

audi outdoor

# Sgraniamo la vista sull'Outdoor

Riflessioni data-driven sul ruolo dell'outdoor nella costruzione del valore di marca

Federico Capeci, MD Italy & HiPo Markets Kantar

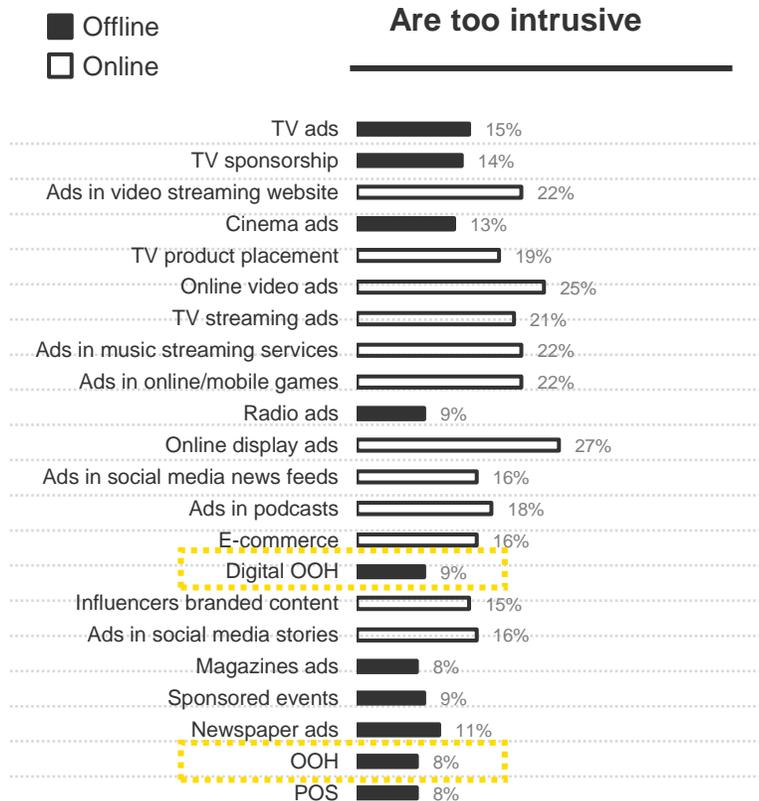
24 Gennaio 2024

**KANTAR**

# When it comes to adv, consumers have their own preferences

Preference	2023 Consumer global ad equity ranking – all media channels	Change in rank from 2022
1.	Sponsored events	(-)
2.	Cinema ads	(+1)
3.	<b>Out of home ads</b>	(+3)
4.	Point of sale ads	(-)
5.	Digital out of home ads	(-)

