

Out of Home: 101



Hello.
Let's discover
Out of Home!

Agenda

About Out of Home
& OOHMAA

Current Media
Landscape

Why Out of Home

Formats

Creative Best Practice

Digital Capabilities

Audience Measurement

Programmatic

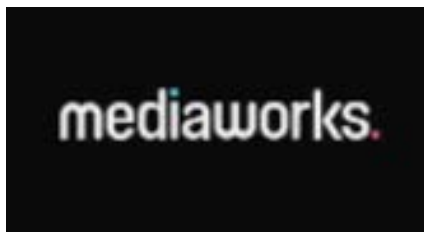
About

OOHMAA is a not-for-profit industry body uniting New Zealand's out of home media companies through leadership, standardisation and innovation.

Our main objectives are:

1.
Create industry alignment
2.
Develop strategies
3.
Market channel
4.
Advocate on behalf
5.
Improve regulation

Our members include:





oh!



SERIOUS ABOUT
SPICY
CHICKEN
McNUGGETS®

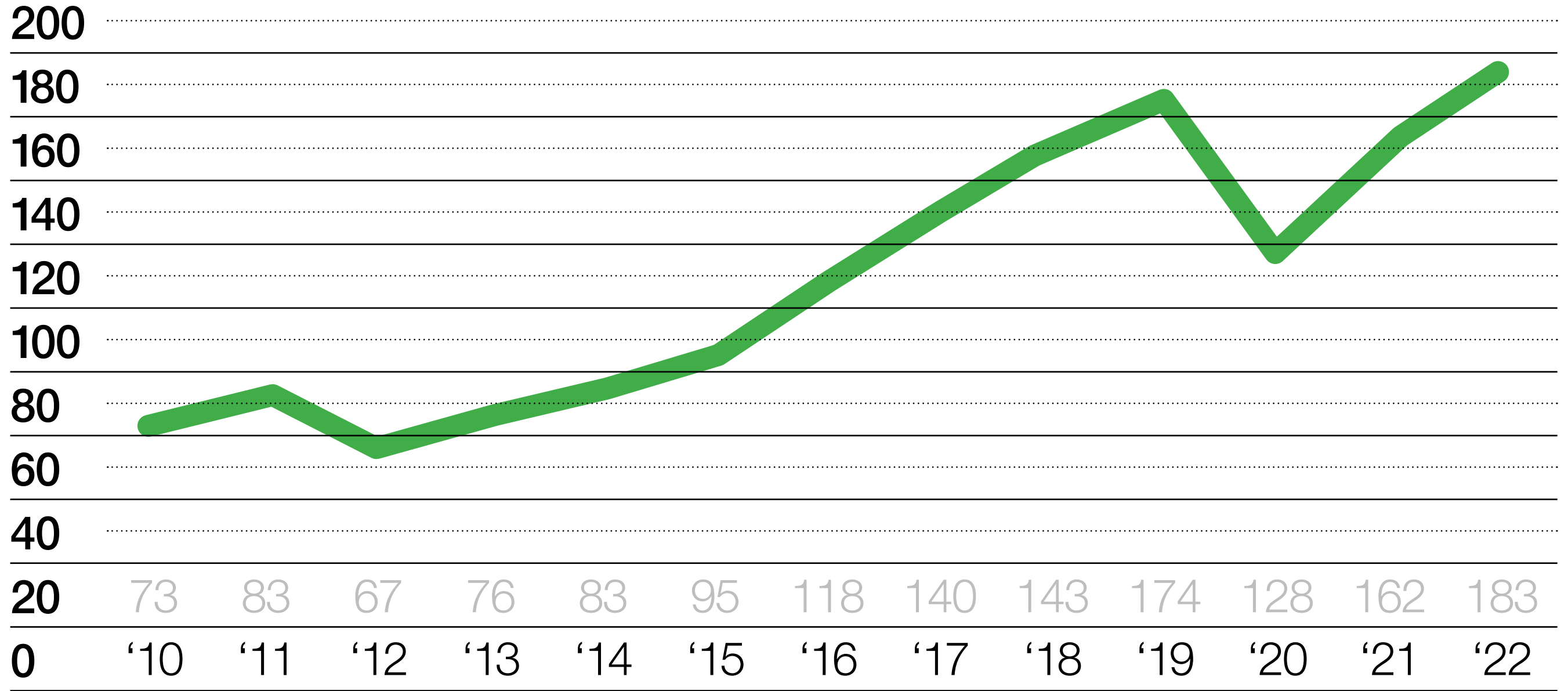


Available from 11.00am to 11.00pm at participating restaurants.
for a limited time while stocks last. Serving suggestion.

On the rise

ASA Out of Home Revenue 2010-2022:

Source: ASA 2022 Revenue \$M



ASA Revenue Change 2018-2022:

Print

-18%

Television

2%

Radio

-1%

Online

86%

Out of Home

28%

Cinema

-9%

4 key drivers contribute to the ongoing growth of Out of Home:

Media fragmentation:

TV, print and radio declining

Urban population growth:

Audience grows every year

Increasing urbanisation:

Time spent with media

Technology:

Opening up to new categories

Taking Out of Home to the next level means amplifying these key drivers:

Flexibility

Relevance

Digitisation



Out of Home Strengths



ARRIVALS

10:51

SCHED	FROM	FLIGHT NO.	STATUS	ARRIVING
10:05	Auckland	NZ5065	NEW ETA	0:30
10:05	Auckland	0312		0:33
10:05	Auckland	NZ5069	NEW ETA	0:00
10:05	Auckland	NZ8307	NEW ETA	0:00
		NZ5844		0:00
		NZ8301		0:00
		NZ5071		0:00
		NZ8323		0:00

NZ'S INTERNET USE HAS
