

Digital OOH poised to move into the programmatic realm

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Programmatic media buying, placement and optimisation for DOOH (Digital Out of Home) is still in its infancy in South Africa and Africa, however it is cited as the next trigger to impact on Out of Home's growth, and contribute to the evolution of the communication industry.

The term programmatic media (also known as programmatic marketing or programmatic advertising) encompasses an array of technologies that automate the buying, placement, and optimisation of Out of Home media inventory, in turn replacing human-based methods. Key to the principle of programmatic media placement is relevant transactional, demographic or social (primary or secondary) data that is either proprietary or bought. The main benefits for programmatic systems and processes are relevance and efficiency.

Bazil Lauryssen, CEO of Continental Outdoor, and a panellist at the recent Thought Leadership Seminar hosted by Amplifi, (Dentsu Aegis Network's Media Investment arm), where content, multiscreen planning and programmatic were debated, explained that "Programmatic Advertising" impacts how Digital Out of Home is sold, how content is delivered and onto which DOOH platforms the relevant messages or campaigns are placed.



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"OOH's inherent strength is that it's able to broadcast a message quickly and effectively. With the added benefit of relevant placement of messages and creativity we will be able to provide more niched and targeted communication to consumers. The funnel is moving from broad-based mass Out of Home marketing to direct, customised and therefore more impactful campaigns".

Lauryssen continued, "The first advancement around Programmatic advertising will be evident once the Out of Home Measurement Council currency data is available to buyers and media owners providing data that will allow for effective and relevant buying, placement and optimisation of Static Roadside panels determined from brand and demographic data that shows affinity to variables such as income, brand usage, LSM, media usage etc. This will be accessed through Telmar/Cuende's software called Quantum". He added that, "Aside from this, Continental Outdoor has already made digital OOH relevant by providing buyers with day-part networks that allow for appropriate messaging and creativity by time of day and geographic location".

He does caution marketers that relying just on pre-programmed functionality to deliver messages and efficiency is not sufficient. Understanding consumer behaviour, what they feel and how they react is just as important as knowing how

people move and what they buy. The campaign's big idea, objectives, insights, budgets and target markets, are all processes driven by people, and will continue to be so. This new integrated approach will require media businesses to move away from siloed teams to a more holistic and aligned model where the right data can be sourced to drive the right insight and drive creativity in the right way. Data and creativity should not be regarded individually, but rather as interrelated elements that integrate to form a cohesive conversation, supported by data, insight, creativity and impact.

"Continental Outdoor will continue the roll-out of Digital Out of Home formats throughout South Africa and the rest of Africa. Digital Out of Home advertising revenue will see significant growth and will account for more than 30% of OOH revenues by 2018 in Africa according to a PWC study. Whilst we provide the formats and platforms for engagement, it is the endorsement of content-led campaigns from clients that will determine the quality and quantity of content that can be engaged with", concluded Lauryssen.

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