

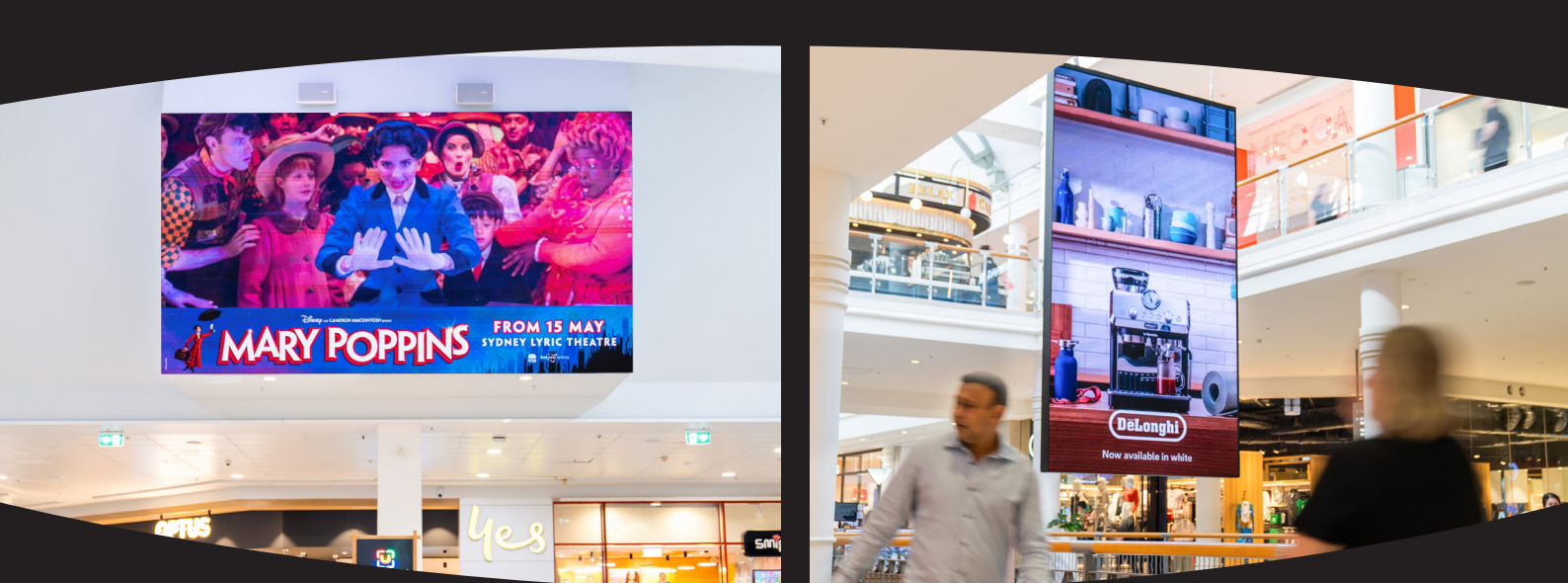


Large Format Project Elevate

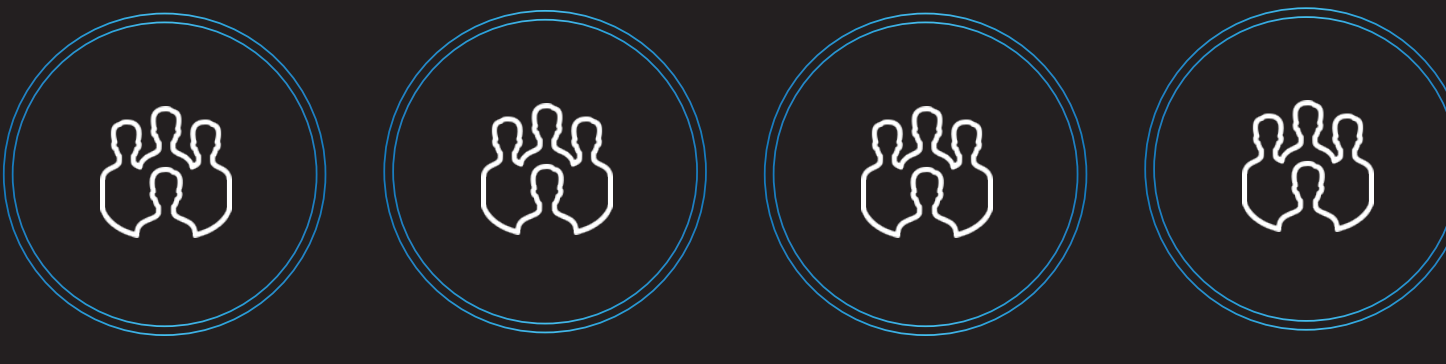
At **Shopper**, we are passionate about retail advertising, and have examined the benefits of **large-scale retail formats**.

