

Indoor advertising can be found in restaurants, bars and nightclubs, health clubs, college and university campuses, malls and other retail spaces, office parking and elevators, airports and medical waiting rooms.

Key Strategic Advantages of Indoor

- With more than half of consumers' time spent outside of the home, indoor advertising offers marketers the opportunity to engage with people on their path to purchase. Connected mobile devices allow for an immediate interaction; consumers can research, download coupons and even make purchases.
- The ability to deliver a highly targeted audience defined by a lifestyle, behaviour or the venue itself.
- A longer dwell time allows for a more complex ad message or offer of interaction, in addition to location specific experiential and sampling opportunities.

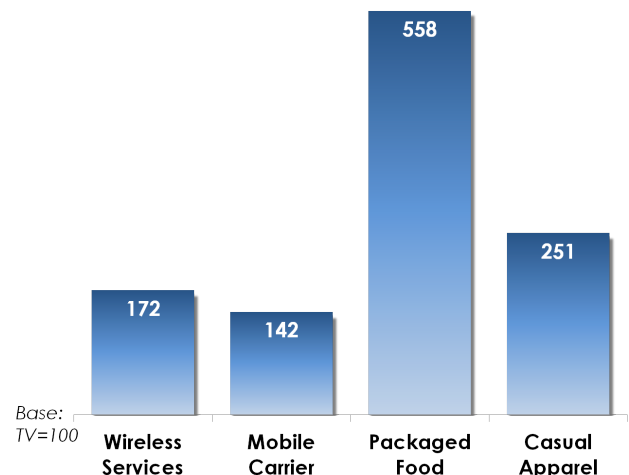
The ROI of Indoor

Cost Effectiveness: Spend vs. Recall Performance

Research conducted across multiple categories showed that indoor advertising is a cost effective way to increase recall, requiring fewer dollars than TV to generate each point of recall.

Spend vs. recall performance is assessed based on the ad dollars required to generate each percentage point of recall. (e.g. if \$100,000 in ad spending generates aided ad recall of 50%, $\$100,000/50 = \$2,000$ per percentage point of recall). In the Mobile Carrier campaign, indoor was 42% more efficient per point than TV.

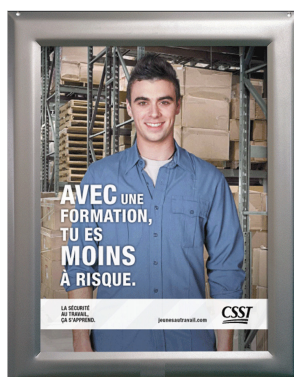
Index of Cost/Point of Recall Indoor vs. TV



Source: Vision Critical

CSST*

Lenticular posters targeted to males on college and university campuses.



Results

- Delivered a 240% ROI
- 15% of the media budget spend prompted 36% of the respondents to take action and receive workplace safety training

*Commission de la Santé et de la Sécurité du Travail du Québec
(Occupational Health and Safety Commission of Quebec)

Source: Saine Marketing

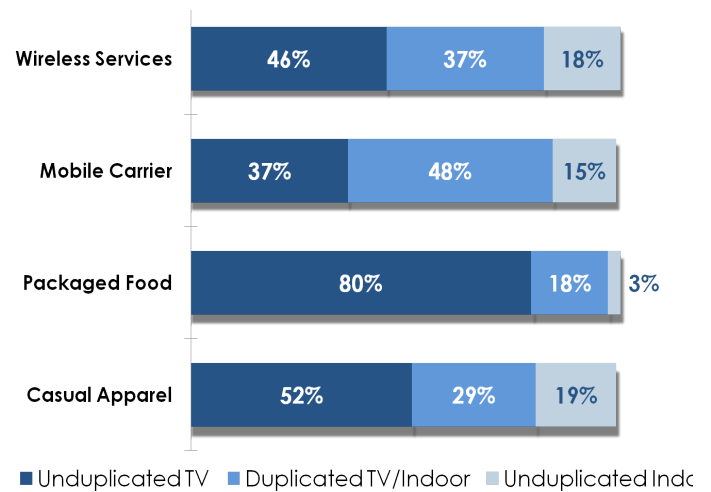
Increasing Reach and Impact

Indoor advertising has been shown to have a direct impact on attitudes relating to a brand:

- Research conducted across several campaigns showed indoor advertising contributed a significant lift on likelihood to purchase, recommend and seek more information.
- In a media mix, indoor advertising can deliver unduplicated reach among consumers.

Source: Vision Critical

Additional Reach Delivered by Indoor Advertising in a Media Mix with TV



Inspiring Action and Purchase

Playtex Sport

Static and digital posters with coupons and sampling in female health club locker rooms.



Results

- 250,000 samples distributed
- 110% increase in product recommendation
- 67% made a purchase after trying the sample
- Exposure to DOOH increased purchase among sample recipients by 43%

Source: Zoom Research

Almost 2/3 (63%) of consumers took some kind of action after seeing indoor advertising.

The most common actions were:

- **44%** Visited a website
- **40%** Sought further information
- **32%** Watched a TV program
- **26%** Wrote down a phone number
- **22%** Purchased a product/service
- **22%** Went to a retailer

Source: TNS Canadian Facts

Integrating Mobile and Social Media

Tourism Victoria

Posters in resto-bar networks included a QR code that encouraged consumers to visit the website and Facebook page to enter a contest.

Results

Helped generate:

- 400% jump in web traffic over the year prior
- 7,350+ contest entries
- 4,300+ Facebook likes, a 76% increase

Source: Tourism Industry Association of Canada



Generating Consumer Interaction



Maynard's

Digital OOH and augmented reality shopping mall promotion.

Results

Helped generate:

- 7,000+ brand interactions within 2 weeks
- Facebook likes by 34% over 3 weeks

Source: Media Innovation Awards 2011

For more information on Indoor Advertising contact OMAC

Toronto: 416.968.3435
Montreal: 514.281.2552

www.omaccanada.ca

