

The Power of Out-Of-Home



Bruxelles, Bld.Simon Boivar (Gare du Nord)

OOH naturally applies to **all**!

- **90%** of the people **daily** moves
- All national Street Furniture networks:
 - **Reaching min. 80% of the population**
 - **At least 70% has 5 contacts or more**
- All national Billboard networks:
 - **Reaching min. 80% of the population**
 - **At least 70% has 5 contacts or more**
- Airport networks covering all flight passengers

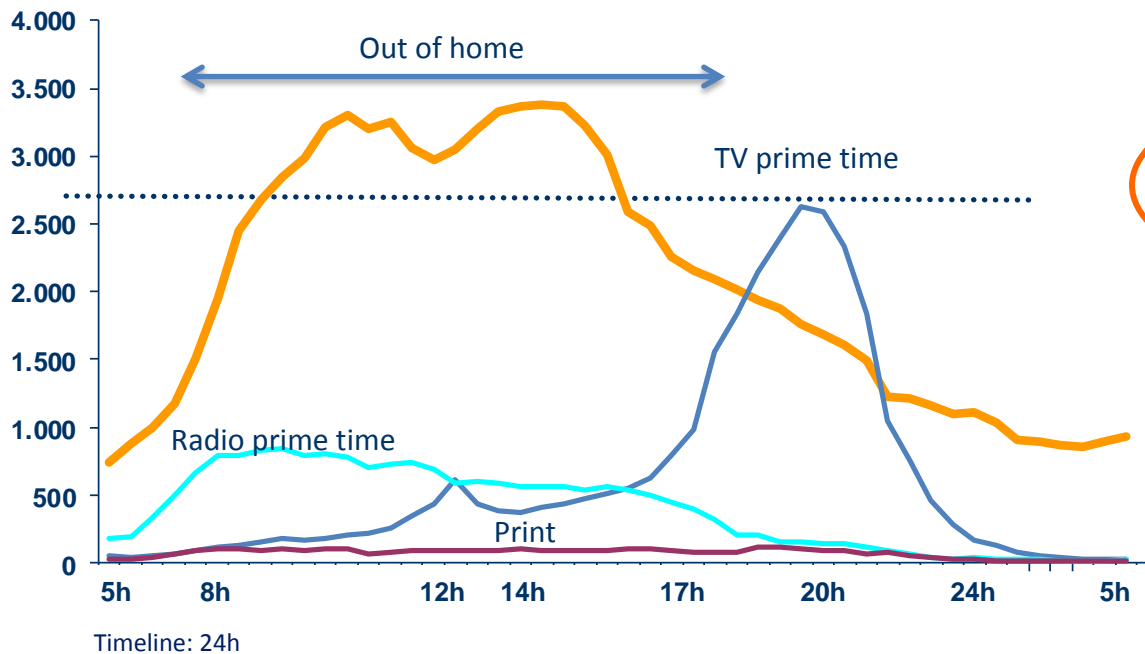


HUGH REACH
24h/24h – 7d/7d

It is always 'prime time' in Out-of-home

At each time of the day, an average of 2.000.000 people are out-of-home in Belgium.

