

Road research shows OOH now centre stage in media mix landscape

The new Road research that has been revealed, positions OOH, front and centre in the media mix landscape.



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The new audience data measured 30,633 respondents combining 2015/16 data to allow one of the largest samples in the market; giving accurate, deeper, richer and robust information on mobility overall. Several factors were taken into account in the fusion process of two data sets that directly affect the audiences when combining 2015/16 data.



OMC Road research update reveals how OOH industry has evolved

Juanita Pienaar 11 Dec 2017



This information and process lead to more diverse routing information for modelling, broadening our understanding of mobility and overall roads and routes are taken. The new data/currency will allow for accountability, better and more dynamic media planning, coverage, reporting and integration.

Methodology

Measuring out of home is dynamic and highly complex, due to the various host of different factors required in understanding who, when and how people travel and engage OOH. The OMC has pioneered cutting-edge methods, thinking and process to address this and deliver rich matrix to media strategists, planners and media owners. By making use of satellite data, as used by the likes of Google and Facebook, for delivering big data, OMC has implemented one of largest travel surveys in the market. In addition, used a host of complex patented mathematical equations and algorithms to clearly define and understand who can see OOH advertising message.

The innovative methodology includes the combination of traffic flows, visibility, big data, satellite imagery, and consumer travel patterns to create a comprehensive traffic model, which when combined with the location of media owner billboard panels, creates an accurate representation of OOH audiences.

According to Ruchelle Mouton, marketing intelligence manager, Primedia Outdoor, “We looked at the scope of work, thinking and complexity which goes into the research process. We reviewed unique circumstances and local idiosyncrasies associated with carrying out such a broad and complex field survey. We then employed a forward-thinking process which included applying an innovative and sophisticated research from satellite data.”

“The teams that were involved in this remarkable process were Ask Afrika, Kuper Research, Cuende Infometrics and Telmar. The process was such a success that it afforded Cuende a winning paper by FEPE, and is now being introduced to many countries around the globe by Cuende Infometrics.”

OOH is big and comes alive with big data

The scope of information gathered by the Travel Survey, coupled with Road revealed interesting facts and insights around mobility and the scope of reaching audiences out of home in South Africa. Findings reveal that OOH offers a total reach of 89% in Gauteng followed closely by the other provinces (confirming its importance and value to media plans) putting it on centre stage with other mass broadcast channels.

Every week the sites that were measured by Road delivered 21,113,067,975 impacts and a reach of 18.8 million people with an average frequency of 113. In total, a massive 288 million trips are taken per week, which averages 11 trips per person.

The travel survey revealed that the main driver of trips is shopping at 81% followed by visiting friends at 43%. In both these instances, people are relaxed and can be influenced to make purchases. If anyone ever doubted the fact that women love to shop; Road has revealed that on weekends 61% of women go to the shops but what is even more interesting is that men are not far off at 59%. The travel survey revealed that shopping is popularly done on Saturday morning between 9am to 11am, and that most shoppers shop close to home and it takes them 15 minutes or less to get to the shops; only 2% of people go to shops an hour or more away.

More time spent on the road

Other interesting facts the data revealed were that on average people spend 58 minutes travelling to and from work, with WC worse affected by traffic spending an average of 77 minutes; of those 37% of them using their own cars and 47% using minibus taxis. This confirms there is a lot of traffic and in turn, more time spent on the road, affording consumers more exposure to media panels along their journey.

By unpacking Road, media professionals are better equipped to plan with rich data at their fingertips ensuring ad spend is working harder and smarter, focused around media objectives and where they can get the greatest contextual concentration of target market. Opening the door to improved implementation and integration of OOH in the media mix, with the specific role or function it is meant to play in the sales and communication funnel. Discussions can shift towards focused and efficient decisions.

In conclusion, Howard Lonstein, marketing manager at Outdoor Network states, "It is clear to see how the new data launch adds tremendous value through the rich and robust research to the industry; shifting thinking, approaches and knowledge of what OOH delivers. The data opens up dynamic discussions around planning and its strategic role with the aim of delivering better campaign alignment, accountability and more spend. It is truly an exciting time to be in OOH."

For more information on the OMC and full Road update, please send an email to omc@omcsa.org.za.

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