SKYROCKETED.
SO WE'VE ADDED SOME FUEL.



CHORUS.CO.NZ

CHORUS

Engagement

'S BAR

MCCASHIN'S
BREWERY

33

45

A7 Metro

High Impact

with the
**Resene fashion
colours fandeck**

Unleash
the colour

NB5306

An aerial, high-angle photograph of a busy pedestrian crossing. The scene is filled with a diverse group of people walking in various directions across a paved street. Long, dark shadows are cast across the pavement, indicating a low sun position. The word "Reach" is prominently displayed in the center of the image in a large, bold, white, sans-serif font. The background shows a mix of urban attire and a clear, bright sky, suggesting a sunny day in a city environment.

Reach

The ultimate superboost
from New Zealand to
your pet's bowl.

Shop now at your nearest pet food store

ZIWI
Taste life in New Zealand™

ZIWI Peak
Skin & Coat Health
WITH PURE NEW ZEALAND HAKEKEL

FREEZE-DRIED RAW
100% MEAT
NO GRAIN
NO SOY
NO POTATO
NO WHEAT
NO CORN
NO ARTIFICIAL FLAVORS
NO ARTIFICIAL COLORS
NO ARTIFICIAL PRESERVATIVES

1.5kg (3.3lb)

Cost Effective





Out of Home Formats

Billboards

THE UNREAL GAME
2 MARCH - 1 OCTOBER

one.nz
sky SPORT
PREMIERSHIP

LUMO

self-service vehicle wash
operated

EDIA WWW.CWA.CO.NZ

EMERGENCY EXIT

EMERGENCY EXIT

THE BIGGER
BUY NOW PAY LATER //
FROM \$1 TO \$10,000* //

EMERGENCY EXIT

EMERGENCY EXIT

Big
Bird.

Transit



Download on the App Store GET IT ON Google Play

shophumm.com

Island Bay
via Courtenay Pl. Bus

3521

PLEASE SIGNAL DRIVER TO STOP



58

Street Furniture

oh!

CRAVING THAT...

explosive
Crunchie?



Cadbury

CRUNCHIE AND THE COLOUR PURPLE ARE TRADE MARKS USED UNDER LICENCE.