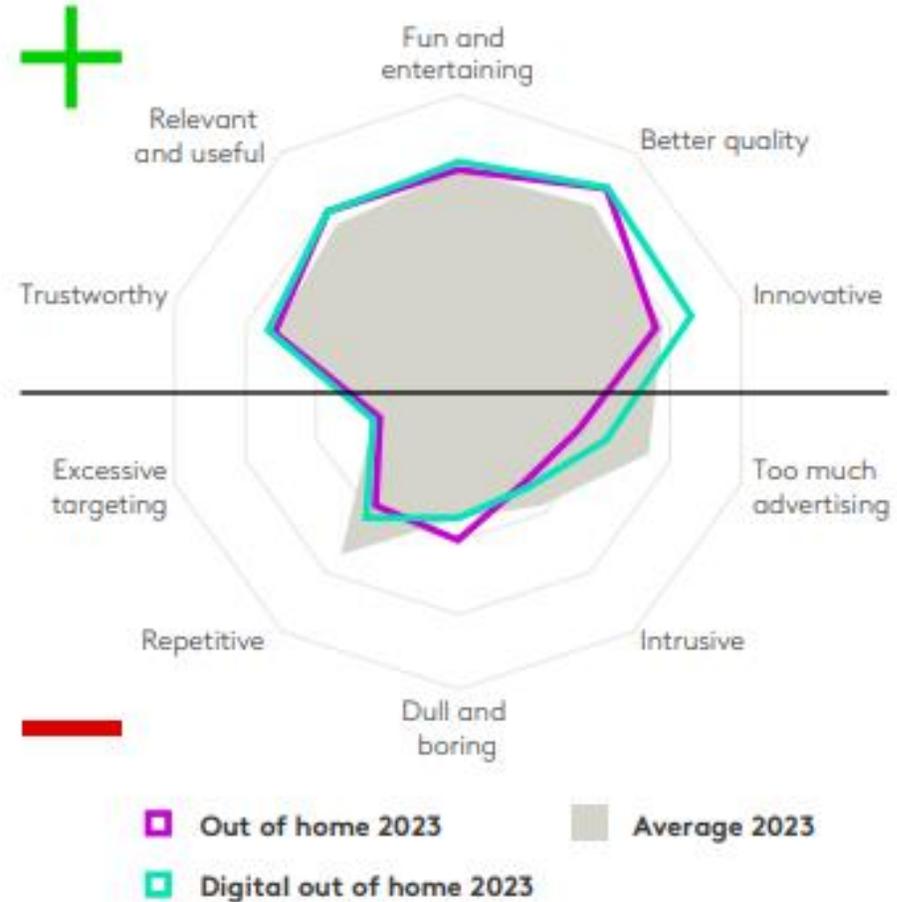
OOH advertising is a strategy that allows to **avoid some 'pitfalls'** of other media such as **over-exposure, intrusiveness, repetitiveness** - consequently **boredom** - and the risk of exposing **privacy** and **personal data** of the consumers



