



## Transcript: Introduction to Outdoor Advertising.

Did you know that an average person spends 70% of their time away from their homes? Whenever people are not busy on the internet or looking down at their mobile phones, there is an opportunity to reach them on The Outernet. Wait, what is Outernet? Well, We'll get to that in a bit. But First, let's talk about Outdoor advertising.

In this video, we'll break down it down to 3 parts: Outdoor advertising, programmatic Digital Out of Home (pDOOH) and OOH Trends

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Outdoor Advertising, commonly referred to as Out of Home (OOH) advertising, is any advertising directed at consumers outside of their homes.

Most people who've heard about outdoor advertising first think of massive billboards or displays that are placed on highways, intersections or buildings plastered with Large LED displays.

Today, Out of Home is much more than that. It has evolved so much that OOH media references just about any type of physical advertising placed in every type of physical venue.

### Here are 5 types of outdoor advertising:

- A. Billboard Advertising - Being one of the most recognisable mediums out there. Billboards are large displays that you see on highways, popular intersections, roadsides and more.

Under billboards, there are a few types of subcategories such as. Static, digital, and mobile billboards. Within these subcategories, there are many more formats that come in all shapes and sizes, and they can be rented for an 'X' amount of time.

- B. Retail Advertising - There's also retail advertising. These types of advertising are usually found in retail environments. Like billboards, Retail advertising comes in all forms of sizes and budgets.

The general concept of retail advertising is to prompt the customers to 'buy at our store, enticing them to walk into a store and make a purchase. What's more, retail is more targeted as it is a place-based medium and is targeted to specific audiences who've visited that premise.



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A classic example of retail advertising is eye level prints you would see on shelves (shelf stoppers), branded racks, bars and co-branded store signage.

Whereas some of the more modern forms of retail advertising is located in Malls and Lifts.

Retail also has the advantage of being bought in networks, and this could be a cost-efficient factor for an advertiser.

- C. Point of Sale Display - We also have what's called a Point of Sale Display, or POS for short. These types are pretty straightforward and generally have one goal in mind - to influence the consumer to an additional purchase, as they are already about to make a purchase anyway.

Companies often use this type of outdoor medium when they have items on discounts, limited or special edition items.

The idea of the medium is to nudge the audiences into buying the item as they are already open to suggestions of adding another item into their cart.

The promoted items are carefully chosen to be of interest to the specific buyer. Take, for example, fashion outlets often have accessories, small purses and water bottles at the cashout register.

- D. Vehicular Advertising - While static and digital billboards trump over the capacity to reach the highest audiences traffic, it is limited by its location. Then, there's vehicle advertising.

The types of vehicle advertising consist of taxi wraps, bus wraps or car wraps, where vinyl wraps or graphic printing are produced.

- E. Unconventional Outdoor - There aren't limits to how far outdoor advertising can go. Some outdoor advertising creates awe-inspiring, super creative ads that bring consumers closer to the brands.

Guerrilla marketing is one of them. When this marketing strategy combined with outdoor creates exceptional campaigns that come to life.

When ads are done differently, away from the usual standard advertisements, creates a lot of buzz and extended conversation among consumers.



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Guerrilla marketing infiltrates some of the most common spaces. So watch out next time, keep your eyes peeled and spot your next Outdoor Guerrilla marketing campaign.

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There you have it. These are just some of the common types of outdoor advertising. But don't be surprised -- Outdoor advertising is one that continuously evolves. Anything with a screen has the potential to offer advertising space, and they are quickly becoming staple to many integrated marketing campaigns.

## 2. What is programmatic Out of Home advertising?

Now let's move onto the second topic, Programmatic OOH. "Programmatic" is certainly the buzzword around OOH advertising today. The word itself has many definitions but it essentially means using a "program" to automatically buy advertising.

Programmatic is very well defined in the online space. However, because OOH is not a one-to-one medium and does not target users on their "Own" devices, the programmatic framework and protocols for automated outdoor advertising differ greatly.

### WHAT

In general, DOOH is a great medium for advertisers. It's one of the best mediums in capturing audience attention.

Programmatic introduces a whole new way OOH is used in omnichannel advertising -- the entire campaign process from planning to delivery is conducted in an automated manner, and will work in tandem with any forms of Digital advertising that support the Programmatic framework -- Online, TV and even Radio.

### WHO

So who buys pDOOH? Today's average 15-second ads demand advertisers to do their best in capturing the attention of their customers, and trying to capture their attention in a sea of ads is no easy feat. Programmatic serves greatly to any advertiser looking to buy OOH with more creative and budget optimisation.

