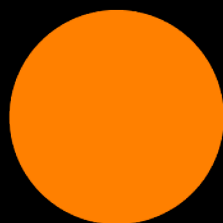


# A new way to approach DOOH

By Wavemaker Italy  
OOH & Strategy Team



# A NEW WAY TO APPROACH DOOH

## 1

### CONTEXT AND TRENDS

- ❑ OOH gains relevance in the renovated urban context
- ❑ DOOH as the evolving and emerging soul of OOH

## 2

### DOOH IN A STRATEGY

- ❑ DOOH amplifies multichannel strategies
- ❑ DOOH enables a custom and flexible approach with programmatic
- ❑ DOOH increases efficiency with dynamic creatives

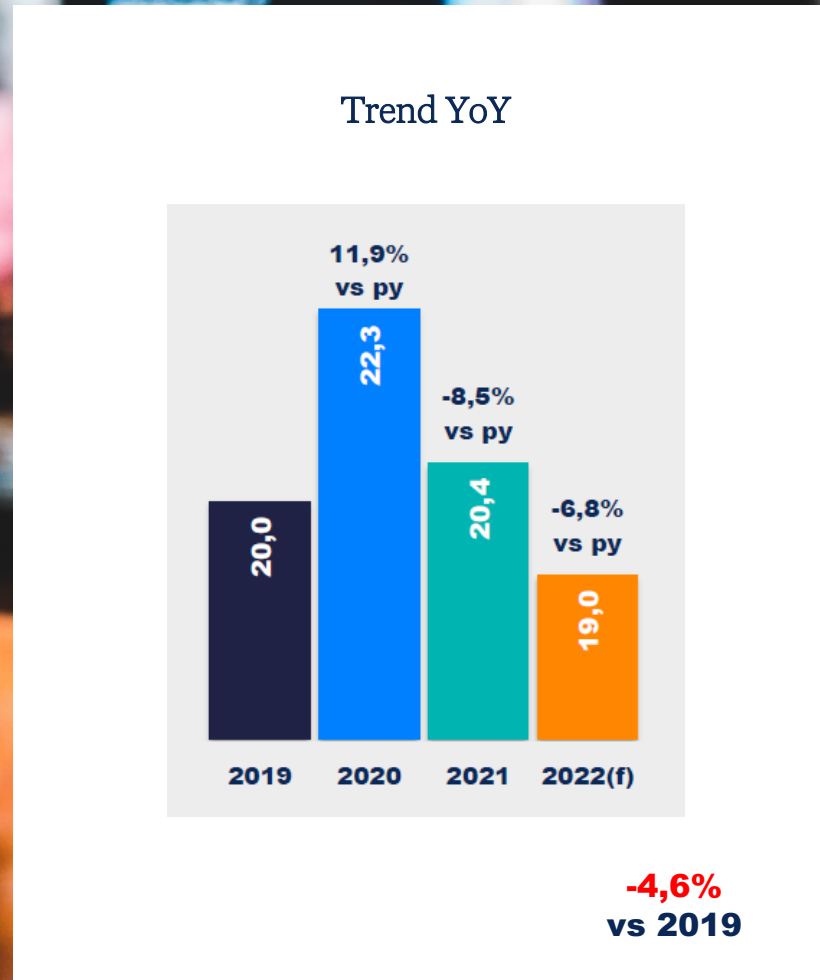
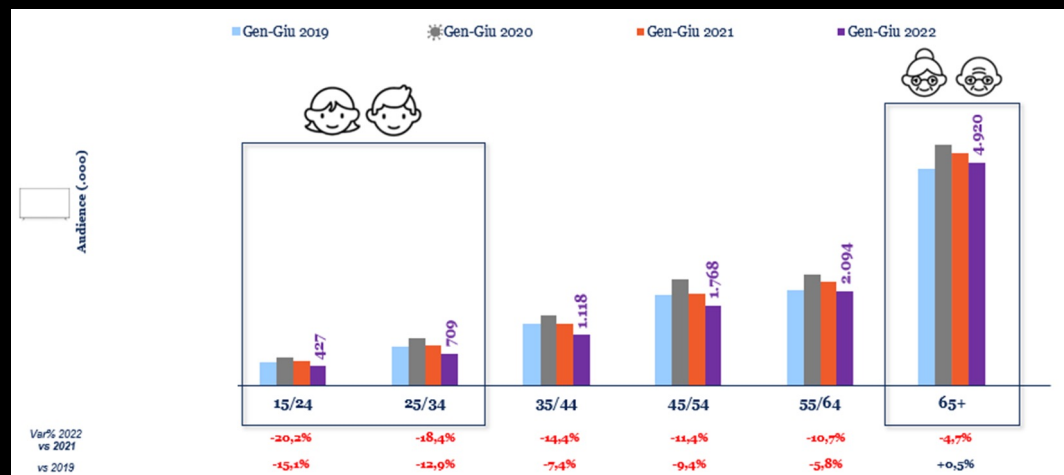
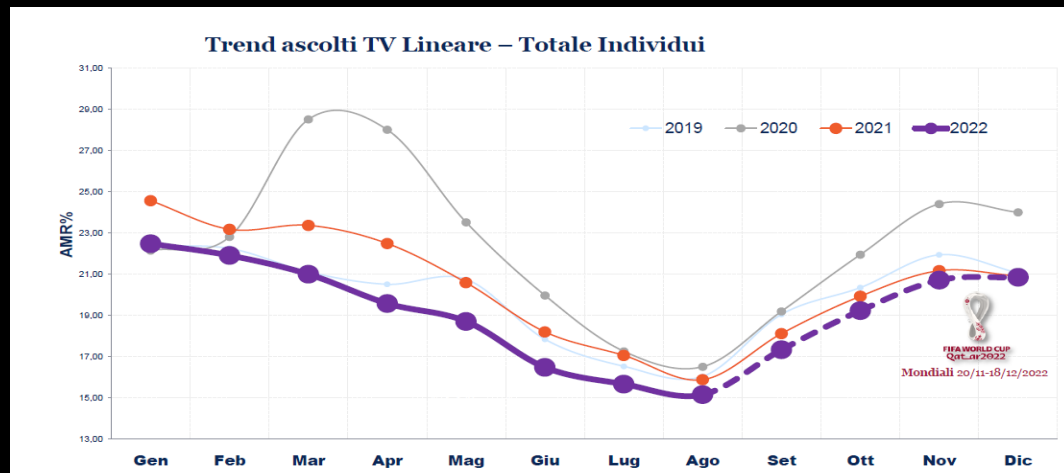
## 3

