



Digital Billboards Work

Arbitron research found that:*

- **Nine out of 10 people notice the advertising copy on digital billboards** some or most of the time.
- **More than half of all travelers notice digital billboards** and the more a person commutes, the more likely they are to be aware of the displays.
- **Public reaction to digital signage is positive.** The billboard's ability to display timely news, traffic, weather advisories and AMBER Alert notices makes the vast majority of commuters (more than 80%) feel the digital signs provide an important community service.
- **Digital billboards are an effective advertising platform.** More than eight out of 10 travelers could successfully recall at least one of the ads running during the survey period and the majority of commuters agree digital billboards are a "cool way to advertise."
- **Digital billboard ads drive travelers to local business.** After seeing a business' ad on the digital displays, nearly one in five viewers were motivated to visit the featured store and fifteen percent later visited a featured restaurant. Thirty-nine percent of travelers who noticed the billboards learned about an event that they were interested in attending.
- **Ads on the digital screens benefit other media.** Local media gained the most recognition from brand-aided recall with local radio stations reaching 50 percent of travelers. The local Fox TV affiliate ads reached 41 percent of commuters. In addition to recall, digital ads help to generate audiences for other media. Thirty-five percent noted a radio station to listen to and 28 percent noted a television program to watch.

**Arbitron Digital Billboard Report: Cleveland Case Study 2008 — A survey designed to measure travelers' awareness and attitudes toward digital billboards on major highways and to gauge their level of engagement with billboard advertising messages.*

According to a 2007 Digital Out-of-Home Media Awareness & Attitude Study:

In a media landscape where it is increasingly difficult for advertisers to deliver an effective brand message, people report that digital signage advertising cuts through the noise.

- **Forty-four percent of adults said that they paid some or a lot of attention** to digital signage advertising, which places this media ahead of billboards, Internet, and mobile phones, and on par with magazines, radio, and newspapers.
- **Digital signage advertising has stopping power.** Sixty-three percent of adults say that it catches their attention. This is the highest level reported across all media surveyed, including TV, the Internet, billboards, magazines, newspapers, radio, and mobile phone advertising.
- **Digital signage is more positively rated than any other media.** In addition to the fact that advertising on this media catches people's attention, people found it to be more unique, interesting, and entertaining than most media. Additionally, people reported that advertising on digital signage was less annoying than on nearly all other media.

- **Awareness of digital signage advertising is high.** Not surprisingly, television had the highest awareness rating of all media surveyed, but digital signage advertising was a close second. Sixty-two percent of adults say they have seen ads on digital signage over the past 12 months, and the figure is even higher for young adults between 18 and 24, at 75%. This awareness level is similar to that for advertisements on billboards and in magazines and newspapers, and is better than awareness of advertising on mobile phones. Of all media surveyed, the Internet was highest in driving action.
- **Digital signage advertising intercepts people throughout their daily routines.** On average, the general population recalled having seen digital signage in six different types of locations during the past week. College-age people (18- to 24- year-olds) reported seeing it even more frequently in eight different types of locations in a week.
- **People rate advertising on digital signage more positively than other media across multiple measures:**
 - Attention grabbing (63%)
 - Unique (58%)
 - Interesting (53%)
 - Entertaining (48%)
 - Less annoying than other media (26%)
- **Digital signage advertising is effective in driving action.** Whether people purchase or use a product or service, look for more information, visit a store, go to a website, or recommend a product or service to a friend or family member, digital signage advertising has impact. Respondents in all age bands in the study reported taking action after seeing advertisements on digital signage. The percentage of people taking action varies by age range.

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