA Databank case studies 2004-2016





OOH POWER-USE BOOSTS BUSINESS EFFECTS



Source: IPA Databank case studies 2004-2016



CONCLUSION: WHAT DID WE WANT TO LEARN?

3 KEY QUESTIONS



HOW DOES OOH WORK?



**HOW EFFECTIVE ARE CAMPAIGNS
THAT USE OOH VERSUS THOSE
THAT DO NOT?**



**HOW DOES OOH AMPLIFY
OTHER MEDIA?**

WHAT DID WE LEARN?

3 KEY ANSWERS



**OOH ADDS STATURE & FAME
TO CAMPAIGNS**



**OOH POWER-USERS ARE MORE
EFFECTIVE AT DELIVERING
BUSINESS OUTCOMES**



**OOH BOOSTS THE BUSINESS
EFFECTS OF ALL OTHER MEDIA —
ESPECIALLY SEARCH & SOCIAL**

CONTACT INFORMATION

Whether you'd like to arrange a presentation of our research, have some questions for us, or if you'd just like to explore how Rapport can help improve the effectiveness of your Out-of-Home communications, we'd love to hear from you.

PAUL SAMBROOK

GLOBAL MARKETING DIRECTOR

@ PAUL.SAMBROOK@RAPPORTWW.COM

+44 7817 460 194