### DISPEL THE MYTHS



# TV audiences drop after Covid season losing the youngest profiles

Audience Linear tv



Source: GroupM BI&I elaborations on Auditel™ data – Auditel months, Trend YoY Calendar Years

# “Light TV viewers”: a profile with high mobility and evolved entertainment behaviours

18-44 Y.O. GRADUATED HIGH-MIDDLE PROFESSION

LIGHT TV VIEWERS

46%

19%

28%

VS

VS

VS

TOT POPULATION

36%

16%

25%

Audio and video entertainment are relevant

111 indx

Listening  
podcast

105 indx

Listening to  
music in  
streaming

103 indx

Watching  
online videos

Vs tot pop

They spend a lot of time outdoor

134 indx

Attending  
to Sport events

120 indx

Joying music  
events and  
concerts

102 indx

Going out to  
Restaurant

Vs tot pop

Source: Audience Origin; indx base on tot population

Being part of this **evolution** becomes increasingly important.

Having an **active role** in this process gives brand

**RELEVANCE**

# Out of Home is part of this evolving context

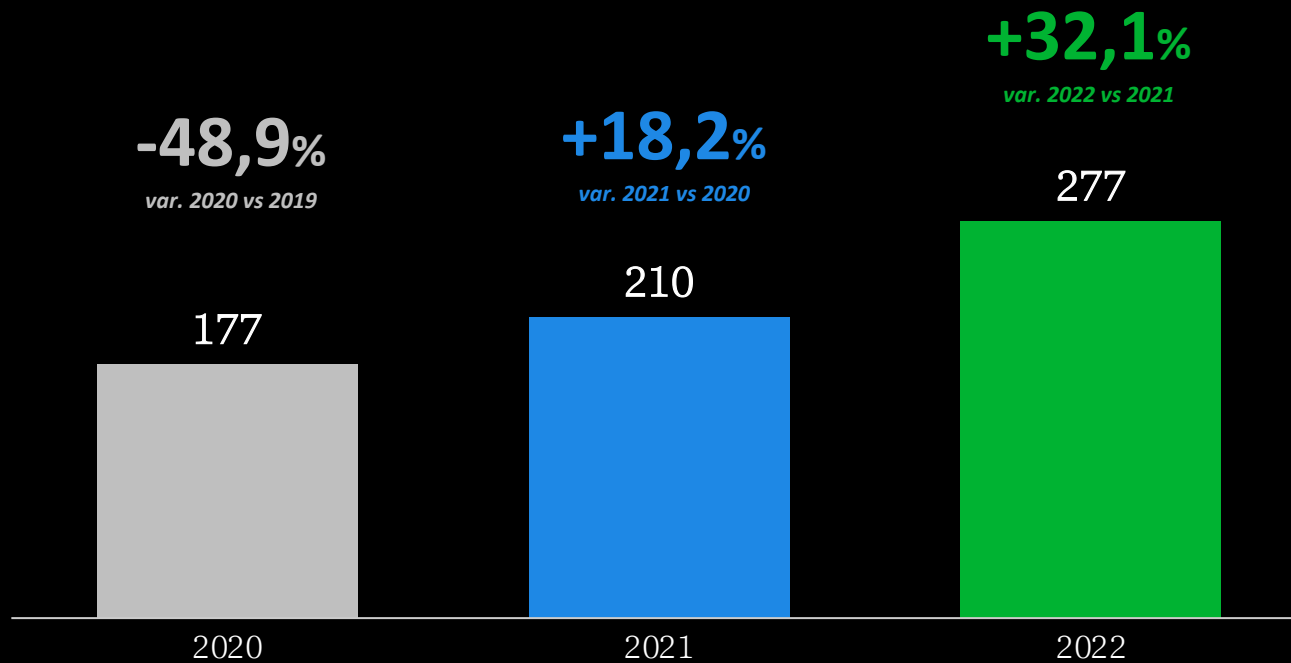
**BRANDS INVEST WHILE  
MEDIA OWNERS  
IMPROVE THE  
INVENTORY**

**A NEVER ENDING AND  
ONGOING INNOVATION  
PROCESS**

**A NEW NATIVE  
AND CONTEXTUAL  
ROLE**

# Brands are embracing its renewed relevance by increasing media investments

Net Net OOH investments € mio

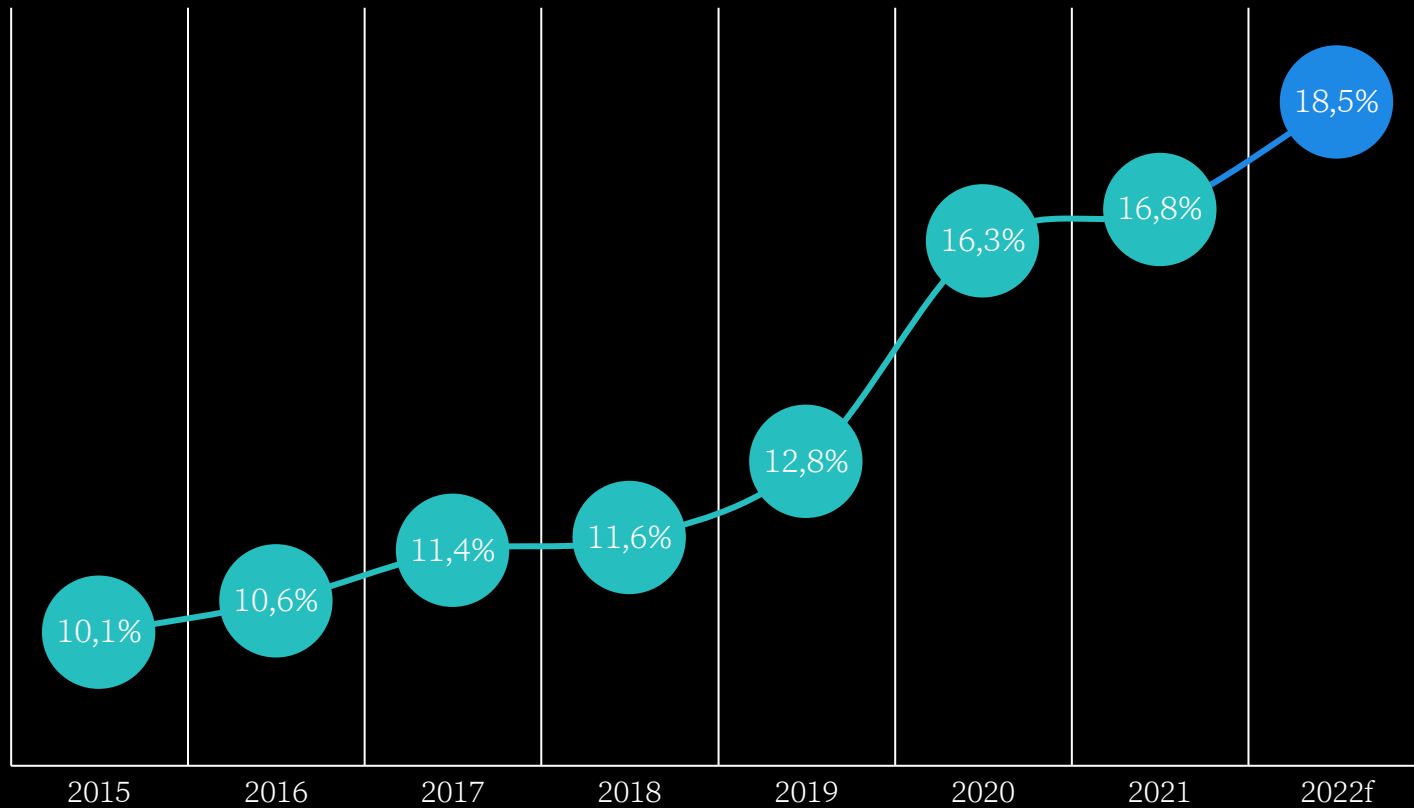


