

# How the public screen strengthens the private screen: Why cross-media works

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**WARC**

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Analyses the cross-media effect that large-format out-of-home (OOH) can have on mobile in impacting the consumer journey and delivering strong brand performance.

- Marketers should consider how different elements of their campaigns are best leveraged in different media formats to utilise their cross-media campaigns most effectively.
- Including large-format OOH in cross-media campaigns is an effective way to reinforce brand awareness and key brand messages from mobile advertising, demonstrating both immediate and long-term impacts.
- Large-format OOH is more memorable to consumers, delivering on macro aspects such as brand and product iconography, according to the study by Neuro-Insight and JCDecaux NZ detailed in this article.

## Why it matters

As private and public screen consumption grows, it is crucial for brands to understand how to create and execute effective cross-media campaigns to drive impact and retain memorability in consumers' minds.

## Takeaways

- Large-format out-of-home (OOH) advertising communicates brand codes and key messages, whilst mobile advertising delivers detailed messaging, helping consumers move through the purchase funnel.
- Mobile advertising was more memorable, showing an 11% increase in memory encoding, when primed by large-format OOH; when OOH is seen first, the brain responds more strongly to mobile campaigns.
- Marketers can leverage consumers' strong levels of emotion when exposed to OOH ads and carry over these qualities to mobile advertising, which can have a 13% lift in emotional impact because of priming.

Mobile advertising is the primary channel of advertising investment across most APAC markets. It is therefore crucial to understand the cross-media effect that other media formats can have on mobile.

Large-format out-of-home (OOH), or 'public screen' as it is known in some markets, can serve to reinforce brand awareness and clarity of message during the consumer journey ([Fortenberry & McGoldrick, 2020](#); [Taylor et. Al., 2006](#)). Alternatively, mobile, or 'private screen,' can be leveraged to communicate more detailed messages and calls to action, thus enabling the consumer to progress further down the purchase funnel.

Together, the combination of media marketing approaches may serve to elevate impact and effectiveness. It is therefore important for marketers to understand how the complementary relationship between large-format OOH and mobile can be leveraged to deliver stronger brand performance.

## Studying how mobile and OOH interact

We developed a study, conducted in Auckland in August 2021, designed to better understand, from the consumer perspective, how these two media channels interact.

**Research objective:** Overall, this study explored how cross-media campaigns can work to strengthen memory and emotion. Specifically, it investigated the impact of large-format OOH priming on mobile advertising, providing key takeaways for marketers.

**Methodology:** The study recruited 134 participants (68 male/66 female) aged 18 years and older.

**Task:** Participants were presented with 12 pieces of creative from three campaigns over two separate driving and mobile consumer experiences. Both experiences were presented from the users' perspective, with content presented in its native environment.

The driving consumer experience included large-format OOH sites, whilst the mobile consumer experience included a typical scroll on a mobile device, with advertising appearing amongst social and news content. Task order was counter-balanced across participants.

During the task, participants' brain activity was collected using a 20-channel electrode cap (additional methodology information below).

**Measures:** We studied the brain activity of participants across two dynamics: memory and emotion.

### Memory

Long-term memory is defined as the level of information that is processed and stored for future use. This metric has shown the strongest correlation to decision-making and purchase behaviour.

Memory was measured separately across the right- and left-brain hemispheres, thus allowing for any hemispheric biases to be explored.

Memory encoding measured the degree to which information is processed and stored in long-term memory, examining detailed memory's role as a left hemispheric measure involved in the encoding of facts, figures and specific information.

Conversely, global memory encoding, is a right hemispheric measure involved in the encoding of broader themes, branding elements, mood, and retrigger or consolidation of previously stored stimulus.

The two interact with one another. While detailed memory plays its role when the consumer is encoding new information, global memory tends to be involved when the consumer is reinforcing this information. High peaks in memory encoding increase the likelihood that the information will be retrieved during any point in the consumer decision-making funnel.

## Emotion

Emotion is important in facilitating the retrieval of memory and past studies have shown that memory drives decision making and behaviour (Tyng et. Al., 2017).