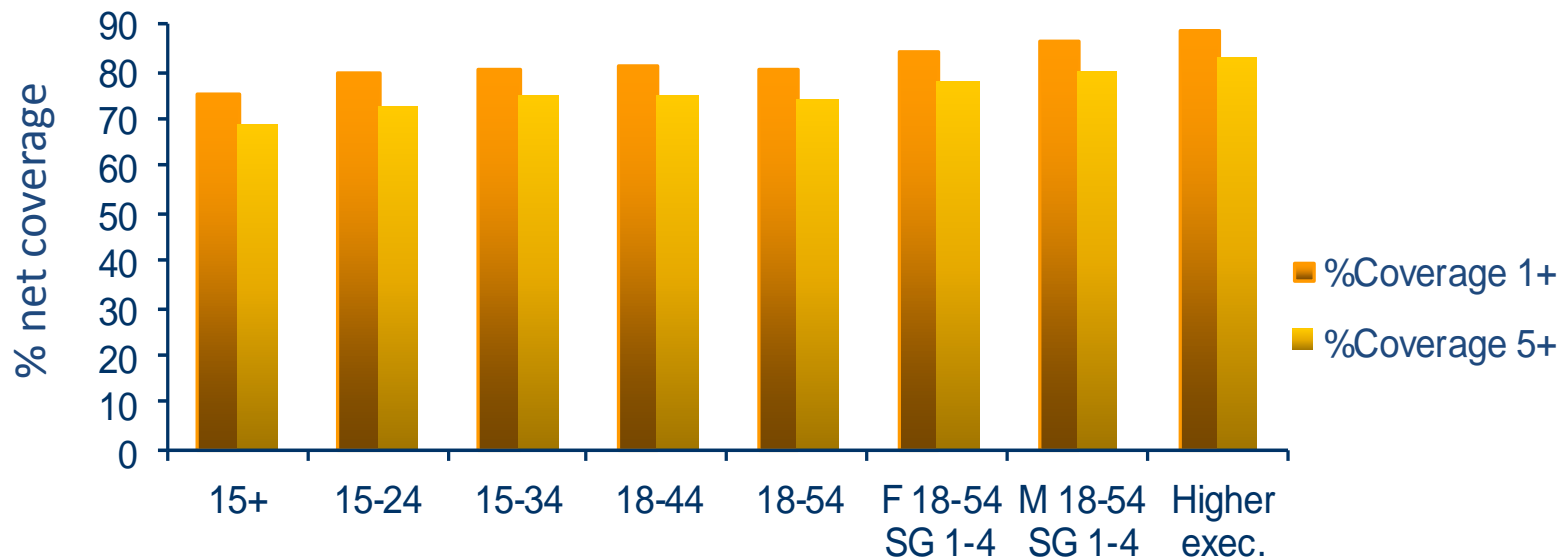
Whereas other media know specific peak moments in reach, OOH constantly reaches high levels of the populations all day long.



82% of the journeys are done between 8:00am & 8:00pm

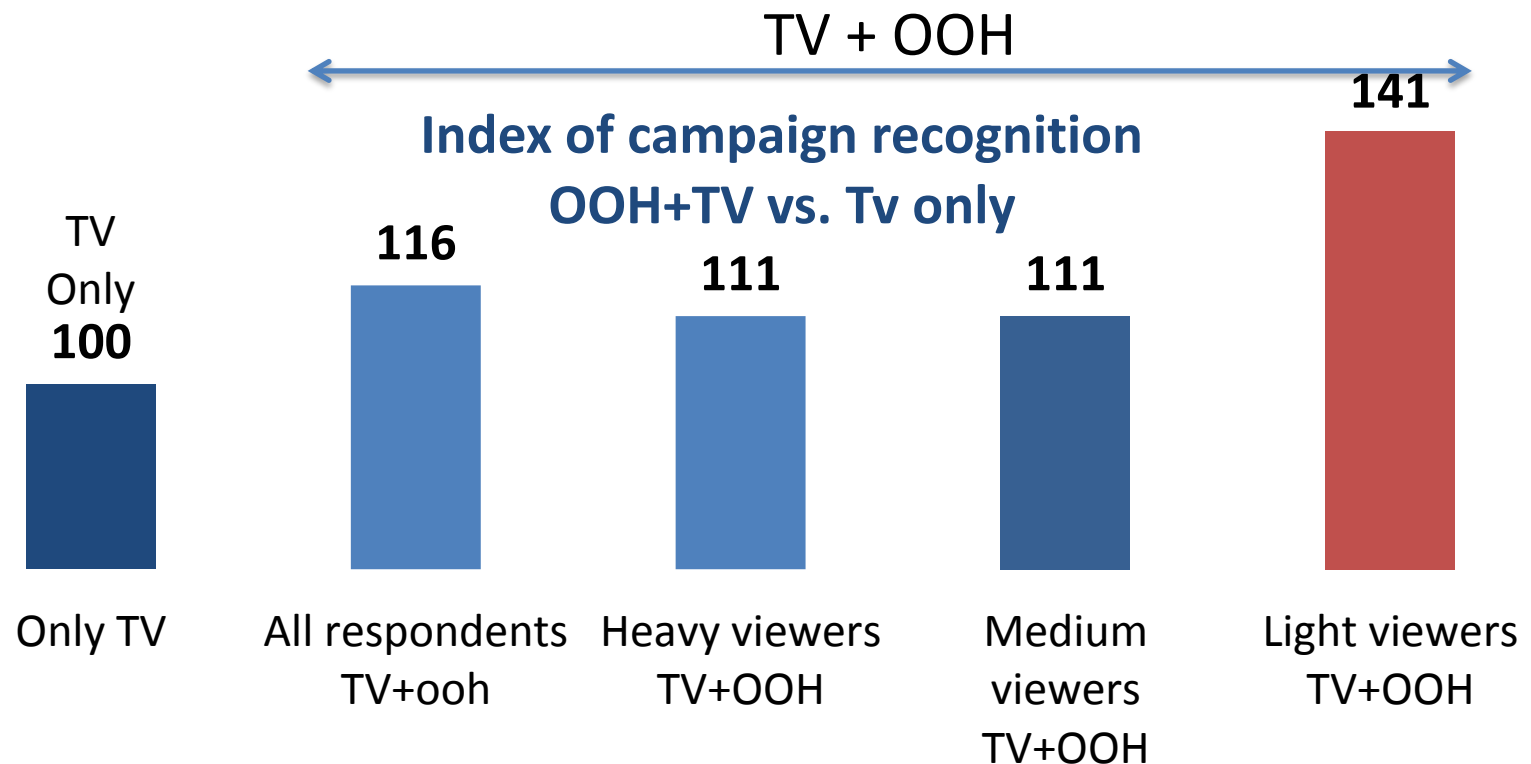
OOH delivers high reach on all target groups