Source: GroupM Business Intelligence & Insight estimates



# The touchpoint's recovery and growing relevance is largely due to the digital evolution of OOH adv: Digital OOH

DOOH %share



Digital screens in Italy



Source: GroupM Business Intelligence & Insight estimates



# DOOH is technologically advanced and engaging

## Structural innovations



**Curve Maxi Ledwall**

## Creative innovations



**3D Anamorphic Creativity**

# So much so that, the most important advertising media owners have invested in extending their offerings with these placements



30 screens 120x180  
Porta Nuova-BAM area

**M4** Coming soon in Milan (Dec 2022)

Linate station: 1 Digital Wall, 13 DigiMupi  
Dateo station: 19 DigiMupi



# DOOH is more attractive and impressive than Traditional OOH

**DOOH**

**1,3X**

Ads leave a strong  
impression on me  
(vs. OOH)

**3,4X**

Considered *more  
innovative* than  
OOH Adv

**1,3X**

Considered *more  
entertaining* than  
OOH Adv



Source: GroupM Business Intelligence & Insight elaborations on Kantar CAWI research, n° 1.000 cases +16 pop. Q. We are going to show you a list of statements that other people have made about different advertising formats. For each format we show you, please select the statements that you believe apply. Advertising statements - Digital Billboard/Outdoor ads

