



The power of ANIMATION IN RETAIL OOH

shopper
closer to customers

Overview

Shopper worked with Neuro-Insight to understand how advertising impacts engagement, long term memory and decision making during a typical shopping journey.

We studied the effect of animated creative, panel placement and the impact that walk-by media has on shoppers.

The study included advertising on:

- Retail floor mounted portrait panels
- Retail small format roof installed panels
- Shopping centre entrance signage
- Drive by small outdoor signage

shopper



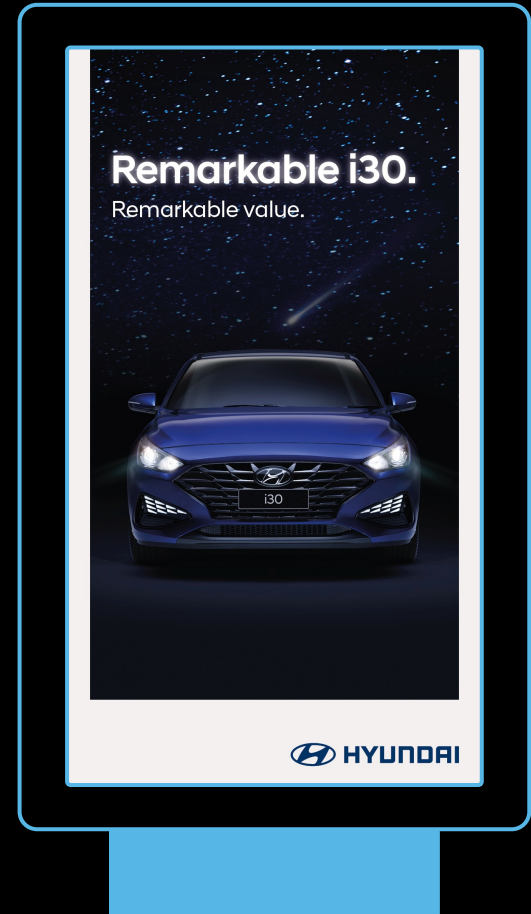
NEURO-INSIGHT



Memory encoding in action

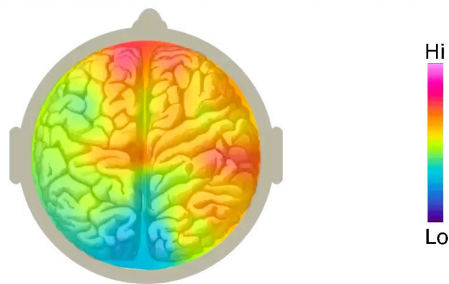
Animation is 201% more effective than static advertising

Animation demands shopper eyeballs, including fixation length and saccades and drives brand engagement.

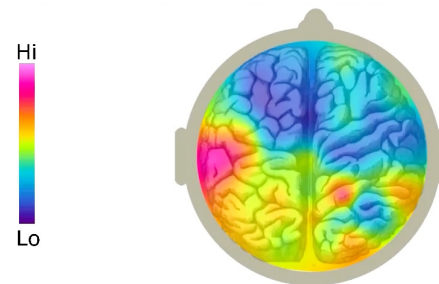


Animated v. static advertising

Animated Creative



Static Creative

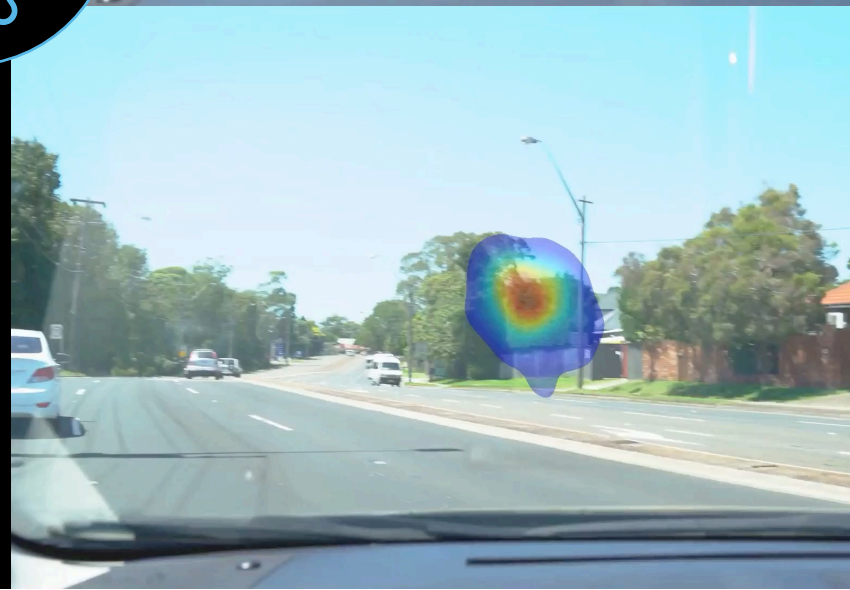
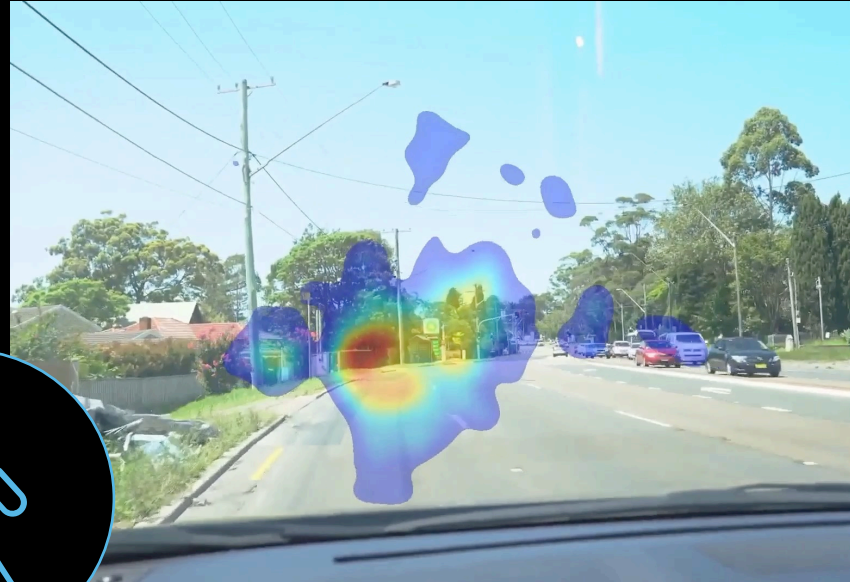