OOH has extremely high reach levels on many different target groups. Targeting young people or mainstream active populations, reach remains at 80%. Especially on the active population in higher social groups, performances not only are very high but selective too.



OOH reaches an **exclusive** audience

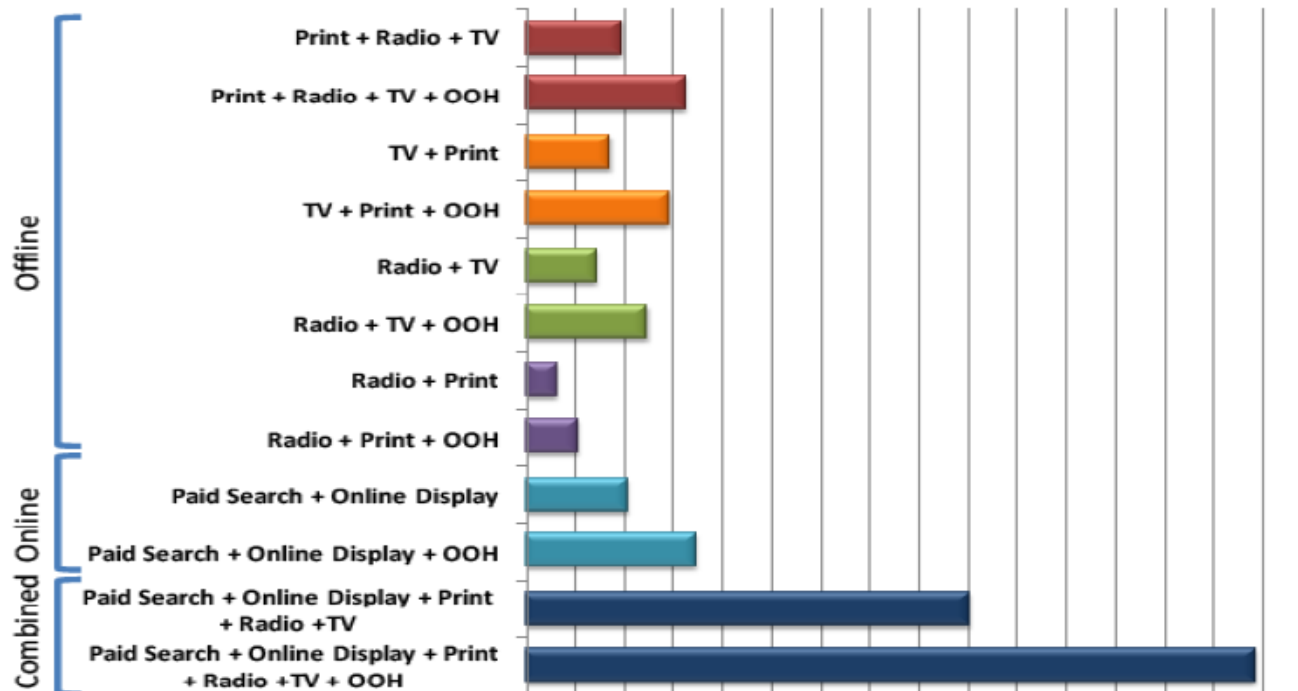
OOH not only has the capability to combine high reach and selectivity on higher social demographics. It also seems to have an enormous added value specifically on these target groups when combined with TV. Recognition of campaigns grows with 16% overall, and with **41% on light TV-viewers!**



