

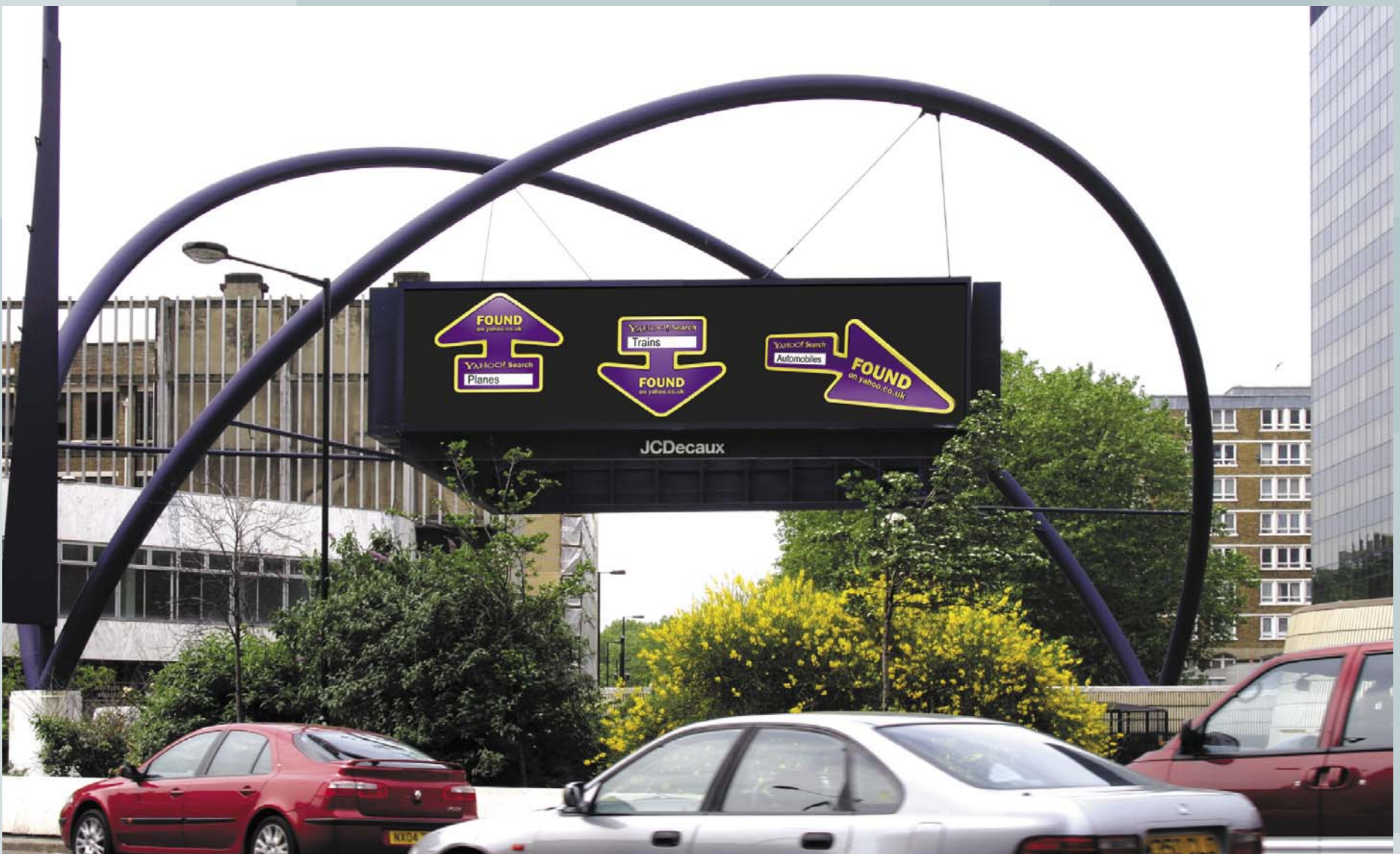


Posterscope is the UK's leading Out-of-Home communications specialist. This is the latest in a series of guides to the medium published by Posterscope's research division, Out-of-Home Horizons. As the series progresses all the guides will be available on www.posterscope.com

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How to use Outdoor...



...generate word of mouth/PR

... generate word of mouth / PR

There are many expressions used to describe a media communication that delivers more than can be measured by trading currencies: 'water cooler' or 'coffee machine effect', 'moving from the back page to the front page', 'supplying the 'social glue' all allude to the phenomenon of when word of mouth spreads the message. The diversity of the Out-of-Home medium means that it offers many opportunities to add value to a campaign by getting people talking about it.

At Posterscope we work with clients to deliver against campaign objectives; any word-of-mouth or PR generated must come on top of this, not instead of it.

Spectaculars

To re-launch the Mini, life-size Minis were seen driving up the sides of buildings as part of a giant banner campaign. The visual impact was crowd stopping, and TV news coverage helped return the Mini to its previous position as an everyday icon. On the ground Kenzo were doing something equally stunning when through Posterscope's Hyperspace division they planted a field of red poppies in London's Covent Garden to launch their fragrance Flower By Kenzo. The purpose of the poppy field was to delight and surprise customers and encourage generosity of spirit, which are the Kenzo values. The client was ecstatic with the visually impactful 3 day event – culminating in local children distributing the 55,000 scented poppies to the general public on the Saturday afternoon.