# DOOH IN A COMM. STRATEGY

**DOOH AMPLIFIES A  
MULTICHANNEL STRATEGY  
IN SYNERGY WITH OTHER  
MEDIA**

**PROGRAMMATIC DOOH  
ENABLES A FLEXIBLE AND  
CUSTOMISED PLANNING**

**DOOH HIGHLIGHTS THE  
POTENTIAL OF DYNAMIC  
CREATIVES**

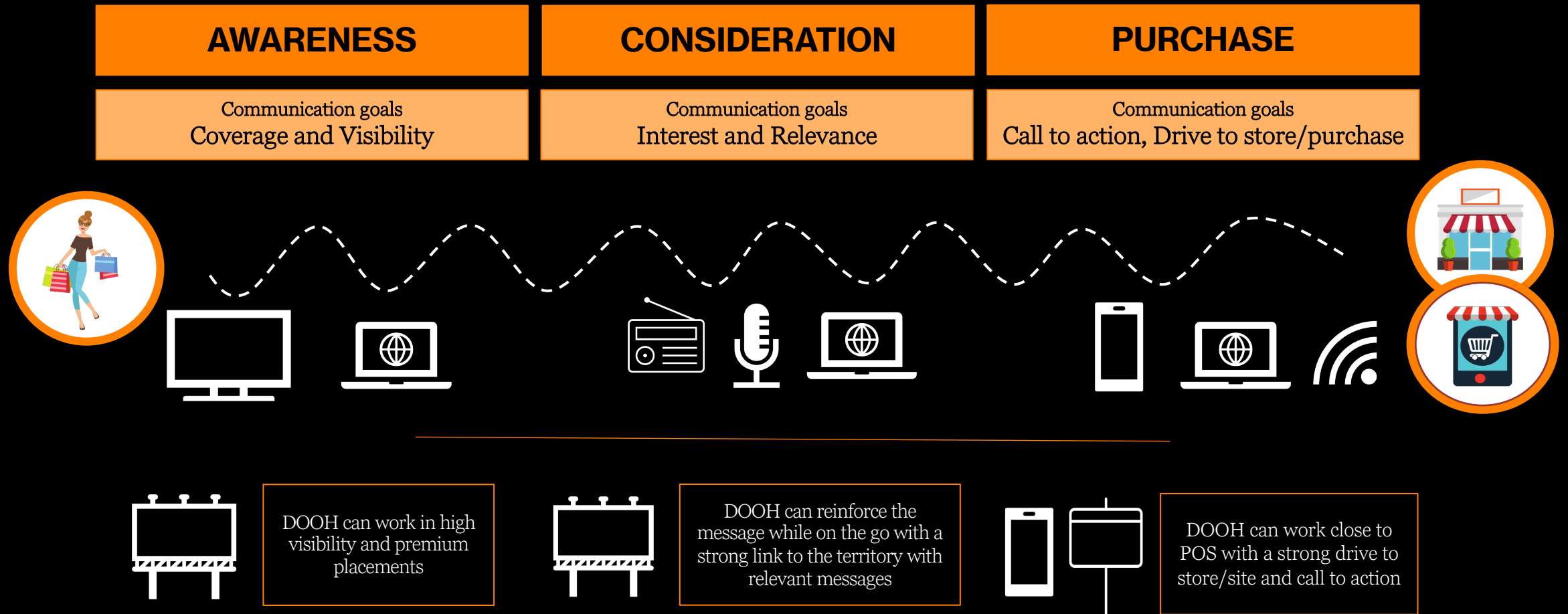
# DOOH IN A COMM. STRATEGY

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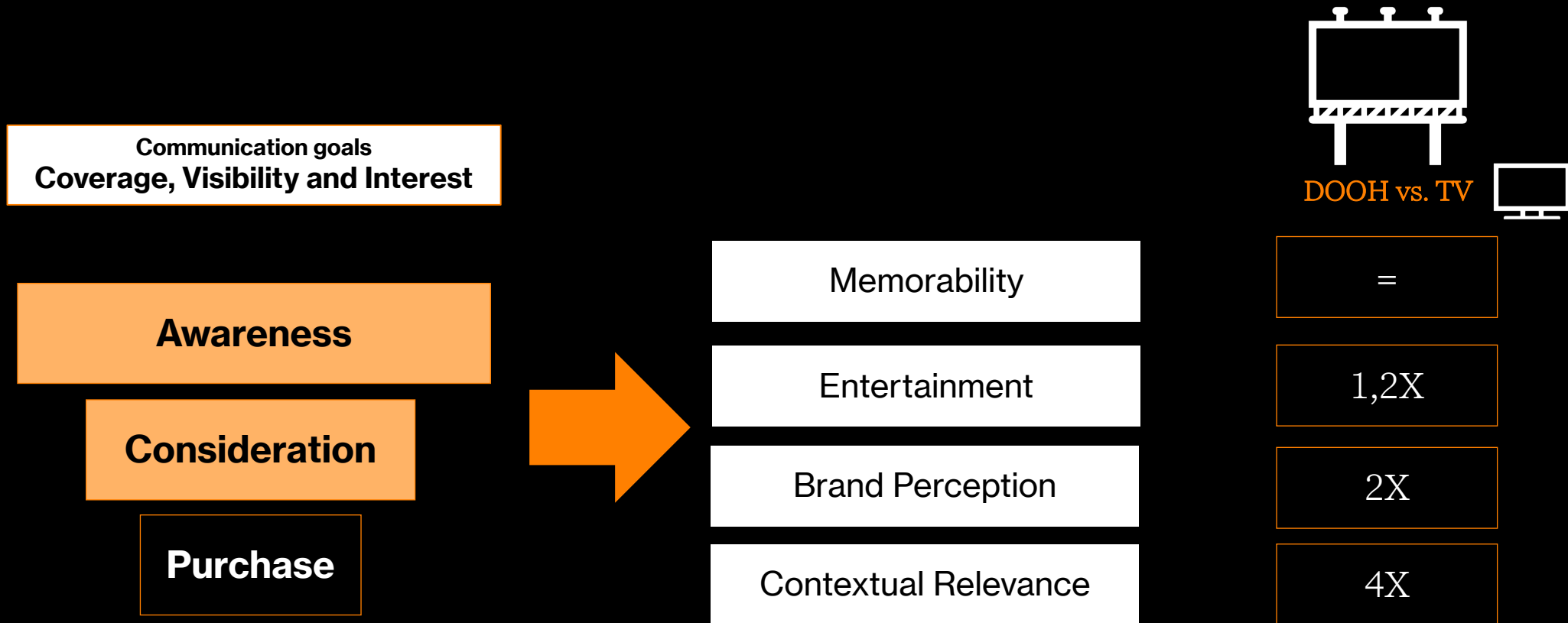
**PROGRAMMATIC DOOH  
ENABLES A FLEXIBLE AND  
CUSTOMISED PLANNING**

**DOOH HIGHLIGHTS THE  
POTENTIAL OF DYNAMIC  
CREATIVES**

# DOOH can play a central role along all the funnel, in synergy with other media



# DOOH works especially well on memorability thanks to its entertaining formats and premium placements



Source: GroupM Business Intelligence & Insight elaborations on Kantar CAWI research, n° 1.000 cases +16 pop.