Shoppers are more attentive to walk-by advertising

Shopper Media's portrait floor mounted retail advertising formats are situated at eye-level, allowing shoppers to effortlessly view ads.

Due to the dwell time in centre and the pace of a 'walk-by' journey, shoppers experience longer fixations and returning gazes - translating to higher viewability and attention in shopping centre environments

147%
greater eye
movement
compared to drive-by sites



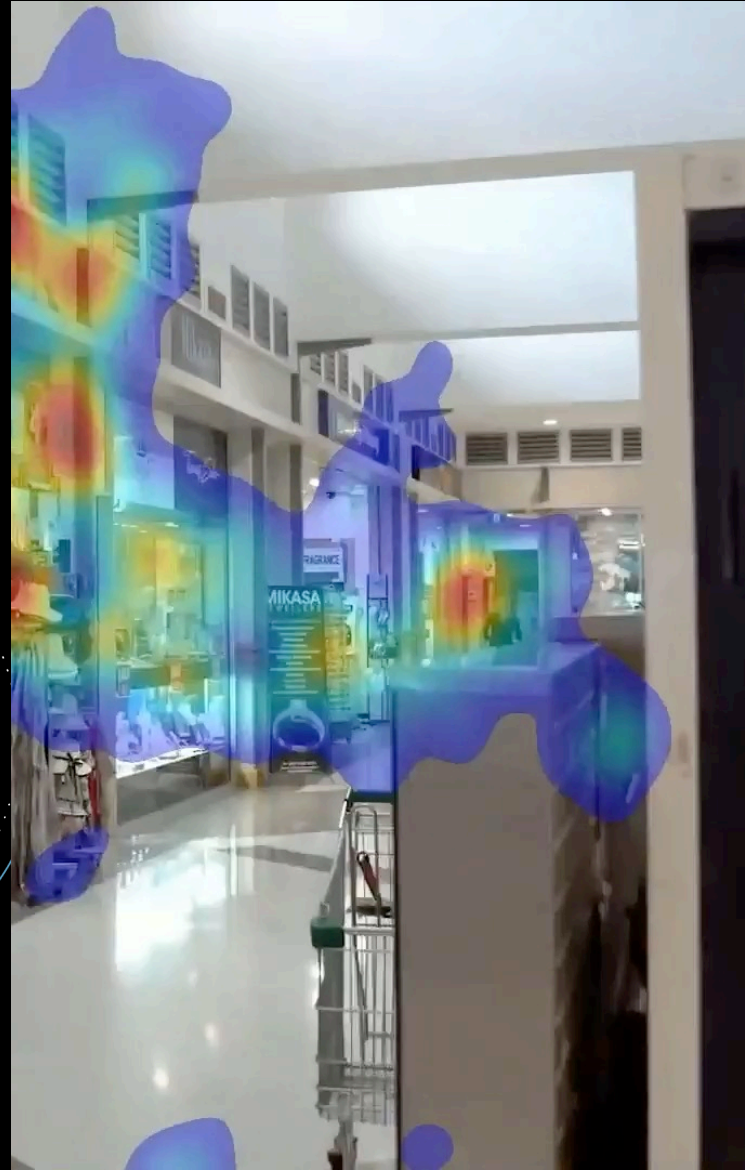
Eye-level floor mounted portrait panels have a greater impact on shoppers

The placement of digital screens matters.

It is easier to look ahead than look up.

Eye-level portrait sites provide a greater chance for longer fixations and return gazes when compared to smaller ceiling mounted sites.

45%



The 'Power of Animation' in retail delivers



88%

Greater eye movement



2.5x

More likely to receive
return gaze



37%

Greater engagement



ANOTHER
AUSSIE IS
SET FOR LIFE



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closer to customers



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