Bus Stop

le information

le information

NOTICE

MAP





Street Furniture: EV Charging Stations

SAMSUNG

Nightography

Captured with
Galaxy S22 Series

Captured with Galaxy S22 Ultra and S22+ and later edited
by native photo editor app. Results may differ by model.

JCDecaux

Airports

行李提取 Bag claim | 轉
Domestic transfers | 轉

SAMSUNG

Nightography

Captured with
Galaxy S22 Series

Welcome to New Zealand

WELCOME TO NEW ZEALAND

WELCOME TO NEW ZEALAND

WELCOME TO NEW ZEALAND

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WELCOME TO NEW ZEALAND

WELCOME TO NEW ZEALAND

NEW WORLD
st pierres sushi

oh!

Let's **BEANIE UP!**
to support stroke survivors



BEANIE

STROKE
FOUNDATION • NZ

Retail

There's just f



iPhone

Save up

Plus the value e



SEASON
SALE
MORE 50% OFF

oh! A FROZEN PACK OF
"YOU'VE GOT GUTS, KIDDO."
Wattie's
FEED THE LOVE

countdown

Retail:
In Mall
-
👁️



Retail:
In Store





Retail:
Fuel / Convenience
-
👁️

Commuter

MOVE WITH MERCURY & WE'LL HELP PICK UP THE CLEANING BILL.

Mercury
mercury.co.nz/move

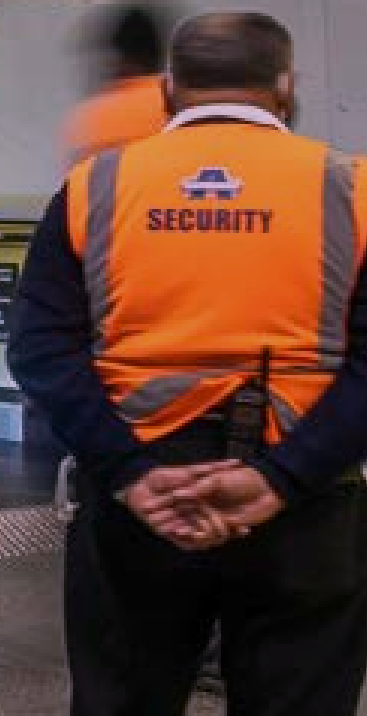
MOVE WITH MERCURY & WE'LL HELP PICK UP THE CLEANING BILL.