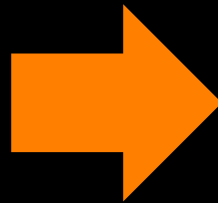
# DOOH is a valuable information and access point to brand online properties, fuels interest and call to action

Communication goals  
Relevance, Call to action,  
Drive to store

Awareness

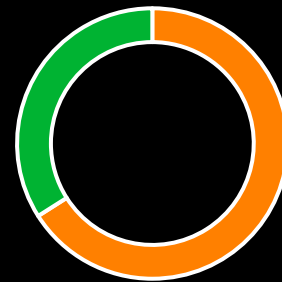
Consideration

Purchase



*From interest to action*

*Encourage me to search  
online for more information*  
Top 2



66%

*Connect me with my favourite  
Social Media channels*  
Top 2



48%

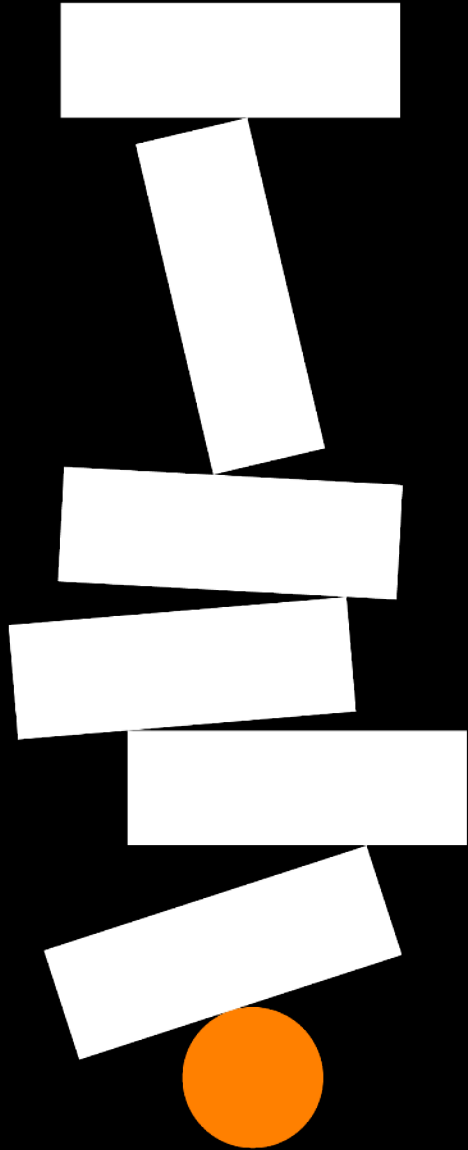
*Give me all the information I  
need to make a purchase*  
Top 2



53%

Source: GroupM Business Intelligence & Insight elaborations on Kantar CAWI research, All users of DOOH/OOH (865)





**DOOH can reinforce strategies along the whole funnel.**

**DOOH is an excellent media to amplify strategies in synergy with other media and plays a strong tactical role on field close to POS or contextually to trigger moments.**

# DOOH IN A COMM. STRATEGY

DOOH AMPLIFIES A  
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PROGRAMMATIC DOOH  
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CREATIVES