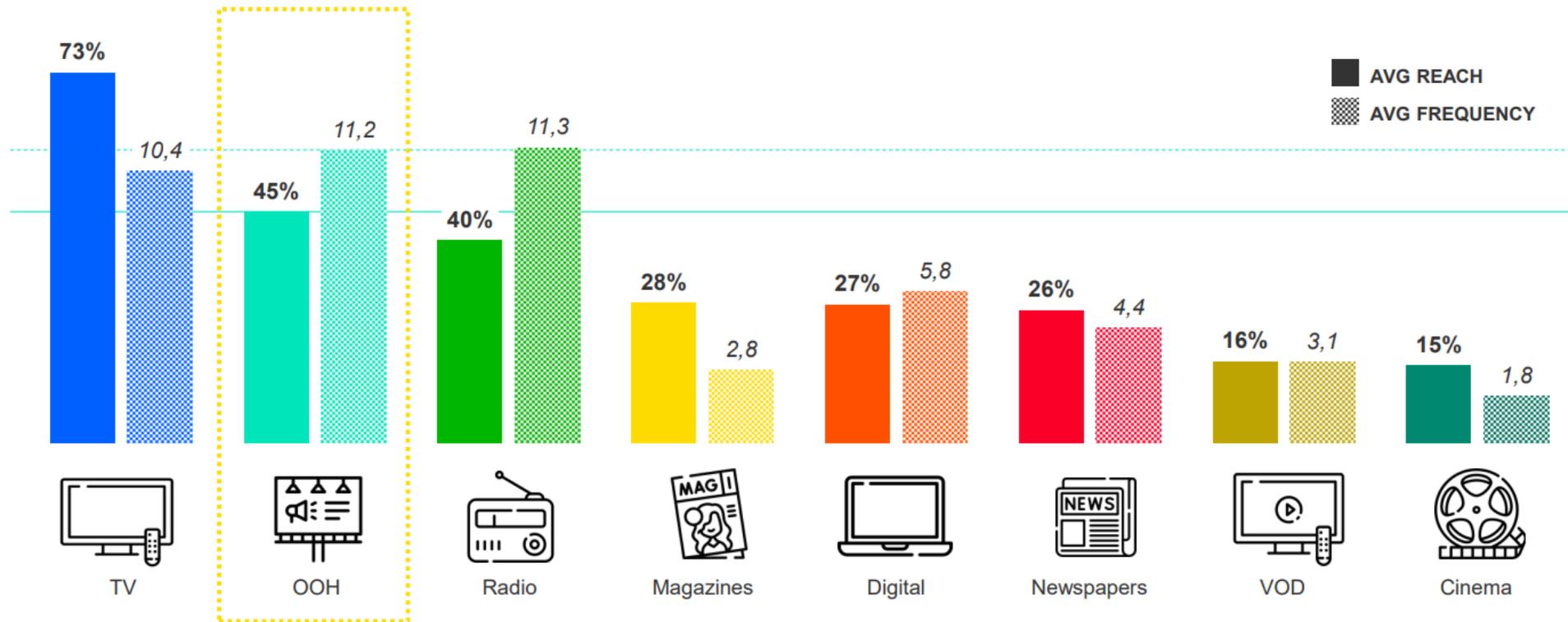
# Consumers love going out

In-person advertising is making a big splash in 2023, with outdoor channels, both traditional and digital, making the top 5 most preferred ad platforms among consumers. Digital OOH (DOOH) takes care of the 'dullness' issue consumers have with traditional out-of-home advertising, while bringing further innovation into the