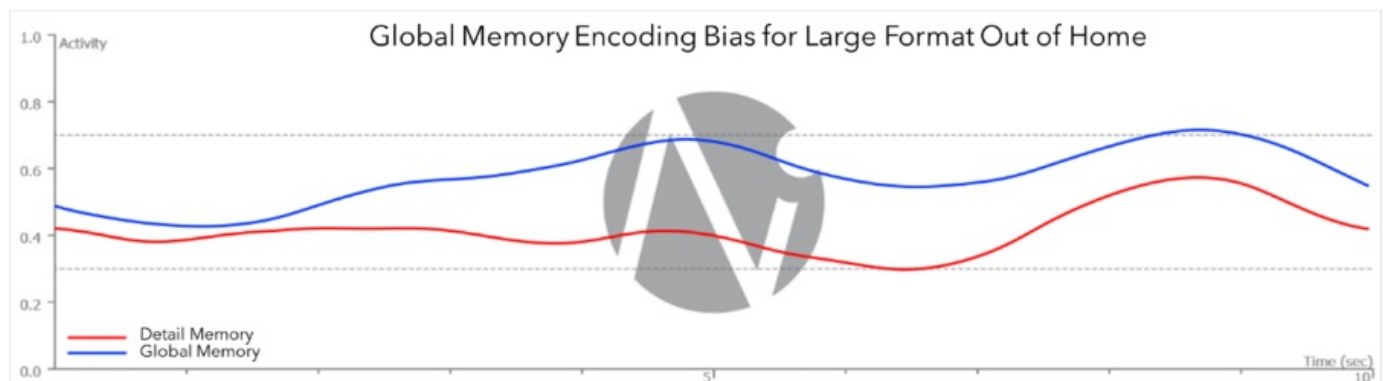
Emotional intensity measured the strength of emotion experienced by the consumer during the creative, with stronger results suggesting a more emotional experience.

## Three key findings from the study

Our consumer research yielded the following findings:

### 1. Large-format OOH sites communicate and reinforce brand messaging through a right hemisphere bias

Large-format OOH sites tended to show stronger right hemisphere, or global memory, activity during memory encoding. This means that consumers tended to encode more of the macro features and elements such as brand or product iconography as memorable and relevant for future reference.



Global memory bias for large-format OOH

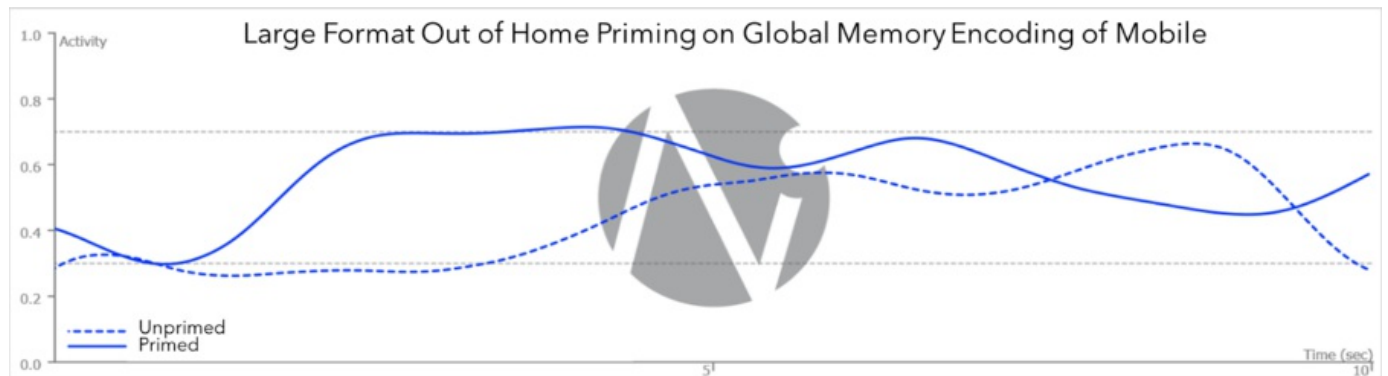
Global memory, represented by the blue line, tends to have stronger activity than detailed memory, represented by the red line.

On average, global memory was 13.5% stronger for large-format OOH sites than detailed memory. This may be due to the spatial qualities stimulated in outdoor environments and through large-format imagery. Additionally, a consumer's subconscious may heuristically be prepared to quickly process big features in a succession of

glances, providing the brain with adequate brand cues to lock away and consolidate in memory for future reference.

## 2. Large-format OOH priming has a cross-media memory effect on mobile

The right hemisphere, global memory, bias from large-format OOH displayed a carry-over effect to mobile advertising, rendering the mobile creative more memorable and likely to influence future behaviour.



