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Out-of-Home Horizons. As the series progresses, all the guides will be Posterscope's research division, to the medium published by
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Out-of-Home communications specialist.
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How to use Outdoor...



...with TV

...with TV

Television is a powerful medium, but it has its limitations. One of these – perhaps the most obvious – is that the moment your audience goes outdoors, you’ve lost them. Equally obviously, once they’ve left home, the Out-of-Home medium can reach them. These two facts are hardly astonishing revelations, but they are increasingly important because – as a recent industry survey revealed - several key groups of consumers now spend more time out of the home than they spend at home, including the young, working people and those in the Southeast of England. Partnering TV with Outdoor now makes more sense than ever.

Outdoor Advertising Reaches Light TV Viewers

Light TV viewers are people who, by definition, watch little television. Annoyingly for advertisers they tend to be very desirable consumers – younger and more upmarket than the average. Research by The Future Foundation shows that Light TV Viewers also have higher than average recognition of Outdoor advertising. They see more and they remember more. One advertiser who used Outdoor with TV to target young, trendy, music-loving Light TV Viewers was Apple for its distinctive iPod campaign. However, the best proof of the effectiveness of Outdoor in getting to people that TV can’t is the number of TV stations that use Outdoor to try and attract new viewers to their programming – they know it will reach people who are unlikely to see or respond to on-air promotions.

Outdoor can Deliver a Highly Targeted Regional Message

British Gas has used a combination of TV and Outdoor. TV puts forward a detailed message concerning British Gas’s technological advancements and the reassurance of cover if anything goes wrong. The Outdoor advertising then gives the actual offer. Outdoor plays a vital role here because the gas regions don’t match the TV regions. Outdoor however, offers the flexibility to make sure that the right regional gas company is making the right offer to the right consumer.

Outdoor can Bring TV Commercials to Life

The 118 118 runners were a creative idea that really connected with the viewing audience. But in the intensely competitive fight to dominate the “directory enquiries” market, it made sense to get extra mileage from the runners by bringing them to life. Posterscope’s Hyperspace division – which works in ambient and new Out of Home media – put together a package of ideas which saw the runners actually running through key areas, accompanied by an ice-cream van, customised with a huge moustache, and handing out 118 118 vests. The real life runners added impact to the TV campaign and helped it retain its cult feel.

“SEEING THE POSTER OF THE CAR WHILE YOU ARE DRIVING REALLY REINFORCES THE TV CAMPAIGN.” (ABC1 MALE RESPONSE FOR OOH HORIZONS REVEAL RESEARCH.)



British Gas

Outdoor Provides a Reminder at Point-of-Sale

Poster sites near the point-of-sale – as well as the increasing number of new Out of Home opportunities available actually in shops (including supermarket trolleys and baskets) make Outdoor the ideal medium for a final reminder of your message. This twinning of TV and POS Outdoor is particularly effective for FMCG products, and has also been successfully deployed by entertainment clients to support DVD and CD launches.

Outdoor Adds Extra Awareness

When Coca Cola launched its Diet Coke Lemon variant, it wanted to use TV because Diet Coke has a strong TV heritage; but it also wanted to give the new product its own media territory. Enter Outdoor, with a campaign of 48-sheets and 6-sheets. Post-campaign research revealed that Outdoor added an extra 20% awareness.

Outdoor and TV a perfect match for Tease and Reveal

Tease and Reveal campaigns intrigue the public and grab attention. Employing Outdoor and TV adds extra power. The launch campaign for Royal & SunAlliances’s More Th>n was designed to cut through a cluttered marketplace. The Tease element of the campaign used 48-sheets, as well as a range of non-traditional solutions – including water-cooler cups – to communicate the message that Lucky the Dog was lost. The Reveal stage of the campaign involved 48-sheets and brought in TV to reveal just who Lucky was and launch More Th>n. The Outdoor tease led to over 60,000 unique visitors to the web site. Sales grew and RSA’s share price rose.

Outdoor can Provide a Further Call to Action

Churchill Car Insurance has to use TV because its competitors are heavy TV advertisers, but Churchill has also achieved extra visibility by sidestepping the sector’s traditional media choices to run ads on the back of buses, reaching motorists with an additional call to action as they sit in traffic. The targeting is clear and the idea has been a success, with extremely high awareness levels.



Renault Megane

Some Products Simply Belong on Outdoor

When Renault launched the new Megane, they used TV and Outdoor. The Outdoor campaign had a specific role to play. Given the radical new shape of the Megane it was important that Renault made motorists familiar with the car as quickly as possible. By using Outdoor to simply show off the new shape, Renault ensured that motorists regularly encountered the image of the car on the roadside, even when there weren’t many actually on the road.

Outdoor’s Technological Advances Allow Synergy with TV Creative

The increasingly sophisticated technology available in the Outdoor medium means that making a TV campaign and an Outdoor campaign hang together creatively has never been easier. Lenticular sites allow for moving images, sites that change appearance at night offer more options, while the increasing number of screens available in out-of-home situations (from stations to hairdressers to London cabs) means that TV and Outdoor creative can work together seamlessly.



Churchill Insurance



118 118



Diet Coke Lemon