MOVE WITH MERCURY

mercury.co.nz/move

CLEANING SUCKS

CLEANING SUCKS



Special Builds





Street Furniture
-
👁️



Billboards



Creative Best Practice

Simplicity is key

Context is king

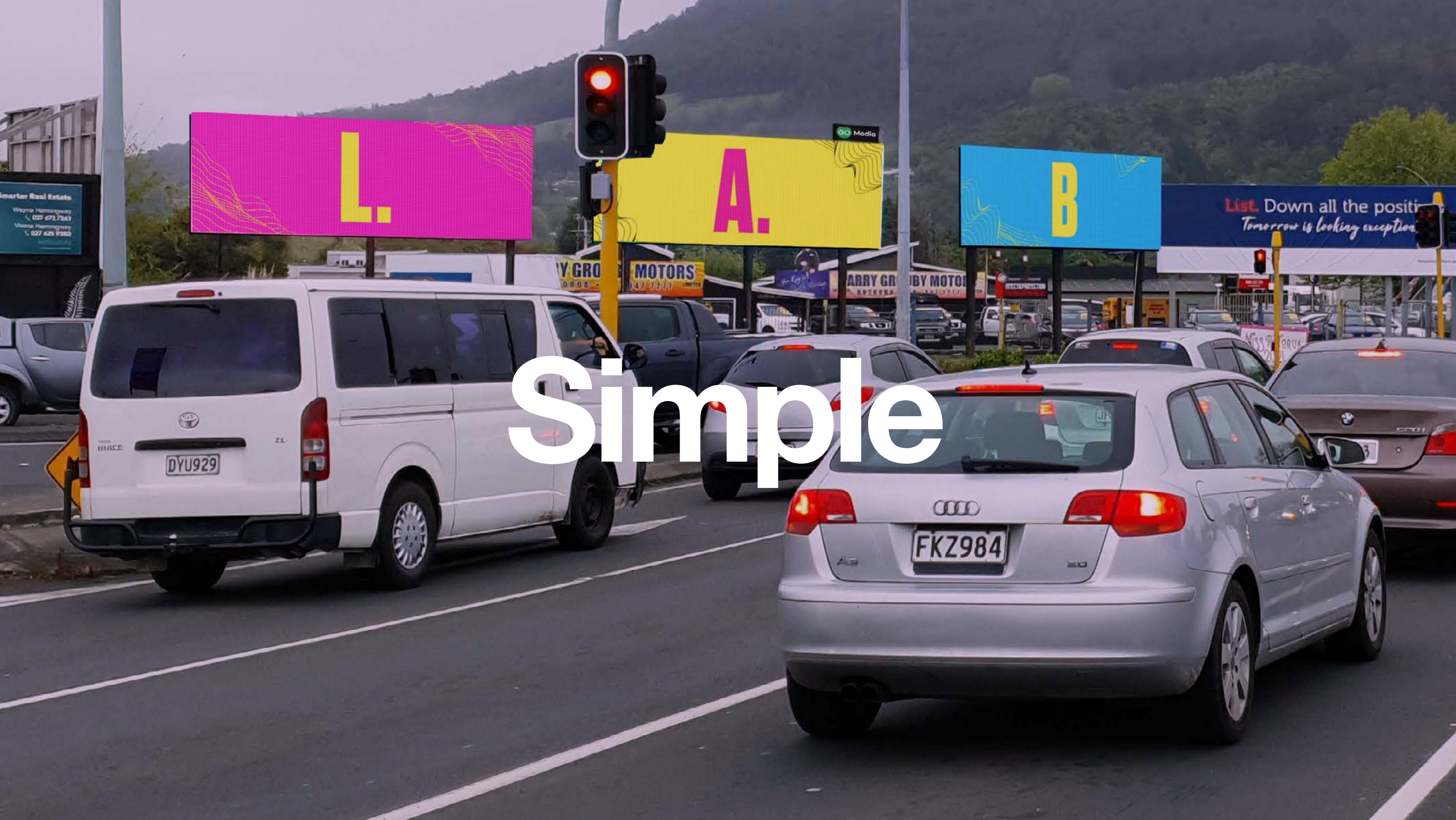
Keep it short

Clear branding

One size does not fit all

Innovative





L.

A.

B.

List. Down all the positions.
Tomorrow is looking exceptional.

Simple

Context



30%

Increase in
action, sales,
consideration,
awareness and
perceptions.

44%

Increase in driving
behavioural
change
(action metrics).

20%

Increase in
perception and
relevance shifts.

George Bolt Memorial Dr

IONIQ 6



FUTURE
POSITIVE

Short



GO Media



SPICE, SPICE BABY
HOT & SPICY



Clear



extrastaff





Return
of the

Impact



Return
of the



Return
of the



USE RAMP

Innovate

Advertisement for Super Rugby Pacific, featuring the text "SUPER RUGBY PACIFIC", "7-21 FULL TIME", and a group photo of players. The billboard also includes logos for sponsors like Emirates and Sky.

LUMO

Advertisement for Gulf gas station, displaying fuel prices: 91 259¢, D 222¢, 95 269¢. The sign also features the Gulf logo and the text "AT MP".

MARTIN'S AUTO C

Digital Capability

Out of Home:
Reach + Frequency
Proximity
Impact



Digital:
Creative flexibility
Real-time + Dynamic content
Relevant messaging
Better Data + Targeting
Advertiser Data Integration
Social Media Engagement



Case Study:
KFC

-
Flexibility to change
quickly to suit message.





Corona
MURIWAI

☀️ 16 °C

🌀 5 FT

🌪️ 7 KM/H

Corona Extra

FROM WHERE YOU'D RATHER BE

JCDecaux

Case Study:
Corona

-
Dynamic widget allowed
real time content via API feed.



oh!