fold. Marketers are also highly receptive to DOOH ads. For both groups, digital OOH is the most innovative channel out there – especially as it takes advantage of high screen resolution and fast-developing creative technologies. And mainly among marketers, trust is also high for outdoor ads.

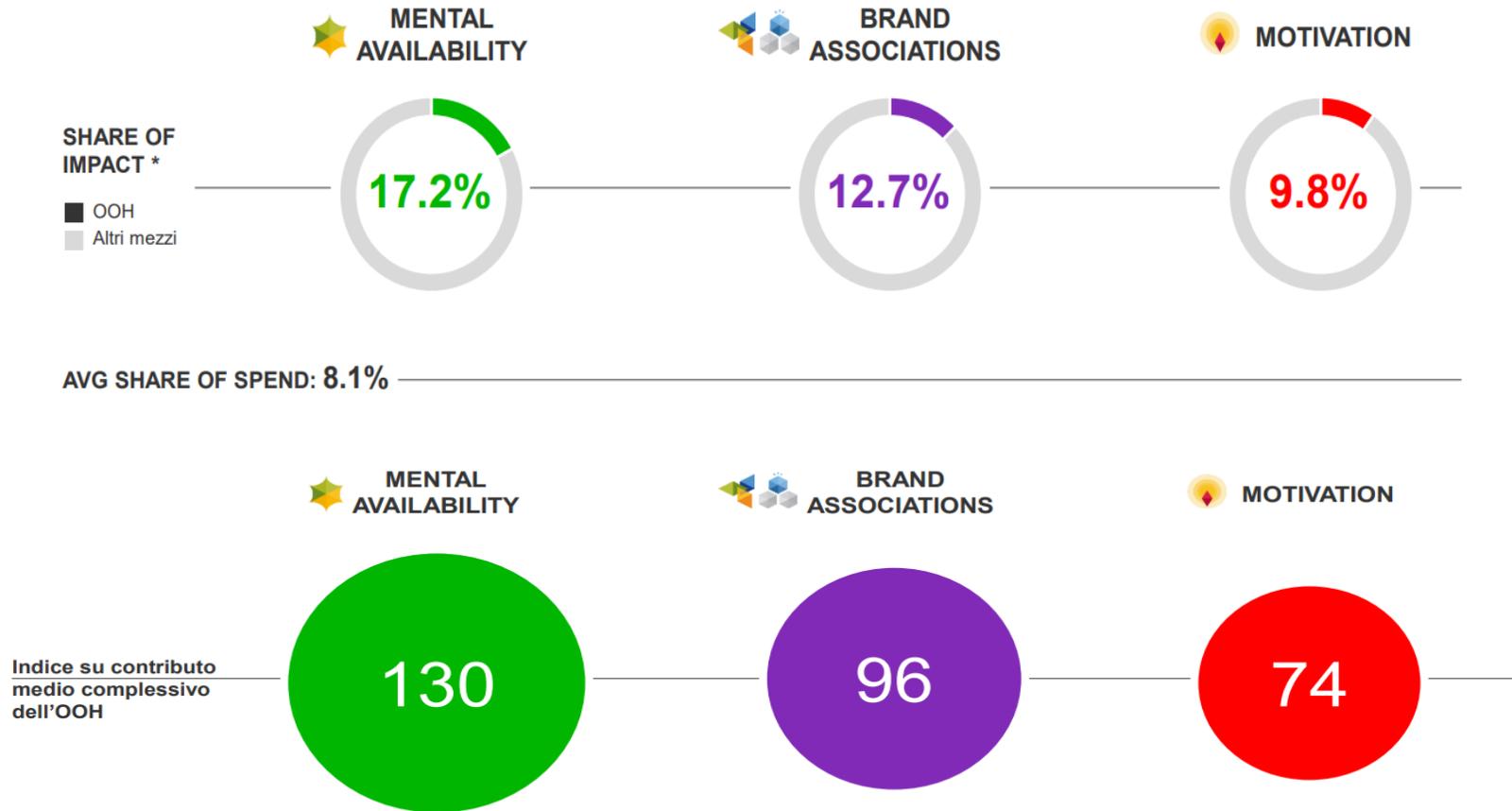
## Consumers' advertising attitudes towards outdoor ads



