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Posterscope is the UK's leading Out-of-Home communications specialist. This is the latest in a series of guides to the medium published by Posterscope's research division, Out-of-Home Horizons. As the series progresses all the guides will be available on www.posterscope.com

How to use Outdoor...



... to drive sales

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The common perception of Out-of-Home advertising is that it is primarily a medium for raising awareness; it's not necessarily the first medium that comes to mind when the goal is to increase sales. However, a growing number of advertisers are using Out-of-Home to do just that.

This new understanding that Out-of-Home can be very effective in driving sales may partly be a result of the recent wave of new formats and Out-of-Home opportunities which seem particularly well suited to the task. But traditional outdoor formats can shift product too.

Out-of-Home gets you close to the point of sale

Out-of-Home mapping is increasingly sophisticated. Planning on proximity to store either by distance or drive time is fundamental to an Out-of-Home campaign. But mapping also allows you to - forgive the jargon - overlay datasets, thus bringing several variables into the mix: not just the location of the stores, but also an understanding of the location and behaviours of your existing and potential customer base. Out-Of-Home Horizons' research project Reveal highlighted the strength of the point of sale message as a call to action, especially in the area of food and drink. Advertising for confectionery, snacks and fast food created an almost universal response from housewives with children of an impulse purchase if a retail outlet was close by. Men were equally prone to food advertising if it was of the ready-to-eat status, and if they knew they could get it close by. Reveal shows us that consumers don't see POS advertising as intrusive or annoying, but as a helpful guide and reminder of what to buy. POS posters don't just work in the food category, though. Beiersdorf, owners of the Nivea range of skincare products have increasingly moved their Out-of-Home advertising to POS 6-sheets and shopping mall opportunities as a tactic to increase footfall and drive sales. The importance of catching potential purchasers while they are in a shopping frame of mind has been identified as important for this product category, the success of the strategy is evident by the increased frequency of Beiersdorf's campaigns using these formats.

Out-of-Home can also get you close to the target audience

Target audiences don't stay still. Fortunately Out-of-Home offers a range of formats to follow them. News International used Out-of-Home to reach two specific segments of the Sun's target market and maximise exposure in the mornings and at the beginning of the audience's commute to work to create an opportunity to purchase. The campaign was to run in London only, and the target audience of male blue-collar workers married with children, and also females dating, living with or married to blue-collar workers, was identified as living and working predominantly in a circle around inner London. A number of different formats was chosen. Bus T-Sides covered both drivers and pedestrians. Adrail 48-sheets and 6-sheets, which are predominantly in the areas where our target start their journeys to work, were ideal to reach them at exactly the right moment. BR station AdGates were bought in selected hot-spot areas and had the advantage of having news stands close by. Point-of-Sale 6-sheets gave

proximity to newsagents and also increased roadside coverage. Two days into the campaign the Sun's circulation managers were already reporting increased sales in the targeted areas.

In fact Out-of-Home can get you close to anything you need to be close to

Out-of-Home media are everywhere these days. Some of them even move around. Travelodge, the budget motel chain, are located at service stations and close to major traffic routes, offering the traveller convenient competitively priced accommodation. The target audience is the motor traveller both business and leisure, and an ideal way to reach them is on the motorway. Travelodge have used truck advertising for the last three years as an ideal solution to deliver their pricing message direct to customers and drive sales. Supplying both telephone number and web address Travelodge have been able to monitor response rates to justify continued advertising on trucks.

Direct marketers use Out-of-Home

You may not have thought of Out-of-Home as a direct response medium - after all, how do you clip the coupon? But it does the job. Direct marketers who rigorously monitor the cost-per-response of every medium used return again and again to Out-of-Home. Direct Line use econometric modelling and measurement of cost per response to evaluate the success of any advertising activity and justify its place on the schedule. In the highly competitive insurance market Direct Line have been continuous users of the Out-of-Home medium.

Companies that have to shift units fast use Out-of-Home

Some companies don't just need to sell product. They have to sell it fast. And they turn to Out-of-Home to achieve this objective. Airline seats are a perishable commodity so for budget airlines, where the cost of the seat is the primary selling point, the advertising has to work harder to generate medium to short term sales. Easyjet have become all-year-round Outdoor advertisers because their simple but bold creative delivers a message that is seen and acted upon. Through measuring ticket sales against destinations advertised, Easyjet has proof that the medium works. Similarly, records and Videos/DVDs have to sell fast to ensure the right chart placing to gain airplay or prominent stocking in retail. Virgin Records Legends advertised on Sainsbury POS 6-sheets at over 200 stores. The distribution of poster sites at the stores meant that there was a range of opportunities to see with some stores having 2 sites and other up to 5 sites.



Nivea at POS

The campaign was researched using a control group of Sainsbury stores that carried no poster advertising for the Legends albums and sales measured on EPOS data. All test stores generated sales in excess of the control stores both during the advertising period and in the 4 weeks immediately following; and the more posters at a store the greater the sales effect in both the display and post periods.

On-line retailers use Out-of-Home

As shopping habits change, more and more people are either browsing or purchasing from online stores, and lunch breaks provide a perfect opportunity. The office worker's environment offers opportunities for advertisers to reach the working population. Sandwich bags, Water Cooler cups, Coffee cup sleeves are all new formats that closely target the office worker. These have attracted a diverse range of advertisers - including Victor Chandler on-line betting and HMV on sandwich bags and Wrigleys on coffee cup sleeves - and they are all using them as a prompt for action to buy.

EPOS data proves that Out-of-Home works

Point of Sale advertising linked in with EPOS gives a crystal clear measurement of advertising effectiveness. The Out-of-Home medium has many examples of locations where this happens and testaments to its success as an advertising approach. This research shows that even a simple memory prompt - such as petrol pump nozzles - can drive sales in forecourt shops. The major supermarket chains Sainsbury, Tesco, Asda, Safeway and Somerfield have all demonstrated positive sales increases across a range of product categories for advertisers who have used point of sale posters. Today digital screens are increasingly present in bars and EPOS data from the breweries shows that advertised brands in bars have achieved sales increases of up to 35% in test and control premises.

News International - The Sun



Travelodge



"YOU MAY NOT HAVE THOUGHT OHH AS A DIRECT RESPONSE MEDIUM - AFTER ALL HOW DO YOU CLIP THE COUPON? BUT DIRECT MARKETERS RETURN AGAIN AND AGAIN TO OUT-OF-HOME"

Direct Line



Opodo on cup sleeves