THE 2020 GENERAL ELECTION AND REFERENDUMS

Your nearest open voting place is 720m away at Corner Nelson & Union Streets

Electoral Commission logo

vote.nz | 0800 36 76 56
Enrol. Vote. Be heard.

Case Study: Electoral Commission

-
Geo location data makes content relevant.



re realestate.co.nz ooh!

Listed: 24 minutes ago

Newly listed in
Takapuna

2/26A Harley Road

Case Study: Real Estate NZ

-
Better data and targeting
ensures context.



Case Study:
TradeMe Jobs

-
Multiple messaging to react
to real time client data.

A large digital billboard hanging from the ceiling of a shopping mall. The billboard has a blue background with a large orange shape on the left side. The text is white and yellow. At the bottom, there is a logo for 'trademe' with a stylized eye icon and the tagline 'Better jobs live here'. The background of the billboard is a blurred image of the mall's interior, showing an escalator and various shops like 'THE BODY SHOP' and 'BARGAIN CITY'.

**Build your
career.**
3,865 tradie
jobs listed
right now.

trademe 
Better jobs live here

oh!

"GO TEAM
NEW
ZEALAND
BRING
HOME THE
CUP"

- Sara Beckhouse, Auckland

Support our guys. Say it with Fries.

MaccasMessages.co.nz



oh!

"GIVE
THEM A
TASTE OF
KIWI
MAGIC"

- Peter Aden, Te Aroha

Support our guys. Say it with Fries.

MaccasMessages.co.nz



oh!

"TEAM
NZ,
FOILING
AWAY."

- Steve, Northcote

Case Study: McDonald's

-
Data feed integration for improved
social media engagement.



**‘Don’t take my
word for it’ ...**

Four of the USA's ten biggest Large Format spenders are tech companies, **investing 4x the average spend when compared to all the Large Format advertisers**

-

“Major tech brand are using big screens on the real world to direct consumers to small mobile screens.”

Stephen Freitas, CMO
Out-of-Home Advertising
Association of America



Backing it up...

**Kinetic Worldwide's new study demonstrates
5 tasks OOH is particularly well suited for:**

1.
Raising awareness of advertising
2.
Creating a positive impression of the brand
3.
Improving the perception of quality
4.
Increase the likelihood that the brand will be recommended
5.
Creating a favourable impression of value for money