The addition of OOH results in **greater sales**

What's worth more recognition when not resulting in more sales?
A big scale US-survey proved that multimedia campaigns, as well offline only, as well combined with online, always resulted in more sales, and this **for the same level of ad spend.**

Indexed Sales Lifts at Fixed Spend: CPG Example

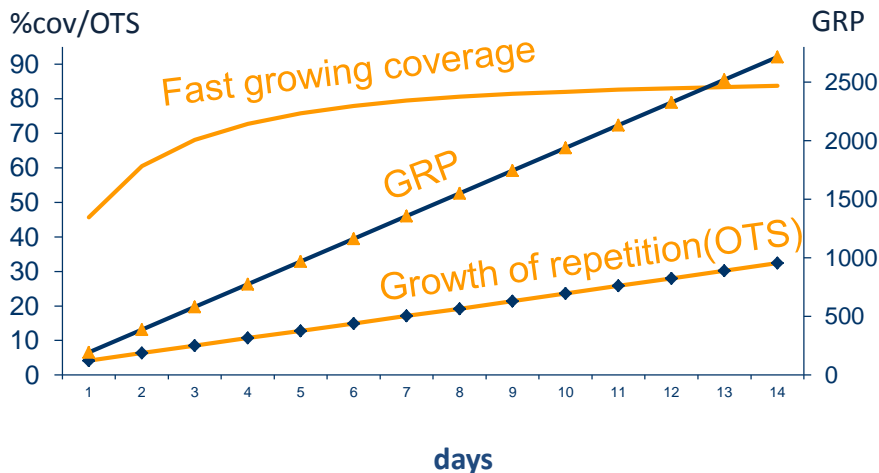


Source: MarketShare Partners

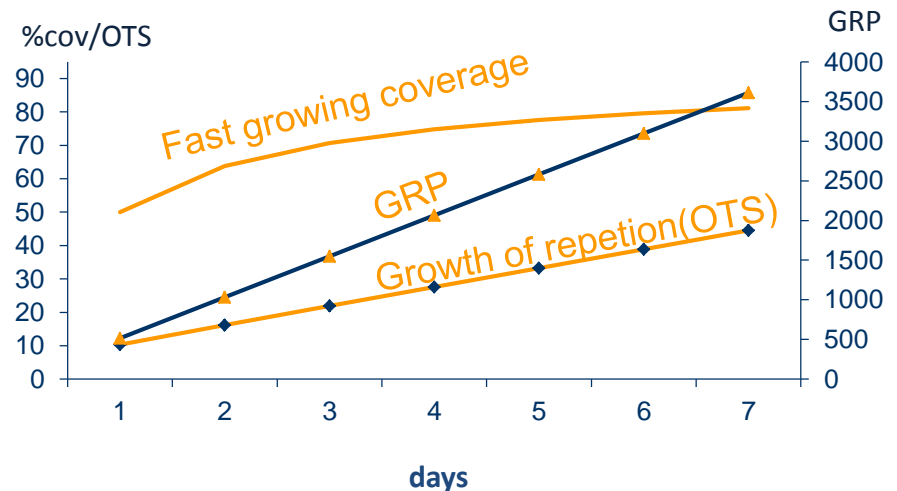
OOH stays in people's mind

Thanks to short term high levels of coverage and high number of contacts, OOH has higher long-term impact and stays in people's minds.