# OOH is able to provide an effective contribution to brand reach

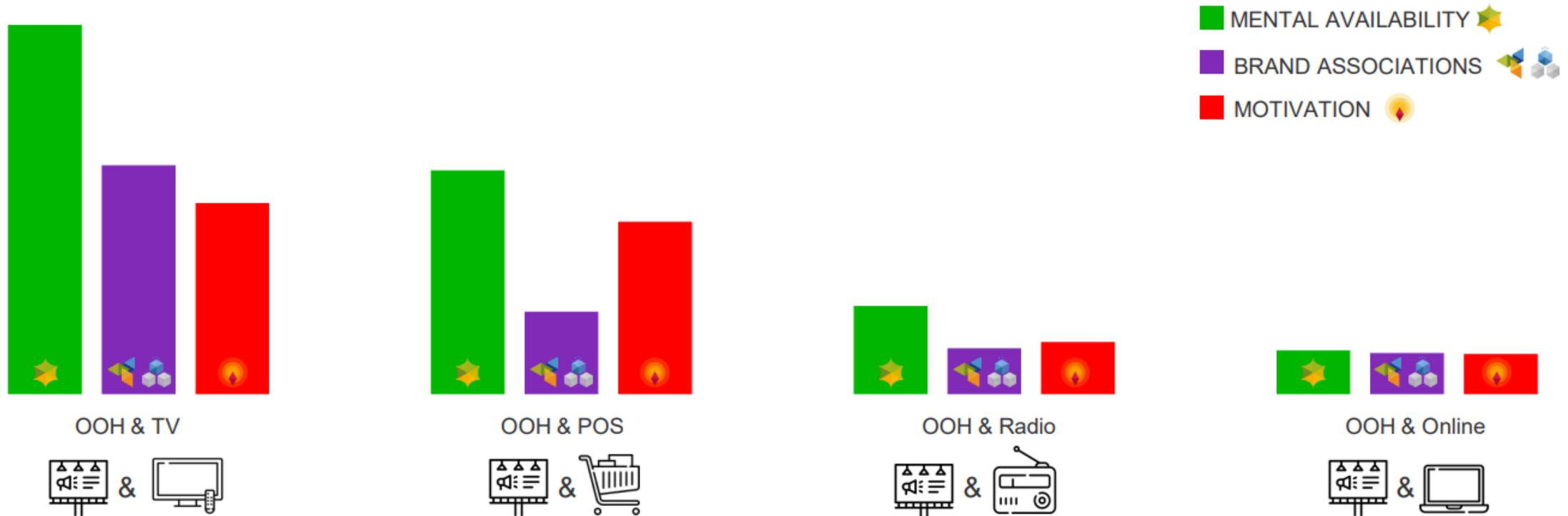


# OOH is particularly effective on upper funnel, but also able to contribute across the funnel



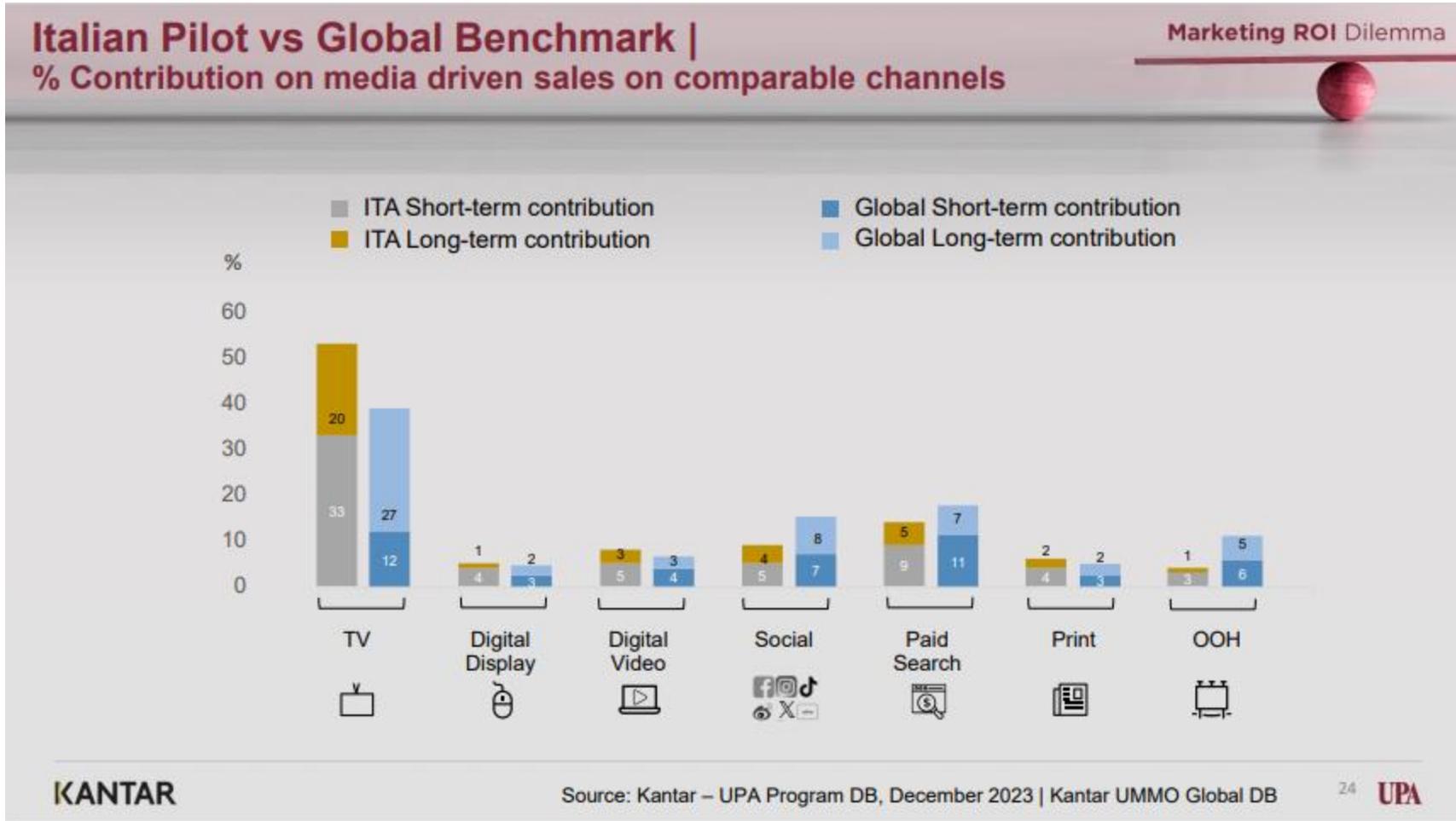
# OOH is able to improve call-to-action too, when working in synergy with TV and POS

