

MOVING AUDIENCES PLANNING



Audience Data-Driven Platform to Plan, Book,
and Track OOH Media



Digitize Your Media Planning

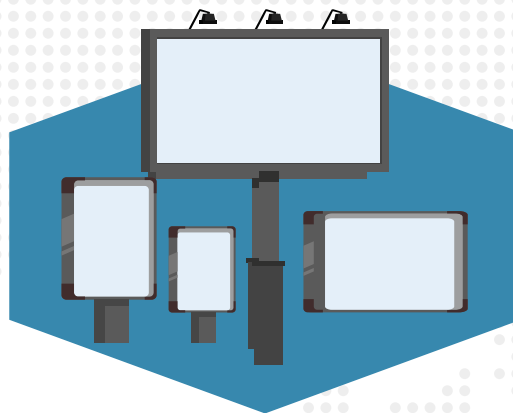
OOH’s digital transformation is largely superficial. The media assets have changed but the processes have yet to evolve. Brands and agencies have yet to experience the true benefits of OOH’s digitisation – audience data-driven planning, measurement, and optimisation.

Moving Audiences Planning enables you to automatically create outcome-based out-of-home media plans.

Your One-Stop Planning Platform

The typical media planner has to juggle between receiving client briefs, relaying these requirements to OOH specialists and media owners, and reworking presentations manually based on site availability and client feedback. Digitizing these processes will enable smarter and more confident media planning decisions.

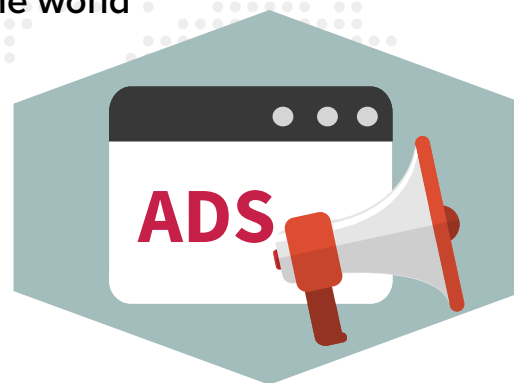
How does it Work?



A data-first approach to planning OOH and Activations in the Offline world



Bid farewell to expensive market research fees and cross-platform complexities



A 1-stop solution to plan various advertising and optimisation strategies

A single, online view of media sites that provides:



Types of planning

Plan your campaign with any or all the possible variations.

LOCATION BASED



Get an aerial view of OOH assets and their formats available in the target locations with POI mapping

AUDIENCE BASED



Use the audience and location information at your disposal to plan content on your media sites

CONTEXT BASED



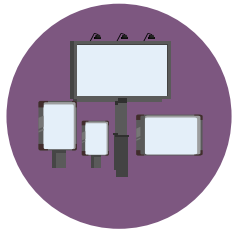
Use the connected Analytics layer to plan your campaign and reach more of the right audiences

BUDGET & COMPETITIVE ANALYSIS BASED



View historical AdEx reports to give your brand a competitive edge

Make Outdoor Planning Easy



EXPLORE MODE

Access OOH assets from all over the region. Tap into the power of competitive spend knowledge



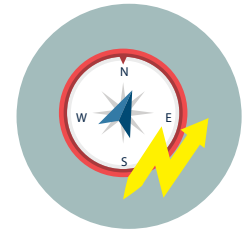
SELECTION MODE

If you know what you want, just proceed to New Booking and add the billboards to cart immediately



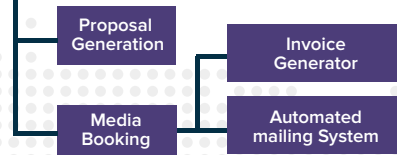
BOOKING MODE

Prepare the campaign RFP and/or complete the media acquisition process



TRACKING MODE

Receive and review campaign fulfillment reports with Campaign Tracker



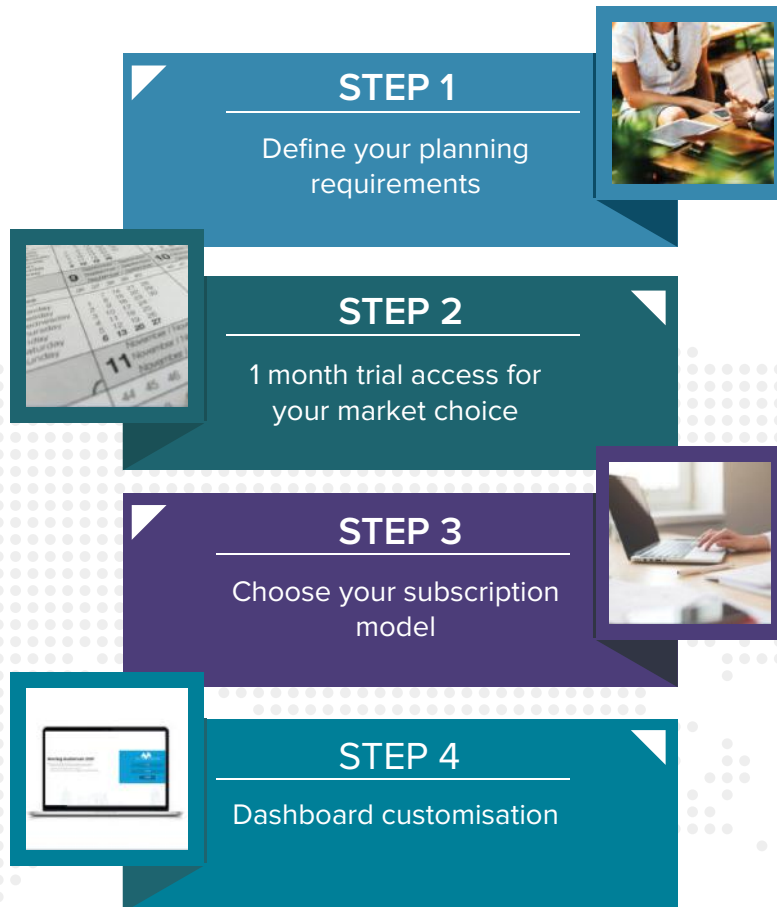
Should You Make the Switch and Work Digital?

A single, online view of media sites allows planners to choose assets that are active, see available slots and note creative requirements.

Activity	Current	Using MAP
Addressing Clients and Proposal Turn-around	Manual - largely dependent on OOH partner or media owner reverts	Immediate - all-in-one platform for planning, generating proposals, booking and sharing proof-of-play and other reports
Omnichannel Integration	OOH is a standalone brand-building medium	OOH plans, now audience data driven, can be integrated with mobile/digital plans
Goal-Based Media Plans eg. Reach and Frequency Requirements	Reach estimations based on population or traffic around a site	Goal-Based media plan based on audience data: - Circulation - Reach - Frequency - Target Audience Show how a particular media site fits into overall strategy
Improved value for existing clients - efficiencies to win new business	Lack of audience data around sites means OOH Planning is mainly Tactical Lack of measurement means a planners are unable to show ROI evidence	- Plan Across Static and Digital - Compare against previous campaigns - Reduce media wastage - Better Media Value

Adoption

Do give us a call at 03-7610 2044 or email us at sales@movingwalls.com to get started.



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