Billboard



Street Furniture

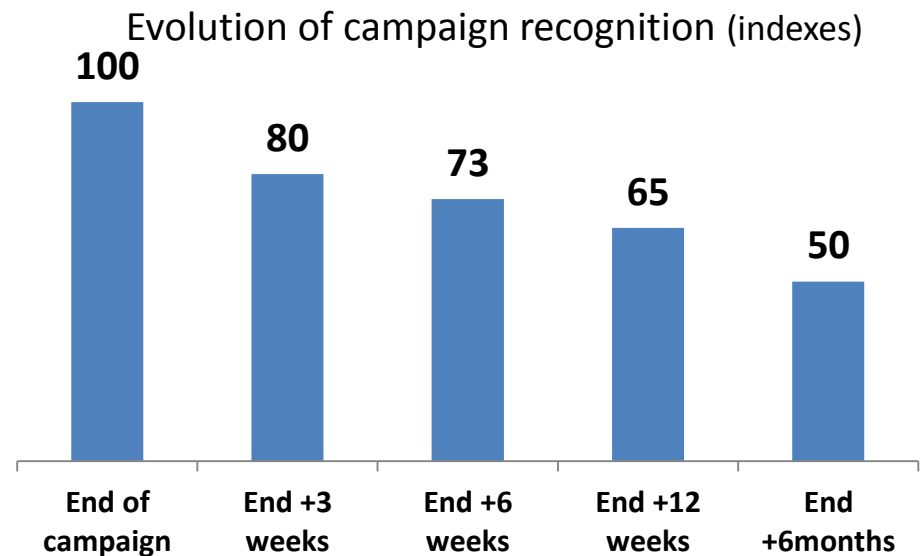


OOH campaigns know **slower de-memorization**

Thanks to high contact repetition, post-campaign recognition still reaches 50% of the level immediately after the campaign.

Number of contacts Belgium

- 2m²: 35 à 45 OTS (1week)
- BB: 20 à 35 OTS (2 weeks)