# Programmatic DOOH is a further evolution of DOOH that overcomes some limits of traditional buying

## DOOH

## pDOOH



PANEL  
PLANNING



FIXED  
PLANNING



AUDIENCE  
PLANNING



AGILE  
PLANNING

*versus*



STATISTICAL  
PERFORMANCE



NO  
REPORTING



TRACKED  
PERFORMANCE



ADVANCED  
REPORTING

# The greatest value of pDOOH resides in offering a flexible and profiled message delivery

## Location



Specific areas and locations relevant to my target

## Socio-demo



Socio-demo profiles in different areas with different creativity

## Day & time



Planning according to season or time of day relevant to my target

## Weather



Change the creativity depending on the trigger

## Creative change based on triggers



Change the creativity depending on the trigger

## Storytelling



Developing a storytelling to tell something

## Dynamic creatives



Taking advantage of dynamic creativity

## Cross device



Buy third-party data to identify positions closest to my target

# Its flexibility enables to display the right content in the right moment boosting adv memorability

*Same creativity in a more relevant moment*



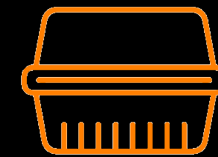
*Weekdays vs. Weekend*

+14%



*Different creativity in the same moment*

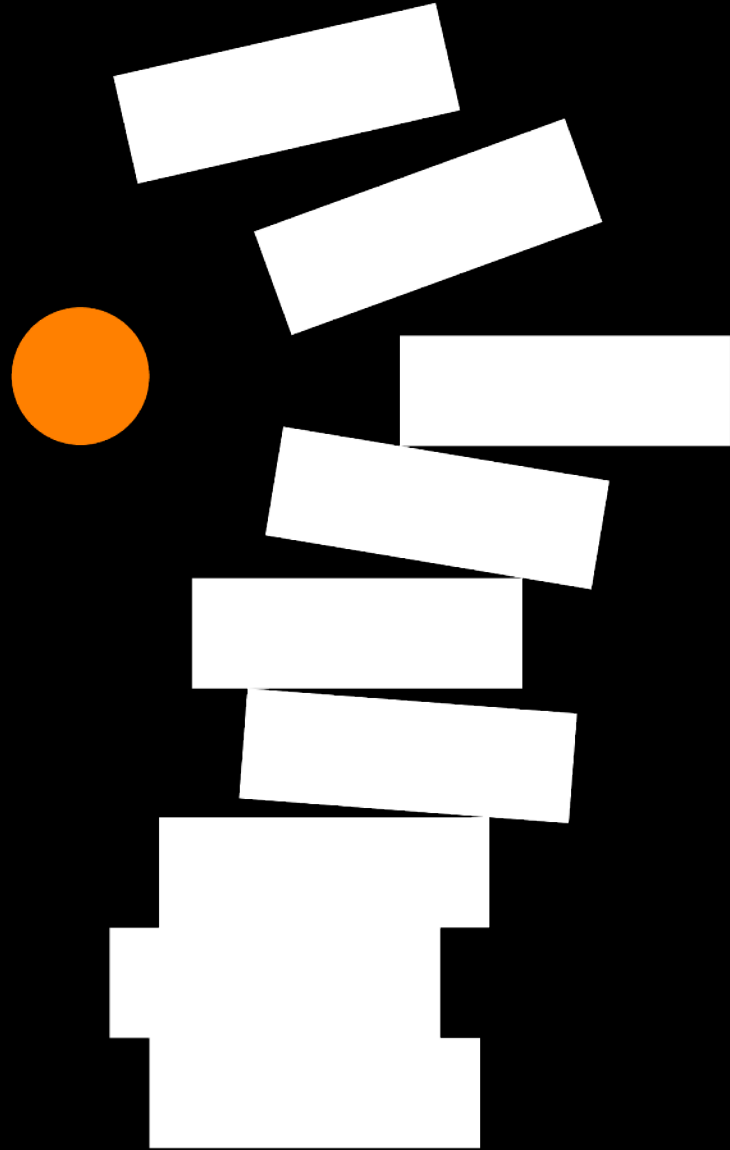
*Ready meal vs. Roast dinner*



*Weekend afternoon*

+10%

Source: The Moments of Truth, 2020. Brain responses, combined metrics (memory, engagement, emotional intensity)



**Programmatic DOOH** makes campaigns more **effective** with personalized and engaging messages.

Trigger, placement, schedule planning allow **targeting** possibilities conveying **contextually relevant** content to a specific target audience at an appropriate time.

# DOOH IN A COMM. STRATEGY

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CREATIVES

**Any Digital Out of Home strategy expresses its maximum potential with made-for-DOOH creative assets**

**DOOH exposure creates a virtuous circle with**

**CREATIVITY**



# A different creative-language is a “MUST”

## 4 helpful hints to elevate Digital Out of Home creatives

1 Stay on Brand

Brand Name/Logo should always be present throughout the entire DOOH ad

2 Consider the context

Think about venue types, personalized experience, dwell time in front of the screen

3 Relevancy is key

Day of the week, time of the day, location, seasonality, holidays can all influence message acceptance

