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Media Multiplier Effect

The role of Retail Out of Home in a Multi-Media Channel Campaign

Advertisers should view Retail OOH as complimentary *not competitive*

Consumer's attention these days is fragmented more than ever before, and advertising at multiple customer touchpoints at the right time along the consumer's path to purchase creates the best outcome for advertisers.

A multi-media campaign including **retail out-of-home in close proximity to purchase** will hinder competitive brands.

Digital advertising in retail environments will reinforce brand messaging and aid in memory retrieval as shoppers approach the store.

Create more powerful touchpoints throughout the customer journey

Boost memory retrieval with OOH



Digital advertising in retail environments will reinforce brand messaging and aid in memory retrieval as shoppers approach the store.

Research by reputable researcher [Neuro-Insight](#) showed creative associations related to a 'iconic moment' in TV and incorporating it in OOH advertising could increase long-term memory by 42%.

Personalised creative placement matters



Research shows 45% of consumers ignore communications that are not personalised.

[Kantar](#) research shows consumers expect to see integrated campaigns, especially for mediums like TV and OOH. In addition, integrated and customised campaigns are 57% more effective overall than non-integrated campaigns

Media long-term multiplier effect



[Gain Theory](#) conducted a robust analysis across advertisers to measure the longer-term impact of the effects of advertising on the future base of sales.

OOH has the third highest 'long-term multiplier effect' overall.

And the highest long-term multiplier in FMCG. Greater than TV's long-term result x2.8

Powerful synergy between TV and ROOH



Shoppers have a high affinity and receptivity towards a brand's advertising in shopping centres that remind them of TVC's.

32% of shoppers often notice advertising in shopping centres for brands and products that they've recall seeing on TV.

64% of shoppers would like be reminded at the shopping centre of relevant new products or brands as seen advertised on tv

TV and Retail OOH are better together and deliver synergies



- Research shows 'viewing another ad, whether it is print, online or OOH, may awaken associations formed by the TV ad – particular if the same creative approach is taken'.
- Synchronising creative across media channels will deliver efficiencies for brand and product campaigns.
- In addition, retail OOH audiences are more receptive and likely to act on your brand messages in store.

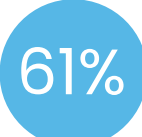
- Biometric research shows people are 2.5x more alert outside the home compared to screen time at home and are 2x more likely to act.
- Alertness increases by 98% outside the home, which drives the attention and memory encoding necessary for advertising impact.



A third of shoppers' notice brands in retail environments when they have seen them on TV

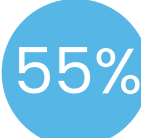
Retail Panels Awareness

Almost 2 in 3 (61%) shoppers are **AWARE** of retail digital advertising panels within shopping centres (*extremely or moderately aware*)



Keep creative consistent

Over half (55%) of shoppers feel **'VERY/ POSITIVE'** TOWARDS BRANDS USING FAMILIAR TV CREATIVE when advertising within the shopping centre



69% say they are more likely to notice advertising for grocery brands when the messages are placed close to the supermarket



Shoppers often notice familiar TV ads

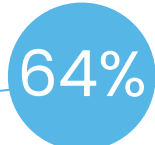
A third (32%) of shoppers **OFTEN** notice advertising in shopping centres for brands and products that they've recall seeing on TV.



Just over half (53%) of shoppers say digital advertising panels within shopping centres **REMINDS THEM TO BUY** items or services

'As Seen On TV'

64% say they would like to be reminded at the shopping centre of relevant new products or brands **AS SEEN ADVERTISED ON TV**



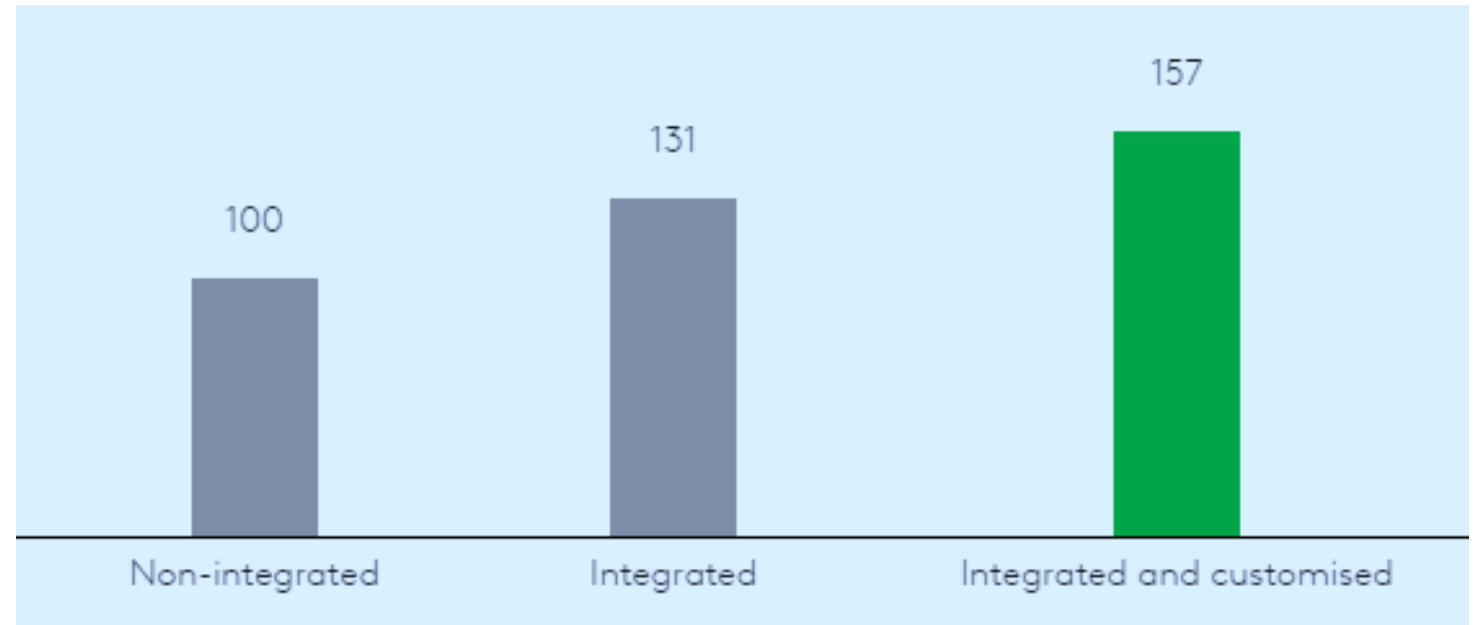
Integrated and customised campaigns are 57% more effective overall than non-integrated campaign

- Almost a third of people believe multi-channel advertising builds brands and ultimately leaves a stronger impression.
- There are greater expectations for TV and OOH ads to deliver well fitted cross-media solutions.
- Multiple integration cues can help improve campaign cohesion - recognisable elements in creative such as characters, logo, messages, visual themes can help link the campaign together.

Integrated campaigns are 31% more effective at building brands

In addition, customisation further drives campaign effectiveness across channels – 57% more effective overall than non-integrated campaigns. And this is most important for online video and TV.

Retail OOH offers personalised creative messaging at a relatively more affordable cost than TV.



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