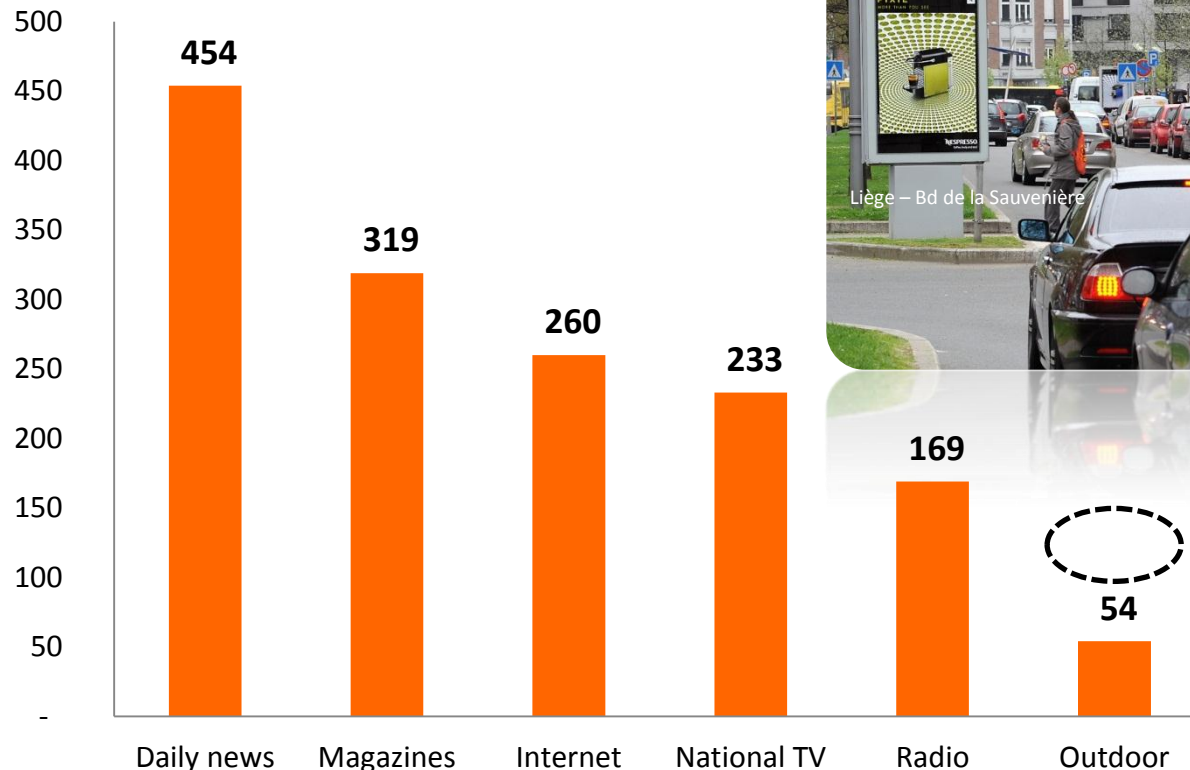


Source: Ipsos-Insight Marketing & JC Decaux

OOH has the **lowest clutter** of all media

Thanks to a limited number of campaigns in the streets, your campaign gets more attention. More attention, means a bigger chance to be recognised, and to be better me