On a typical day, the average consumer can be exposed to thousands of advertising messages.

Research has proven that animation can help drive greater ROI and this study now unveils **the impact of large format digital atrium and landscape advertising**



Respondents were split into 4 exposure groups. Each group was exposed to multiple campaigns within a typical shopper journey.



Assets Measured:

- 1. Smartlites
- 2. Large Format

Amplify brand messaging

Research shows that large format campaigns, when combined with Smartlite portrait formats, deliver positive impact to brand metrics.

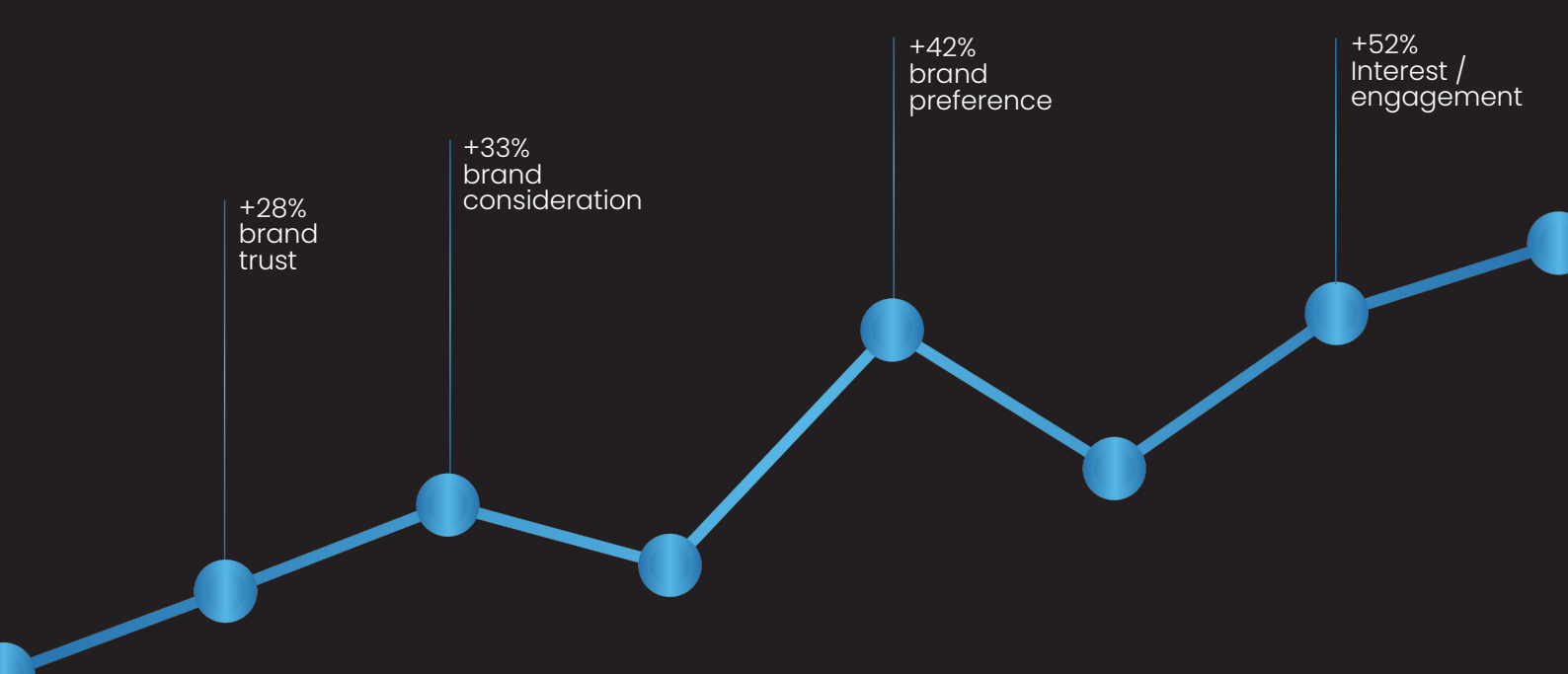
The combination of large format & Smartlites proved most effective across all key brand metrics.



Large Format Increases Advertising Recall by 32%

Large Format + Smartlites drive 11% uplift Purchase Consideration

A recent study from Fiftyfive5 has shown **Large format** Out of Home advertising is **proven to boost brand sentiment and raise overall campaign awareness**.