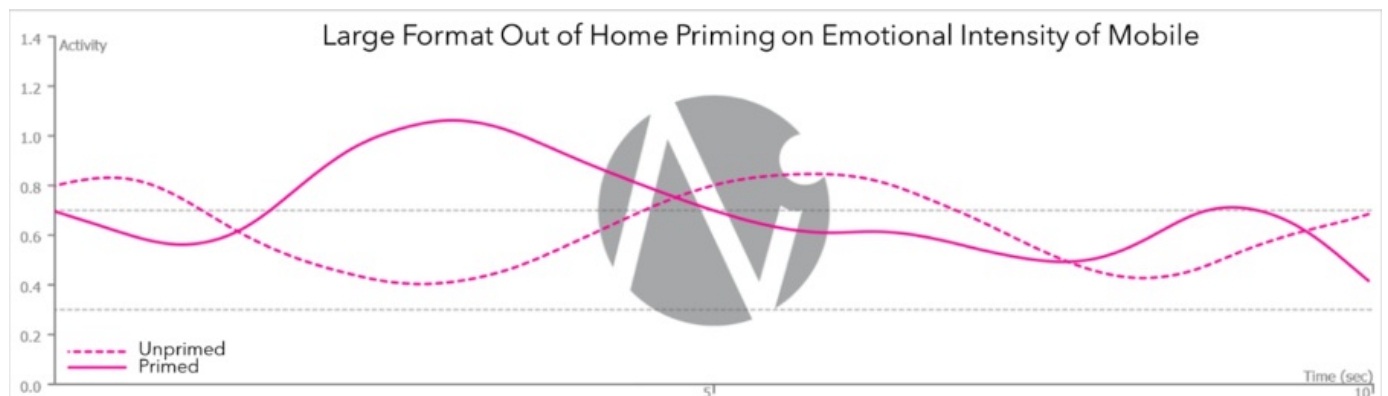
Cross-media effect of large-format OOH on memorability. The early sustained peak indicates that viewers' brains are primed and ready.

Large-format OOH, represented by the bold line, is considered more memorable for consumers when compared to unprimed, represented by the dotted line.

Across all campaigns tested, on average, global memory encoding increased by 11% when primed by large-format OOH. This means that more of the macro features and elements, such as brand or product iconography, are being encoded for future reference.

This also suggests that the impact of large-format sites helped consumers to reinforce stored information and therefore strengthened the memorability of mobile advertising.

## 3. Large-format OOH priming has a cross-media emotional effect on mobile



Cross-media impact of large-format OOH on emotion experienced

Results illustrated that consumers experience stronger emotion for mobile content which had been primed by

large-format OOH, as can be seen in the chart above, where primed mobile content, shown as the solid line, outpaced the emotional impact of unprimed content, shown as the dotted line.

On average, emotional intensity was 13% stronger for mobile content primed by large-format sites. The large-format OOH exposure likely primes the brain to require fewer brand cues to unlock the emotions of both the consumer context and creative.

## **Three takeaways about how APAC marketers can leverage cross-media**

### **1. Media channels play unique but complementary roles in advertising**

Large-format OOH was effective in communicating macro brand messages, whilst mobile advertising was more balanced in conveying more detailed messages to help consumers progress through the purchase funnel. Together, this highlights that marketers must consider how elements of their campaign are most effectively leveraged through specific media formats. Marketers must consider leveraging the strengths of the different channels through the style of creative.

### **2. Mobile advertising can be more effective and memorable when primed by large-format OOH**

Investment in mobile can be more effective and memorable when working in conjunction with large-format OOH sites. The inclusion of large-format OOH in a multi-channel campaign can help brands to effectively reinforce awareness, brand codes and key brand messages with consumers and, ultimately, strengthen memorability.

### **3. Mobile advertising can be more emotionally intense when primed by large-format OOH**

Marketers can utilise the strong levels of emotion experienced from exposure to large-format OOH and carry over these qualities to mobile advertising through cross-media priming.

How well would these findings apply to other markets? While every city is likely to have its own nuances in terms of how the subconscious responds to OOH and mobile advertising, it's common to see a global bias when consumers are exposed to large-format OOH. As such, it's quite possible that in other territories, we would see a similar global-memory priming effect on mobile.

## **Methodology**

During the task, participants' brain activity was collected using a 20-channel electrode cap (10-20 positioning). Participants were fitted with a visor that emitted a sinusoidal visual flicker which, in turn, produced the steady-state visually evoked response (SSVEP).

## **Measures**

Brain activity data from left and right frontal electrode sites was analysed at a rate of 25 frames per second to extract neuro-processing activity. In line with past research, peak activity for memory encoding and emotional intensity was defined as 0.7 or stronger ([Andrew et. Al., 2019](#); [Silberstein & Nield, 2008](#)).

## Conclusion

In a world with an insatiable appetite for public and private screen consumption, it is crucial for brands to understand how to get the most out of their cross-media campaigns. This study by Neuro-Insight and JCDecaux illustrated the influential impact and effectiveness of cross-media, and how using these two channels together helps each work to greater effect.

## About the authors

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