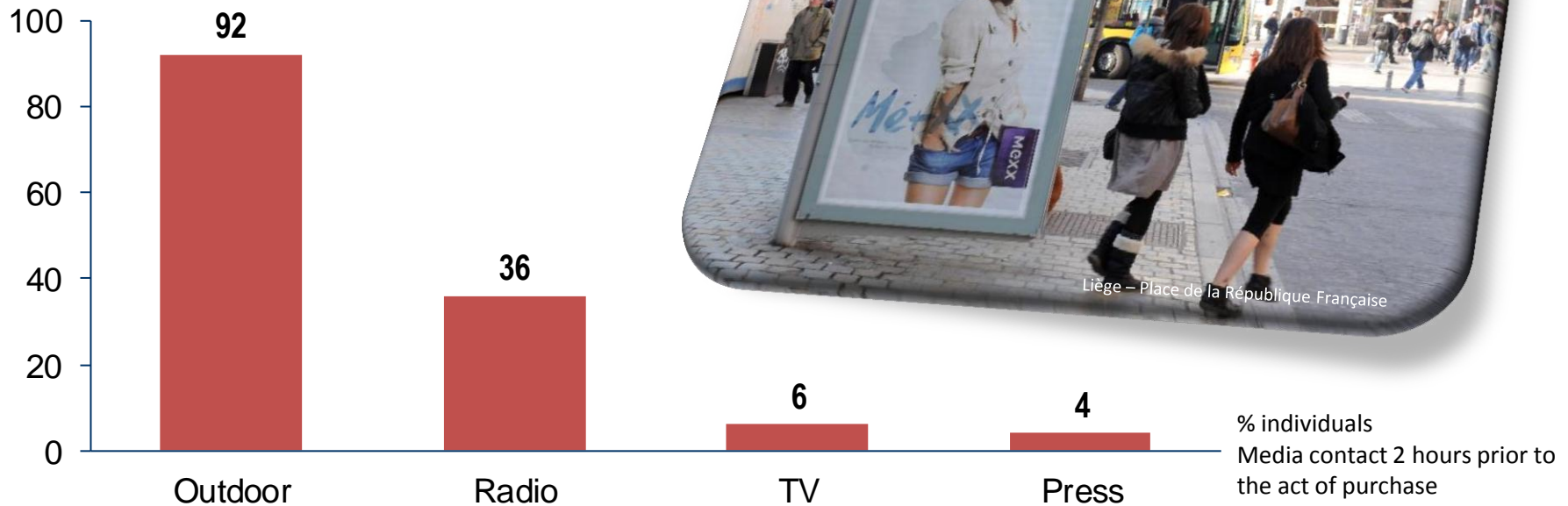
advertisers /week



Outdoor
➔ 5 times **less clutter**
➔ Stronger **memorization**

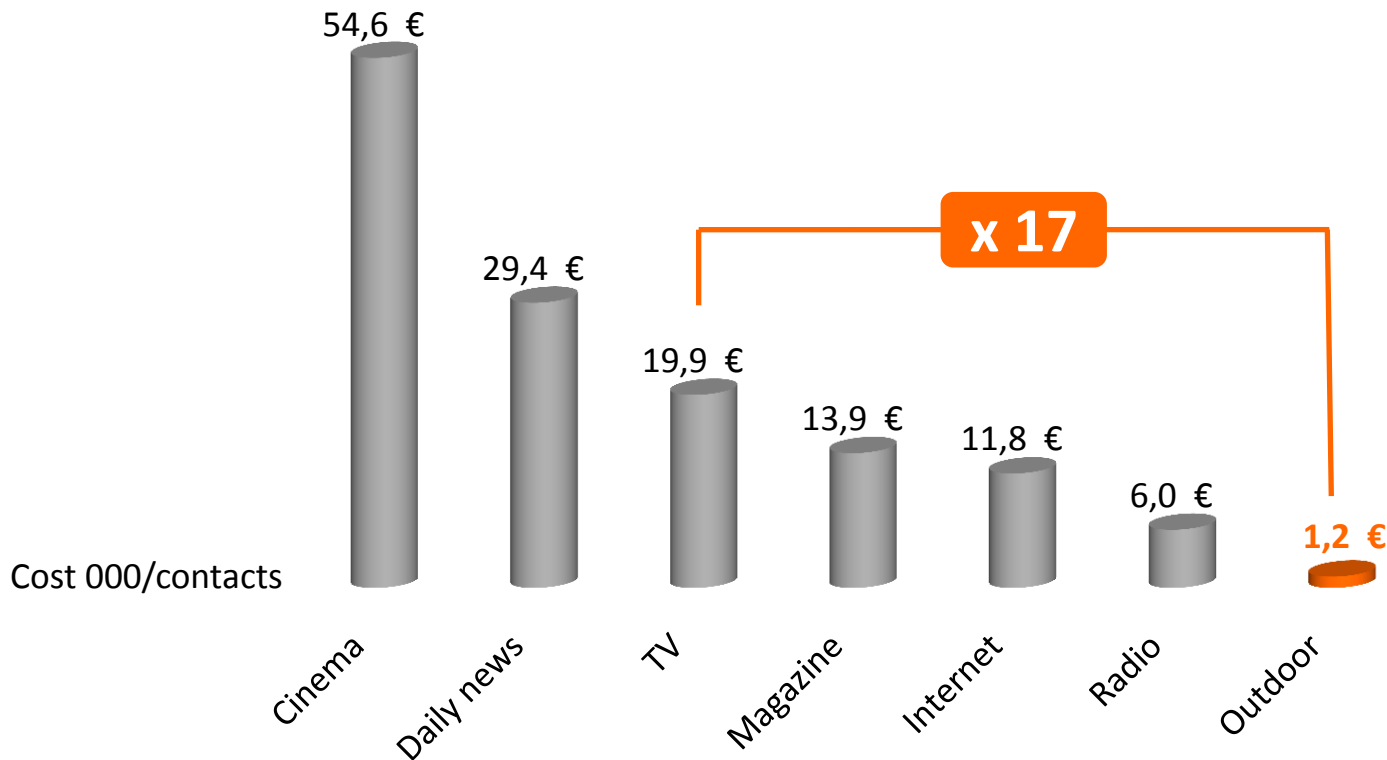
OOH, the ultimate influencer before purchase thanks to **proximity to point of sales**

Exposure to media less than 2 hours before the purchase moment,
which is optimal to influence your consumer