Formats most likely to deliver on these tasks

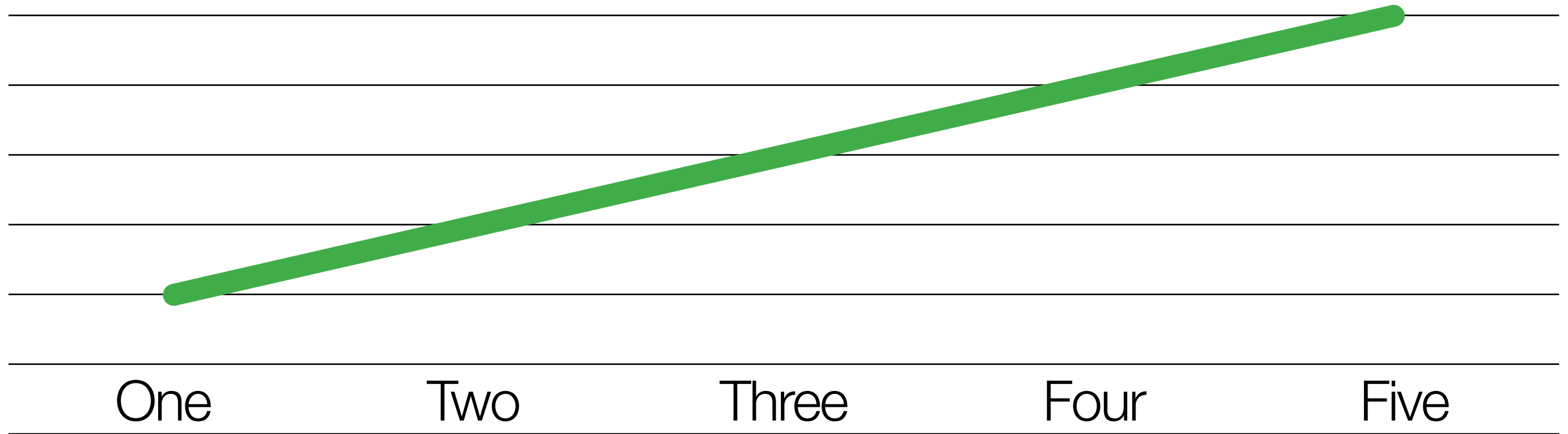
OOH Playbook

KPI	Strategic Insight	Planning Implication
Advertising Awareness	<i>Long Term Memory Encoding</i>	<i>Large format Contextual advertising High production techniques</i>
Positive Brand Impression	<i>Mere Exposure Effect</i>	<i>Small format High frequency environment like roadside, bus and transport</i>
Quality	<i>Costly Signaling Theory</i>	<i>Premium sites, environments or techniques</i>
Recommendation	<i>Confirmation Bias</i>	<i>Transport and mall Increase SOT</i>
Value for Money	<i>Labour Illusion</i>	<i>Transport and mall Large format Increase SOT</i>



Multimedia campaigns tend to have higher ROI:

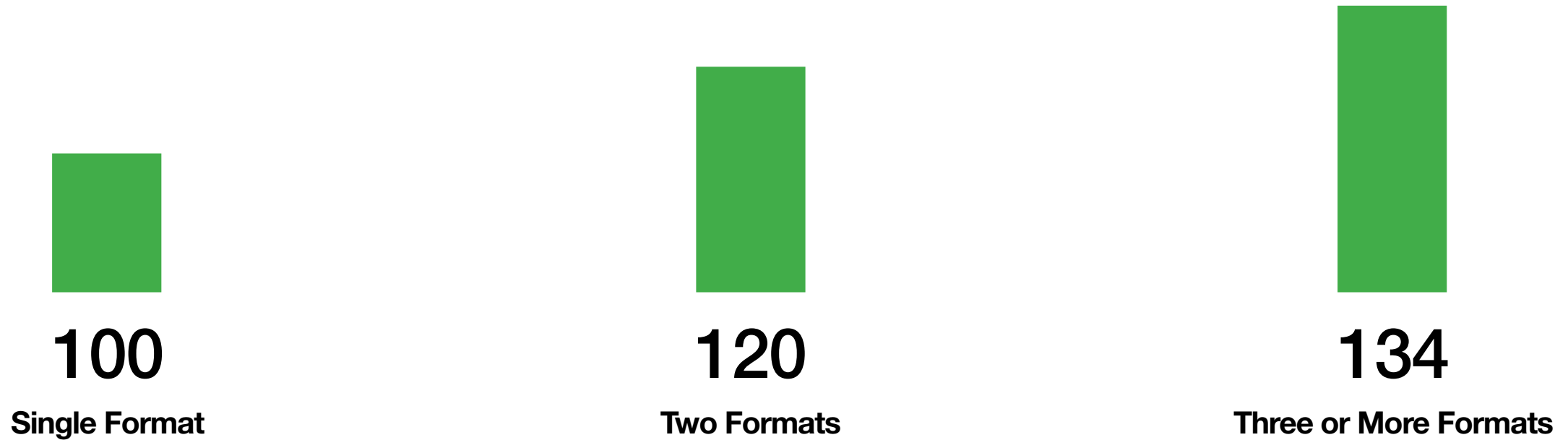
Source: Analytic Partners > ROI Genome™ Strategy Comparison