Niche

Generating brand knowledge principally by word of mouth would be a gamble for a brand seeking mass distribution, but for style brands where being seen to only reach the right audience is part of the appeal, this strategy can work – and OOH can deliver it. The launch of Smirnoff Black Ice was structured in an innovative way to build awareness with young male style leaders, before it was launched to a wider audience. Posterscope devised a series of media firsts: tags were put on exclusive suit jacket hangers and postcards in pockets of designer jeans in small independent fashion retailers. The independent record distributors were also identified as attracting a strand of style influencers, so another media first was negotiated putting Black Ice stickers on record sleeves. From the tease element of this campaign interest in the brand grew and acceptability with 18-34 males was easily achieved when the broadcast element kicked in.

Media Multiplier

The runners in the 118118 telephone directory enquiries campaign have become household figures following the branding campaign on TV and the use of Out-of-Home media to develop different strands of the 118118 work and bring them to life. An ice cream van liveried in 118118 campaign images with the runners on board, framed 118118 vests in gyms and leisure centres, building skips branded with 118118 detail – all helped to achieve an awareness beyond expectation.

Being Clever

British Gas's recent bus shelter campaign, which was successful in connecting with its customers, created additional benefit by generating coverage on both ITV and

BBC, and in London's Evening Standard newspaper. The campaign took advantage of mixing technology to create a warm and welcoming environment – heated bus shelters. Contravision was used to display a living room scene, 6-motion to give the effect of a flickering fire, and heating units to give warmth. Yahoo, the internet search engine, wanted to re-position itself against its competitors as a 'find' engine. The campaign involved creating bespoke copy to match sites under the strap line 'found by Yahoo' (eg "a motor bike" next to a bike shop, or "coffee haters" next to a tea shop). The campaign was featured by the media press, and the success of the talked-about campaign was in the results: search page-views were up 43% for Yahoo, overtaking its nearest competitor.

Outrage

Pushing the boundaries of taste or public acceptability has always been a means of creating notoriety and even generating more awareness and interest than traditional advertising could bring. The Italian fashion retailer Benetton undertook an outdoor campaign over several years where images portrayed on the posters were designed to shock. The expectation that the next creative would create more noise built the name Benetton. The company's own view of the strategy was this: "The purpose of advertising is not to sell more. It's to do with institutional publicity, whose aim is to communicate the company's values ... We need to convey a single strong image, which can be shared anywhere in the world." Notoriety is what the actress Sophie Dahl achieved in the poster advertising for the perfume Opium - and after receiving substantial complaints the creative was banned. A wittier and longer running campaign is retailer French Connection, whose FCUK campaign has amused, occasionally offended, but always been discussed.

Talkability

The media may make a news story around an OOH campaign, but when consumers spread the word themselves this can prove to be an even more powerful way of communicating - and it is often the simple ideas that generate disproportionate interest. The re-launch of the Paramount Comedy channel coincided with the Comedy Festival in Brighton, so the objective was to create a media link that would get noticed by the festival audience who were potentially Paramount's target audience. The Hyperspace team thinking laterally took the location and converted a landmark. The audience coming out of the festival venues would, being at the coast, naturally look out to sea. So Hyperspace turned Brighton Pier



118118

blue with light, which matched the Paramount ident. This created a talking point as to why it was blue, and with sufficient informed members of the crowd, the reason quickly fed through. However, as well as hitting the target market the event seeped through to the people of Brighton who wanted to know why their pier was blue. A single creative idea created the positive talking point, which made it into the local press and TV as a popular news item. Doing something different will engage public interest and create the social glue that advertisers yearn for, provided it reflects positively. Absolut Vodka were the first to brand an ice rink, which created great media interest for the brand. Finding Nemo II went for a spectacular build as part of its Disney TV launch campaign, but this created its own secondary audience as passer-bys were observed photographing the site and sending it on to others.

Bonus

Out-of-Home media is often a catalyst for added value. Robbie Williams's last CD launch got a bigger than expected promotion when news writers reported their own interpretation of the communication format. Trucks liveried with the album cover were used to increase reach but the reported story was about large trucks being necessary to transport Robbie's CDs to meet demand, when in fact they carried fruit & veg.

During the rebuild of a neon site at Piccadilly there was a banner opportunity which was taken up and carried the message 'Give Peace A Chance.' The John Lennon words resonated with many but when it became known that the space had been paid for by his widow Yoko Ono, pictures of the banner and story were picked up and carried by all media.

The Beastie Boys album launch on outdoor included a special build of an open sardine tin on London's Western Avenue. The tin was stolen from the site which led to an appeal on kids' Saturday morning TV for the return of the tin, giving the Beastie Boys instant UK cover lasting to the following Saturday, when the tin was mysteriously left outside the television studios.



Mini



Kenzo

"It is often the simple ideas that generate disproportionate interest"



Smirnoff



British Gas



Paramount Comedy Channel

