

OOH plays major role in driving consumer response

A new global research study shows that Out of Home advertising plays a major role in driving consumer response and action, contrary to some views in the direct marketing industry that consumers do not respond immediately to OOH advertising. It is also clear that it can work well in collaboration with online and mobile communications.

FEPE International, the global organisation representing the world's major OOH media owners and leading OOH agency specialists and suppliers, found that 79% of consumers have taken some action after seeing an OOH ad, with 62% doing so after seeing a digital OOH ad.

According to the research, 40% of urban consumers have looked up information online immediately because of an OOH ad, with the figure rising to 62% for urban consumers who are most engaged with their smart devices while travelling.



Furthermore 59% are interested in digital OOH advertising specific to a time of day or location and 65% interested in digital OOH ads that reward interaction, for example through discount vouchers or prizes.

Relief from digital

However OOH also plays a role in providing relief from the immersive, pressurised world of digital communications, since even the most "device obsessed" need a break - 53% of urban commuters said they "sometimes feel the need to get away from phone calls, emails and text messages and switch off."

In addition, 48% said that when they find themselves with ten minutes of 'downtime' in the city, they are most likely to "take in the surroundings."

The research was carried out in summer 2014. A 20-minute questionnaire was undertaken online with a sample of 1000 consumers aged 18-64 living and working in the largest cities in the UK, Germany, Spain, Turkey, Brazil and South Africa. This is believed to be the biggest international study into OOH advertising so far undertaken.

FEPE International Executive Director John Ellery, says, "This major research study shows that OOH has both separate and complementary roles to play in this age of digital, on-the-move communications. The simplicity, power and memorability of OOH clearly strikes a chord with most modern consumers."

For more information, go to www.fepe.com/members/docs/Alwaysonfinal.pdf

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