



# Second OOH consumer survey launching

OCS 2, the second Out of Home consumer survey from Posterscope, will be launched in July 2011 in Cape Town and Johannesburg. The [first study](#) was launched in 2009 and this one adds updated data regarding technology use and direct benchmarking against other above the line media, including print and television.

The survey, considered to be one of the world's most in-depth studies of consumer behaviour in relation to [out of home advertising](#), has over 3000 respondents in South Africa. Audiences can be segmented attitudinally, behaviourally, or demographically and analysed by environment, with a high level of detail.

"Advertising buyers are being more strategic with their budgets and the more information they have to support their purchase decisions, the better," said Erik Warburg, MD of Posterscope South Africa, "We hope that the intensive insights will add value to the advertising industry as a whole, especially those using Out of Home as their preferred medium."

## Preview of insights

After viewing billboards, more than 1 in 5 males have gone to a website as a result.

- 3 out of 4 males agree that billboards on the main road are influential.
- 4 out of 5 females between 18 and 24 have been influenced into buying something from electronic billboards inside a grocery store.
- 3 in 10 will respond after seeing a billboard which has an SMS to reply to.
- Over 70% of women have bought something in a clothing store because of an electronic advert in the store.
- Over 85% of women trust advertising in shopping centres.
- 1 in 2 males are spending more time on their cellphones than 2 years ago.
- 1 in 4 males think about their finances on their way to work, and 1 in 4 males think about what to eat for dinner on their way home from work.

The survey contains updated data regarding technology use, direct benchmarking against other above-the-line media such as TV and print, more industry specific data (including automotive, financial, alcohol, snacks, soft drink, communication, electronic and travel) and how media actually influences buying decisions.

The company's mission in South Africa is to grow OOH to 10% market share of total advertising spend in the next 5 years (currently sitting at 4.6%). At present, the company has approximately 20% of South Africa's OOH spend under its management, positioning it as an influential leader in this fast growing category.