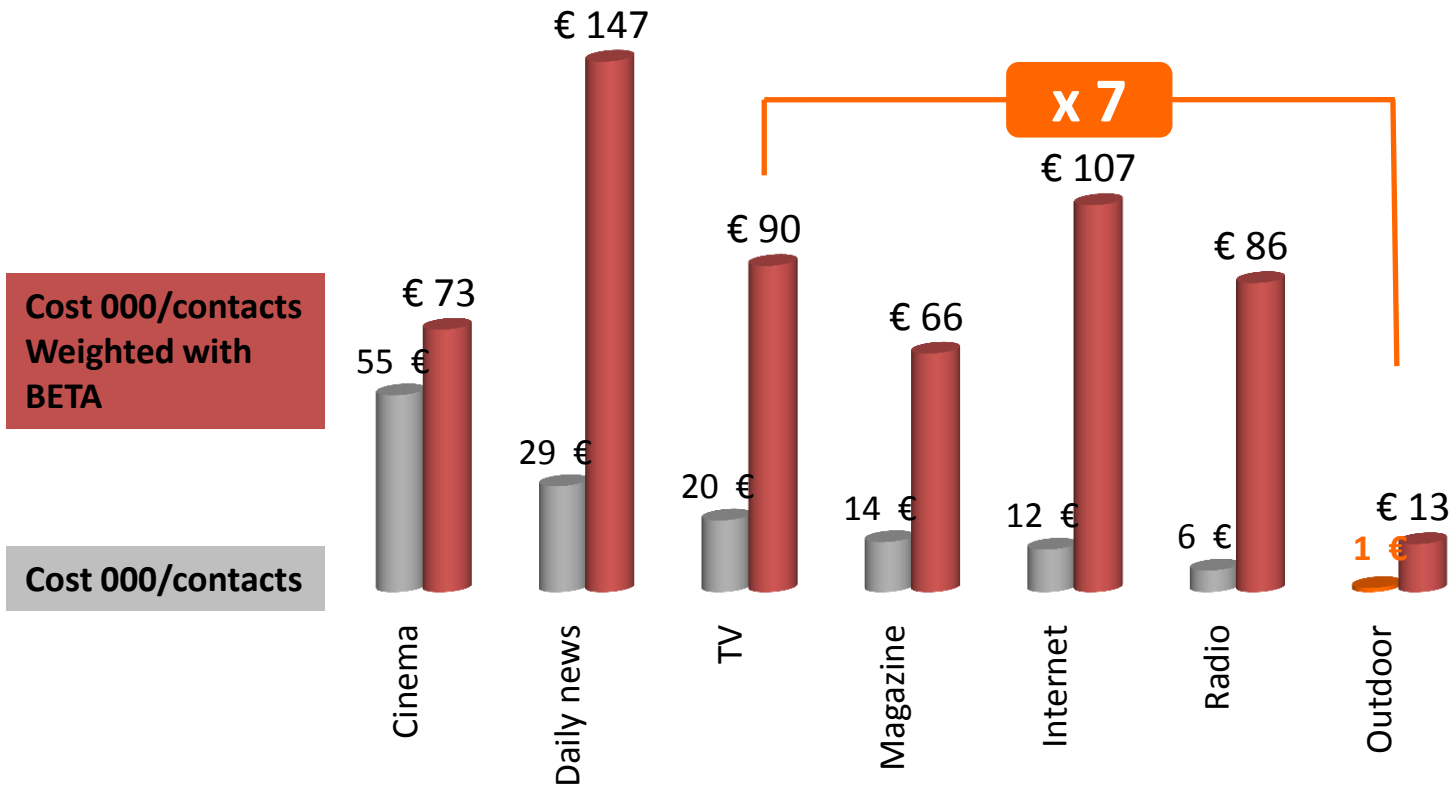
OOH is simply **good ROI**

Lowest cost per contact of all media



Outdoor remains simply **good ROI**

Even weighted with the memorization score (Beta), OOH still offers the best value for money



OOH DRIVES **SEARCH**

Thanks to growing penetration of mobile devices, consumers are able to instantly ask for extra information. OOH is extremely effective to drive critical masses to online content.



⇒ **60 millions** smartphones users in Europe

⇒ **+41%** in 1 year

⇒ **+55%** expected in 2012

⇒ Mobile acces was **2 to 3 times** higher in 2011 vs. 2008



Sources: Comscore, July 2011 / Ofcom consumer research, octobre 2011

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March 2012



JCDecaux

Always at your side.