## IMPATTO GENERATO DA EFFETTI SINERGICI TRA I MEZZI

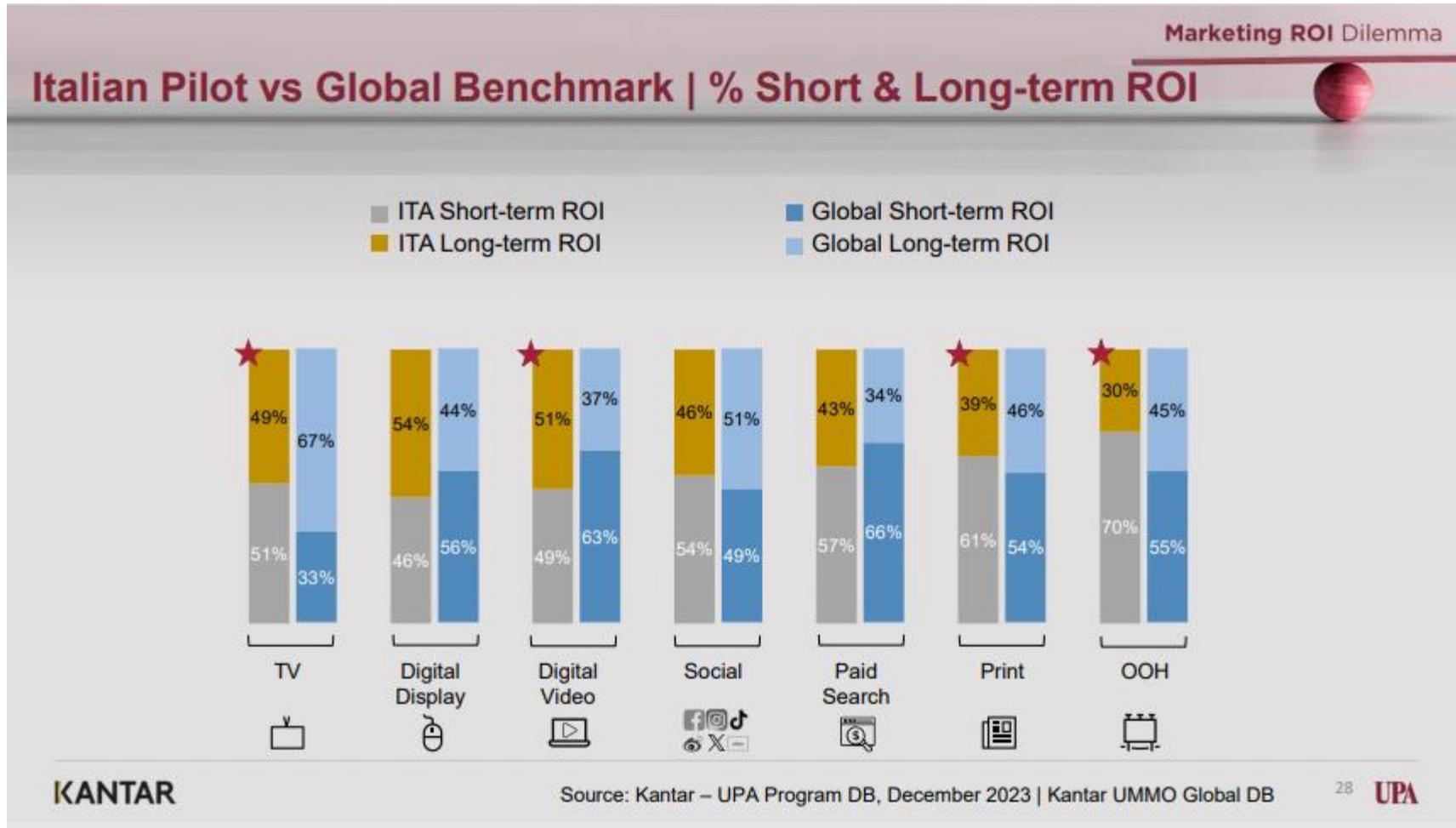


OOH effectiveness relies on media synergies (**38%** of total impact generated by integration with other media).