Shopper's High Impact Retail OOH Offering

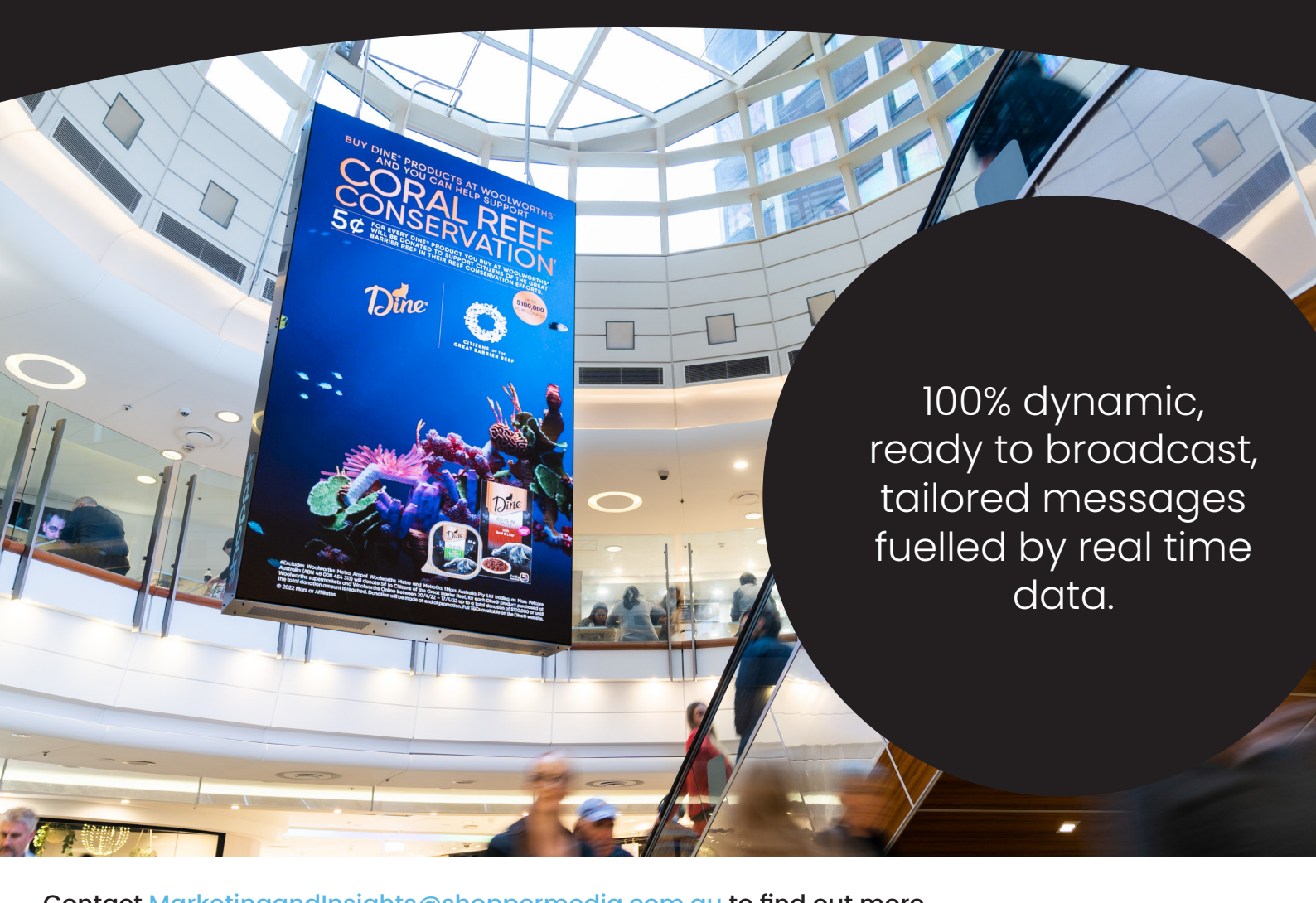
Unrivalled picture quality, delivering one-of-a-kind shopping experience

Elevate your next campaign using industry-leading screen technology engineered to make a difference.

Deliver **cost efficiencies** when compared to other broadcast media channels.

Shopper's 100% retail digital panels with **full animation deliver greater attention** and engagement, compared to large format roadside advertising.

Retail OOH advertising delivers 147% greater eye movement compared to large format roadside advertising.



Contact MarketingandInsights@shoppermedia.com.au to find out more or arrange a presentation of the full study findings.



SOURCE: Project Elevate June 2021, n=1000 P18+
SOURCE: Project Elevate, n=1000 *index – brand recall vs. baseline score of 1x Smartlite
SOURCE: <https://stoppress.co.nz/news/jcdecaux-and-co-see-success-of-large-format-out-of-home/>