



IN THE FRAME

Tracking and profiling audiences
to OOH advertising



Ipsos

A person is walking away from the camera on a train platform. They are wearing a dark long-sleeved shirt, dark trousers, and a crossbody bag. The platform has a metal railing on the right side. In the background, a train is blurred, suggesting motion. The overall color palette is teal and blue.

A MEASUREMENT SYSTEM FOR THE 21ST CENTURY

Back in 2008, Ipsos started on a journey to accurately measure and report audiences to a diverse range of Out of Home (OOH) media around Great Britain. Over the years the system, now called Route, has expanded and deepened, to the point where (towards the end of 2018) it reported audience data on more than 380,000 advertising frames across the country.

Ipsos believes Route to be the template for OOH measurement going forward. It provides a foundation for moving towards accurate measurement and reporting of digital OOH.

But Route is a rarity. The system, which integrates multiple data sources using a mix of observation,

survey research and modelling, enables marketers to plan, buy and measure the impact of their investment in OOH advertising.

Many countries have no measurement. Those that do often have far less sophisticated approaches than they have, for example, for measuring television or digital advertising.

We expect this to change. OOH is an exciting and developing advertising medium. With \$38 billion being spent on OOH advertising annually, it is expected to be third largest contributor to global advertising growth in the coming years*.

**Source: Zenith: 2017-2020*



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MEDIUM BECOME INCREASINGLY FLEXIBLE,
WITH TIMED ADS, MORE GEOGRAPHICAL
PRECISION AND VIDEO.**

For many marketers, OOH advertising has a strong appeal: it is pure advertising; it features no other content to distract viewers and makes no demands on them; it doesn't want you to click on a banner or give it your email address.

Of course, OOH is all around us: next to roads, in bus shelters, on train carriages, on buses and taxis, in shopping centres and car parks, in airports and on buildings. Posters can be placed almost anywhere, close to the points and times of purchase, gaining attention at key moments.

Digital technology has helped the medium become increasingly flexible, with timed ads, more geographical precision and video.

But the measurement challenges are tough. A survey alone can never be enough. People have hundreds of opportunities to see poster advertising every day. It would be impossible to get accurate answers from simply asking them to remember what they saw.

Fortunately, in conjunction with MGE Data, Ipsos has built a solution for this.

IPSOS OOH AUDIENCE MEASUREMENT

Our solution can be summarised under 5 'M's:

METERS.

People cannot recall everywhere they go. Our specially designed, lightweight meters, created by MGE Data, track them passively using state of the art GPS and other technologies.

MULTI-SENSOR.

People travel to many places. They drive down roads, take trains and buses from stations and they fly from airports. They walk down streets and inside shopping centres. We can measure them inside or out, using an array of sensors inside our meters, which detect location, altitude, speed, direction of travel and so on.

MAPS.

We need to map where people go and to tie this into the locations where poster frames are. Our mapping solution delivers this.

MIXED.

Not everybody will take part in a travel survey, but such a survey does provide micro level behavioural insight which we combine with external, macro data sources on road traffic, pedestrian and passenger volumes to ensure we capture all passages past every frame location.

MODELS.

And, because no single data source is perfect or complete, we integrate all these data sources into a cohesive and comprehensive set of audience estimates covering every frame location.

A COMPLETE, END-TO-END SOLUTION...

INVENTORY MANAGEMENT SYSTEM

- List of all frames to be measured
- GPS locations
- Physical characteristics: size, height, angle to road etc.

TRAFFIC INTENSITY MODEL

- Vehicle traffic and pedestrian counts
- Journey volumes (buses, trains, taxis)
- Shopping centre footfall etc.

Frame by frame audience estimates & campaign analysis delivered via dedicated online portal

TRAVEL HABITS SURVEY

- Representative sample of population
- Record of journeys outside the home
- Captures outdoor and indoor journeys
- Passive meter or day after recall survey

VISIBILITY ADJUSTMENT

- Measures quality of contact and likelihood to see different frames
- Dependent on size and type of frame
- Based on eye-tracking studies in simulated urban landscapes

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ABOUT IPSOS

Ipsos, one of the world's largest and most innovative research agencies, works for a wide range of global businesses and many government departments and public bodies.

We specialise in solving a range of challenges for our clients, whether related to business, consumers, brands or society. Our areas of expertise range from brand, communication, media, innovation and healthcare research through to customer experience, corporate reputation and social and political research.

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that make our complex world easier and faster to navigate and inspire our clients to make smarter decisions.

FOR MORE INFORMATION PLEASE CONTACT:

Andrew Green

Andrew.Green@ipsos.com

Mark Flood

Mark.Flood@ipsos.com

Bruno Schmutz

Bruno.Schmutz@ipsos.com