Use more formats to achieve higher the ROI

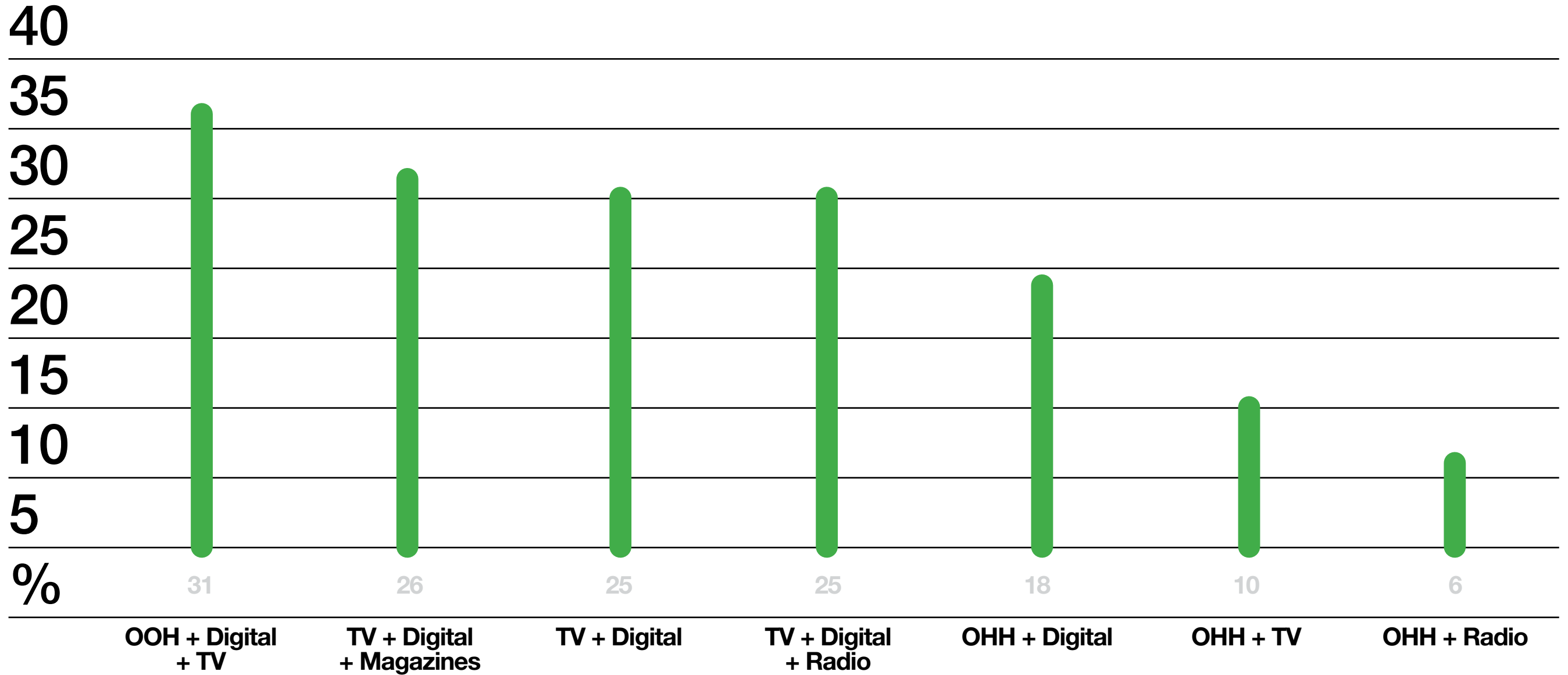
Analytic Partners: ROI strategy comparison within Out Of Home New Zealand

Source: Analytic Partners Meta Analysis, New Zealand, 2015-21



Increase in campaign ROI from media channel combinations NZL:

Source: Analytic Partners



Audience Measurement (%)

50 > 90





Programmatic

The move
towards
programmatic
trading:

Efficiencies

Synergies

Flexibility

Revenue



Challenges:

The differences between Online and Out of Home.

Out of Home uniqueness should not be forgotten.

Introducing a new way of buying and selling.



Now

Part Day Agility

Weather Targeting

Dwell Understanding

Soon

Mobile Re-targeting

Improved Automation

Enhanced Targeting

A broadcast medium

Growing digitisation

Strength of formats

Power of creative

Accountability

Ease of trade

Thank you



OOH
MAA

| Out Of Home
Media Association
Aotearoa

.....
oohmaa.co.nz