# However, Italy is still behind global contribution wise and...



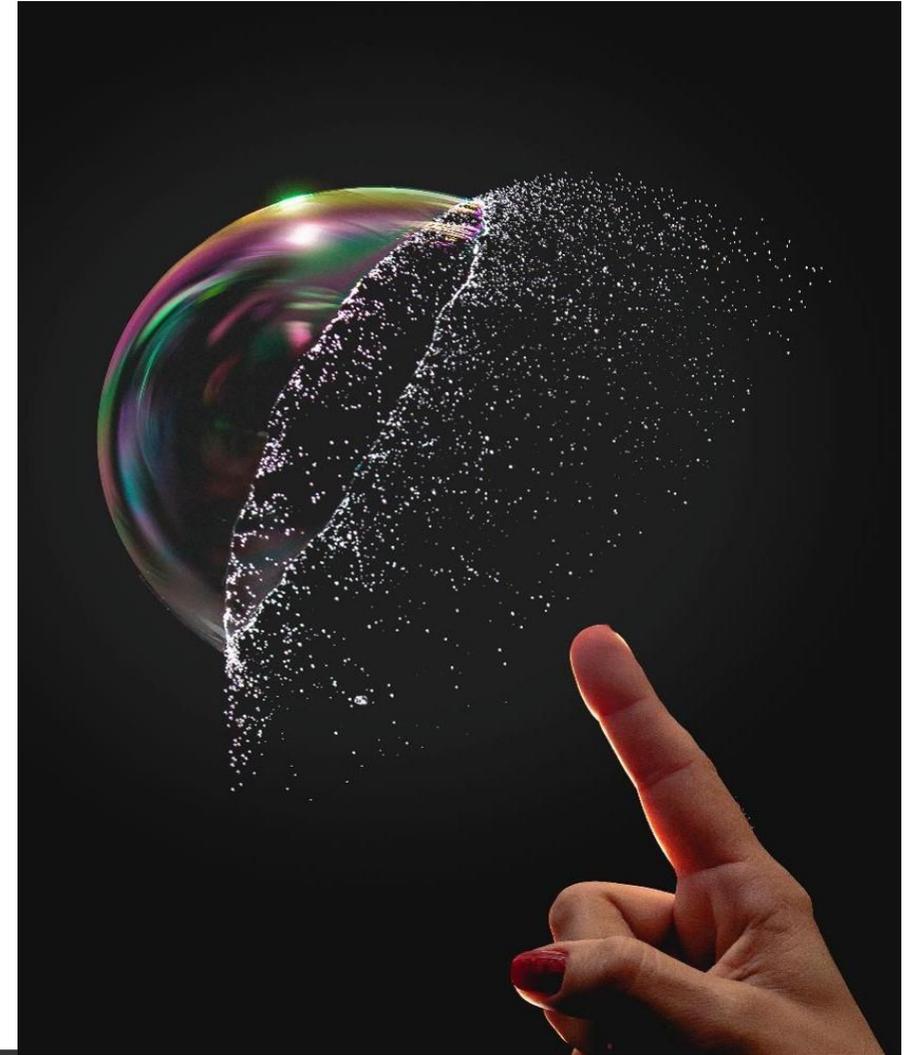
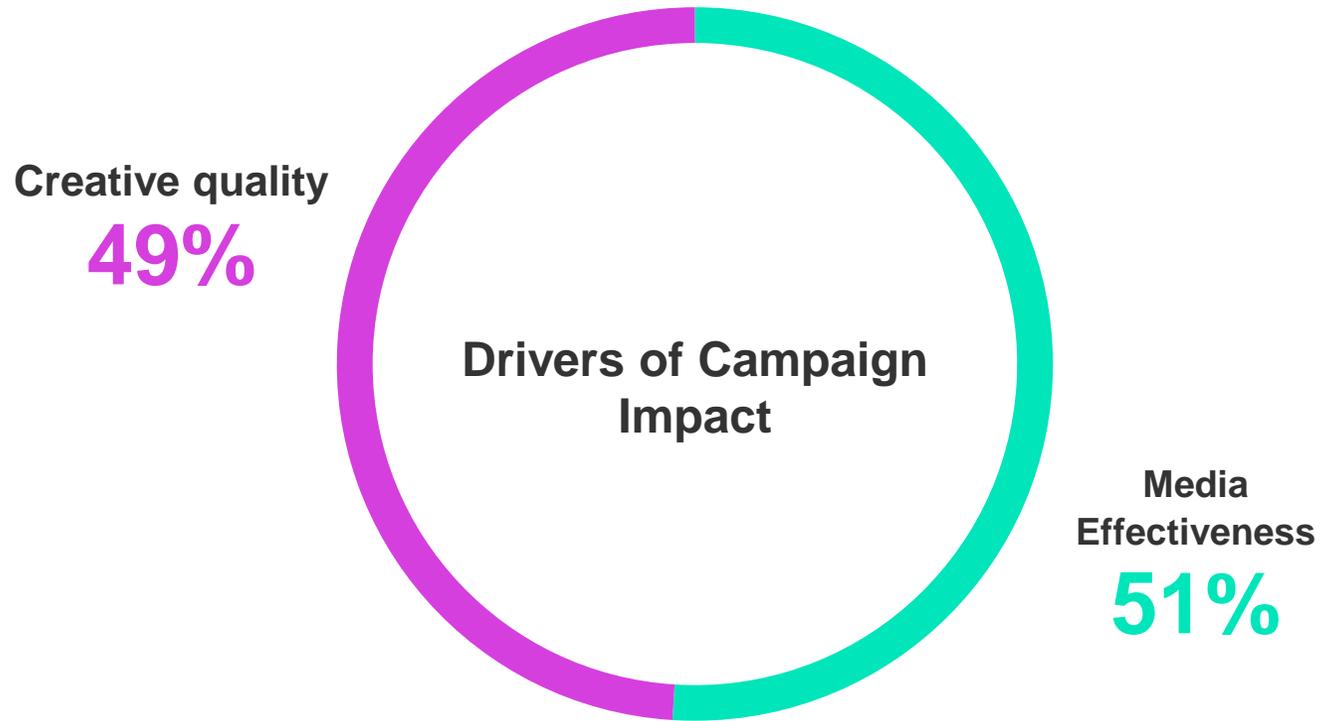
# ... too much focus on short term ROI wise



# OOH is out of marketers radar, unless digital

Preference	Global consumers	YOY consumers	Marketers	YOY marketers
1.	Sponsored events	(-)	Online video ads	(-)
2.	Cinema ads	(+1)	Sponsored events	(-)
3.	<b>Out of home ads</b>	<b>(+3)</b>	Digital out of home ads	<b>(+2)</b>
4.	Point of sale ads	(-)	Video streaming ads	<b>(+2)</b>
5.	Digital out of home ads	(-)	Social media story ads	<b>(+2)</b>

# Campaigns impact is equally driven by creative quality and media planning



# Challenges

OOH is a potential media, able to generate a positive ROI, but a its equity among marketers needs a review and a boost.

- Prioritizing **Creativity**, of both adv execution and media formats
- Having a role into the **Brand Story**
- **Integrating** with other media, esp TV and Digital
- Seeking **short-term AND long-term** brand results



audioutdoor

# Sgraniamo la vista sull'Outdoor

GRAZIE!

Federico Capeci, MD Italy & HiPo Markets Kantar

24 Gennaio 2024

**KANTAR**