

Why Out-of-Home Advertising Makes People Talk



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Simon Barrett
PR Manager at ANEGIS Consulting

With TAB and Route and other sophisticated metrics, out-of-home (OOH) advertising is more measurable and accountable than ever before. A recent [BrandScience/Talon study](#), using Route data, concluded that OOH delivers strong ROI performance. The true value of OOH, however, extends far further than the figures reveal. OOH is an advertising medium that has the power to make people talk.

When was the last time you overheard the neighbouring table in a restaurant chatting about a mobile ad, or turned on the radio to hear them discussing a pop-up? Personally, I can't recall a single digital display ad, and I'm not one of the [198m](#) (and rapidly growing) using an ad blocker.

Billboards, on the other hand, provoke reaction in a way digital ads can't. Billboards and other OOH formats have impact. They spark social sharing. They make people talk.



Everybody's talking... (Simply Be: in-house)

What is it about the OOH medium that creates such saliency?

The clue is in the name

Out-of-home could be called stand-out-of-home. It stands out in the environment – by form, colour and contrast. The scientific [research](#) into visual attention confirms that "...simple stimulus features such as color, orientation and intensity contribute to the determination of visual salience."

Yes, digital ads can also be colourful and dynamic, but they

lack contextual contrast. They inhabit an environment crowded with similar stimuli and consequently lose the power to stand out. They lose the power to deliver their message. An [IPG Media Lab study](#) states that 57% of display ads are not even 'human-viewable'.



*Would this have had the same impact as a 300x50 pixel mobile banner?
(Protein World: in-house)*

OOH can do the different, the creative and the spectacular

The visibility and impact provided by OOH, especially larger formats, is the perfect canvas for outstanding creative executions. But an ad doesn't have to be controversial to get noticed, shared or become the topic of conversation. [Research](#) by Kinetic Worldwide revealed that nearly half of 18- to 44-year-olds have taken pictures of a poster or billboard, rising to 80% of 18-24s.

Uniquely, OOH occupies the same number of dimensions as we do, opening up... a whole new dimension of creativity. Back to the science: "Texture contrast attracts overt visual attention." Sorry—TV, radio, press and digital, but you just can't do texture contrast.

OOH reaches people at their most receptive



Texture contrast and three dimensions equal attention-grabbing impact (Coca-Cola: MacLaren McCann Toronto)

Multiplying the impact of visibility and creativity is a heightened state of receptivity. A [YuMe/IPG Media Lab study](#) found that "Being away from home is highly impactful" with consumers 40% more receptive to advertising in public places than in the home.

A person's computer or mobile device is their personal space. Digital

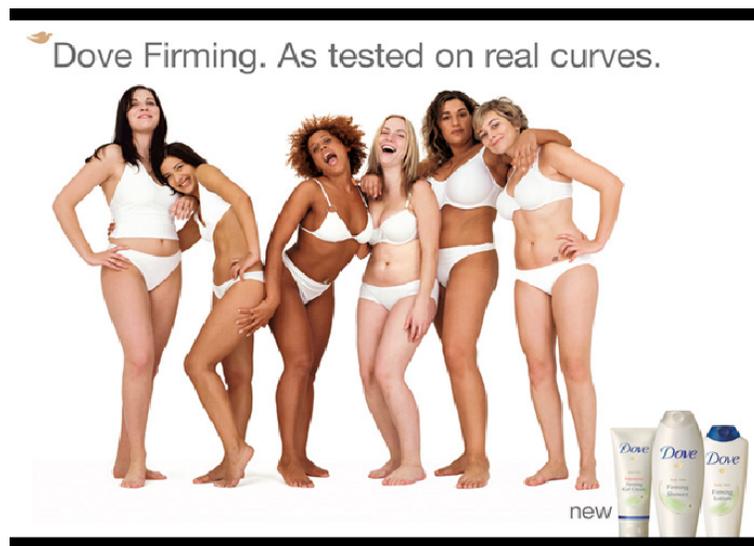
advertising is seen as an intrusion. Sitting at the traffic lights, riding the escalator, waiting on the underground platform – these are the moments that advertising provides a welcome point of interest, rather than an uninvited distraction. Positive reception rubs off on the brand.



A captive and receptive audience

The power to lead

Advertising professionals often talk about OOH in terms of being ‘supplemental’ to the main campaign conducted across other platforms. TV is still king, but as audiences continue to fragment it is increasingly difficult for a brand to reach its desired audience.



The heir to the throne is digital, but with it comes blocking, fraud and viewability problems.

As the winner of [AdAge's Top Ad Campaigns](#) of the twenty-first century, Dove demonstrates OOH has the power not only to lead campaigns, but to get everyone talking.

Out-of-home can lead campaigns (Dove: Ogilvy & Mather)

Simon Barrett is PR Manager at [ANEGIS Consulting](#), a Microsoft partner specialising in [Microsoft Dynamics AX](#) implementations. ANEGIS are the developers of [AXAD](#), a comprehensive and fully Dynamics AX integrated vertical solution for the advertising and media industry.