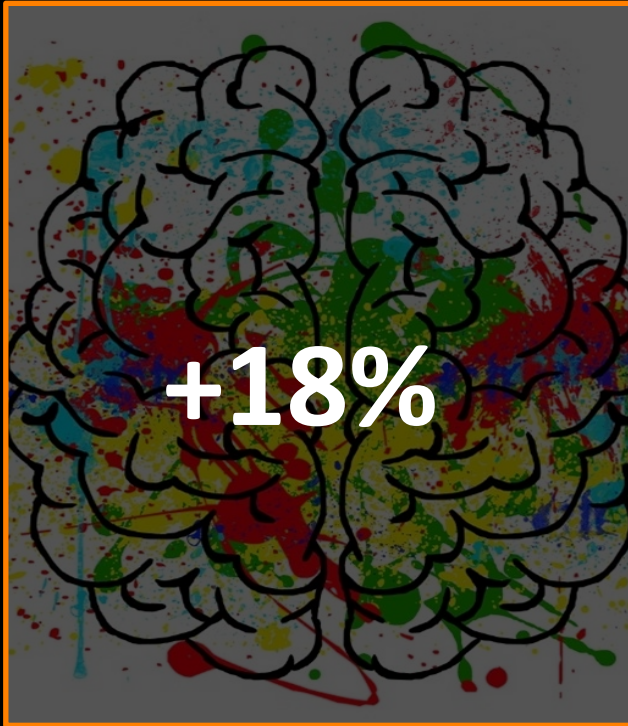
4 Use dynamic content

Dynamicity helps attract viewers, tell the story and deliver emotion



# Dynamic content increases DOOH campaign relevance and effectiveness

*var. % vs. Traditional OOH campaigns*



**Unaided brand recall**

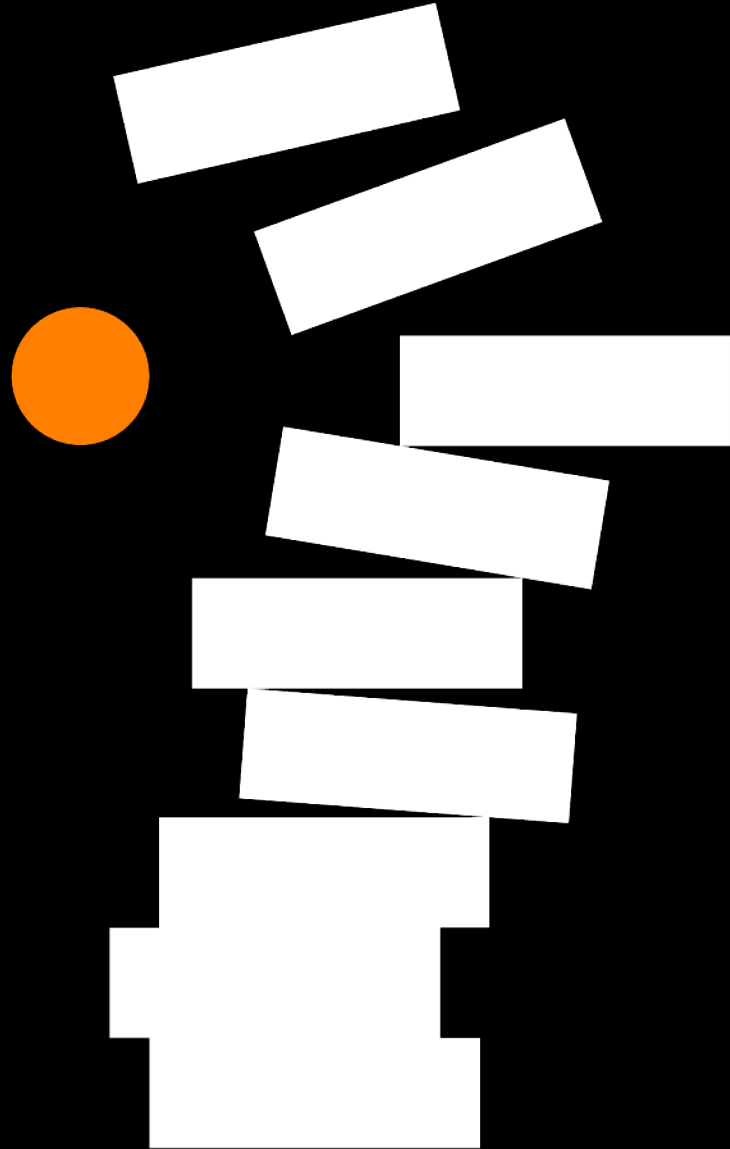


**Brand attribution**



**Intention to buy**

Source: Virtuocity Posterscope Contextual Research



As any other media, DOOH has its **own creative rules.**

Subtle **animation** can go a long way in elevating creative and bringing depth and excitement to the message.

And anyway, **simpler is better.**

# DOOH, the question is: “WHY WOULDN’T YOU GO THIS WAY”?

DOOH is a relevant medium in this post-pandemic period. The **technological evolution** undergoing in OOH enable Brands to have an active role in this revolution.

DOOH has **versatile role in a communication strategy**: it enriches all steps of the purchase journey, amplifying **reach** and **visibility** or playing a **tactical role** supporting and pushing the intention to buy.

Thanks to its **dynamic creatives** and its new innovative technologies, DOOH makes Brand messages more **memorable** and **engaging**.

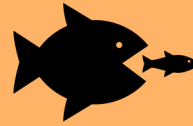


# Get out of the logic of other media, DOOH has other rules. We must dispel the myths!



**Too much budget  
required**

**With Programmatic DOOH  
you can plan just specific  
days, hours and moments  
reducing total costs.**



**Only big brand to  
communicate in OOH**

**On the contrary DOOH is a  
good media to accelerate  
brand awareness and  
consideration in relevant  
contexts.**



**Works well only for  
upper funnel goals**

**DOOH in synergy with Mobile  
can be even more efficient  
driving to purchase.**

# Wavemaker<sup>o</sup>

Grow fearless