### THREE REASONS WHY PROGRAMMATIC IS MORE REFINED THAN DOOH

a. Location Data



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Then there's the brain to programmatic: Yupp, you've guessed it! Location Data. As programmatic and location insights align itself, they work together by geotargeting and retargeting ads to create dynamic consumer portfolios for campaigns.

A programmatic campaign allows you to set specific conditions like:

- Dynamic content serving
- Trigger-based ads from any data feed
- Day-parting
- Integrate campaigns with online

These traits in programmatic DOOH is a great way to conduct highly personalised campaigns and the reason why many advertisers love it!

#### b. Flexibility

Programmatic offers flexibility which opens up more creative possibilities for an advertiser. As the real-world conditional changes, advertisers can easily optimise their campaigns in near real-time. Using location data, advertisers can easily activate, pause, swap creatives, pre-set creatives to play a certain way. Programmatic DOOH advertising delivers complete flexibility, and those who don't capitalise on this strength miss out on an opportunity to connect with their audiences in new ways.

#### c. Ease of Access

Many Demand Side Platforms (DSPs) are starting to integrate DOOH inventory to their offerings. They are connecting to DOOH Supply Side Platforms who work with the media owners to make their inventory available to digital advertising buyers. This shift will truly enable DOOH to become part of omnichannel campaign executions as advertisers can allocate budgets to billboards and optimise based on actual performance just as they do with online display or video.

### 3. What are the Rising Trends in outdoor advertising?

Now we've covered two main topics of outdoor advertising. Let's go through some key trends that are being highlighted in Outdoor:

#### a. Brand Agility and Flexibility with Data



When people's movements were restricted at the start of the pandemic, we saw immediate shifts in consumer habits that would normally take years to change. Data played a key role when making predictions about audiences during the pandemic when audience movements were unpredictable. Unlocking the capabilities of location data was one of the key tools in creating a competitive advantage of building a highly customer-centric OOH experience during these turbulent times.

As we move closer to near real-time data measurement and subsequently actionable insights into consumer behaviour -- an improved customer experience with targeted personalisation will become the key differentiator for outdoor campaigns. These changes will allow OOH to be measured more similarly to other media and will also support the continued adoption of programmatic Digital Out-of-Home (pDOOH).

On another note, digital capabilities will particularly find favour with advertising efforts that are agile and flexible because the integrated ecosystem will enhance personalisation and localisation of DOOH.

#### b. Programmatic DOOH is Finally Happening

Covid-19 has nudged advertisers to execute audience-led campaigns with shorter turnaround time. Programmatic existed way before the pandemic came into place, but we believe that due to the uncertainty it brought, no one was able to predict what will happen next. Advertisers at this point of time were forced to rethink their strategies, and led more audience-driven campaigns, using a 'follow the audiences' campaign strategy.

With location data leading the way, programmatic had the advantage to activate campaigns with a shorter turnaround time and contextual messaging capabilities. We also saw that partnerships between Demand-Side Platforms (DSPs) and Supply-Side Platforms (SSPs) have also picked up resulting in more inventories available in the media marketplace.

#### c. The Rise Of "Outernet" Media

In the earlier part of the video, I've mentioned The Outernet - Well The "Outernet", refers to the physical world that "Moving Audiences" interact with when they are not on the Internet. As we went into a state of prolonged lockdowns, it has caused some digital fatigue as people were spending so much time on their devices. During that period, non-traditional media were popping up in new forms in terms of kiosks, elevators, rideshare vehicles, transit hubs, shopping malls, and other venues - these new media have now become advertising targets for campaign planners.



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Is Outernet media becoming the biggest driver of online engagement? Well, we believe that the Outernet will prime audiences while they are offline in the physical world and digital media will activate them when they are online.

#### d. Leveraging OOH + Mobile

With programmatic unlocked for OOH, marketers can now access the same level of creative freedom for both Online and offline -- giving them the option to easily opt in Mobile strategies around their OOH ads , and this has become a hugely popular trend.

Synchronising OOH and Mobile has been proven to be more effective as opposed to using either channel independently. Start the conversation Offline, and continue it online. Saw the message on a billboard, see it again when you're browsing.

With data as a common currency between the two formats, it gives advertisers the ability to only target the audiences who have been exposed to the ads Offline, resulting in possibly greater Call-To-Action on their Mobile devices.

And there you have it. If you want to learn more, we have plenty of other topics that you can check out. Subscribe to our youtube channel to stay updated on new videos, and follow us on LinkedIn and our other social pages linked in the description below.

Take care, Bye!