

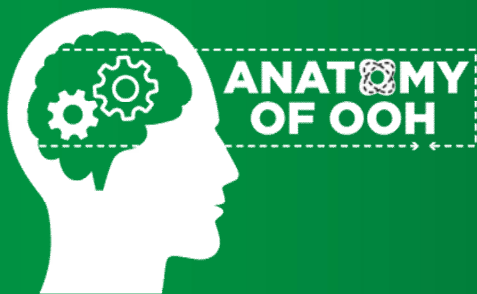
OMA MOVE

Measurement of Outdoor Visibility and Exposure

Out-of-Home and Mobile

- Powerful companions in the OOH space
- Smartphone use lifts OOH views
- High reach and frequency
- OOH lifts mobile action and engagement

July 2016



OUT-OF-HOME IS THERE WHEN SMARTPHONES ARE USED

People use their smartphone when in higher dwell time locations outside the home

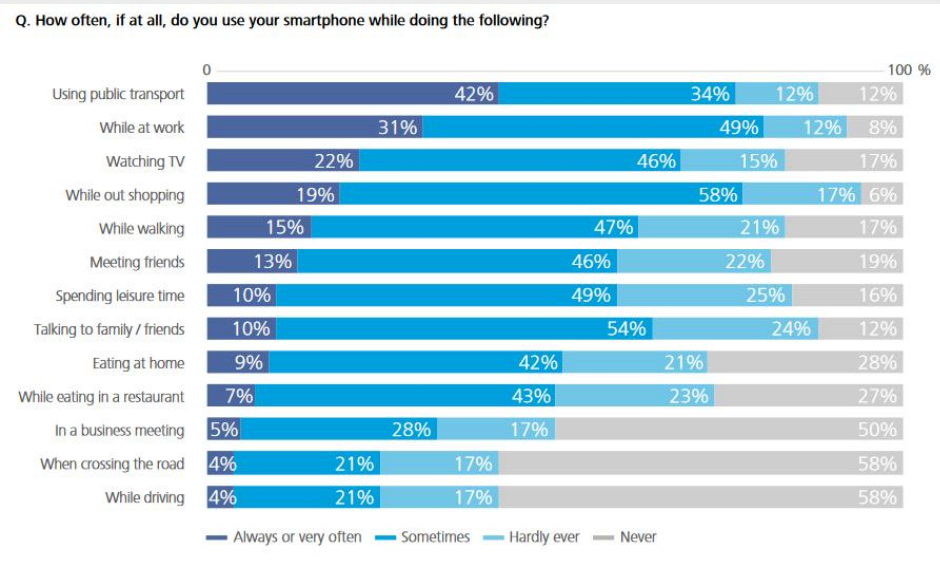
88%

of Australia's smartphone owners have used their smartphone on public transport.

94%
while shopping.

93%
while walking.

Q. How often, if at all, do you use your smartphone while doing the following?



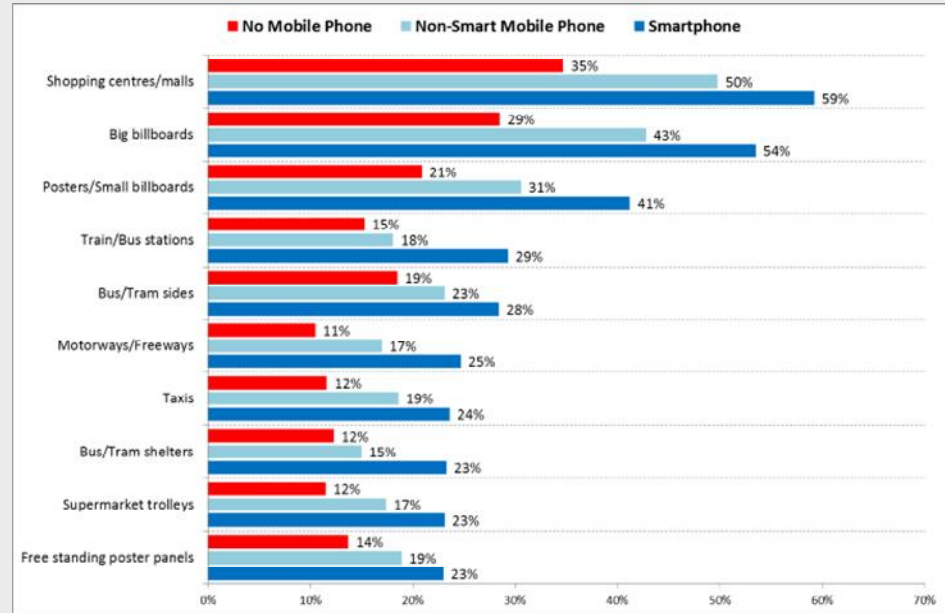
SMARTPHONE USERS MORE LIKELY TO NOTICE OUT-OF-HOME

81% of smartphone owners notice Out-of-Home

81%

of Australia's 12.5 million smartphone owners aged 14+ notice some form of outdoor advertising in an average week, research from Roy Morgan shows.

% of people noticing outdoor advertising types by mobile phone ownership



OUT-OF-HOME AND MOBILE DELIVER DAILY OPPORTUNITIES

Both have similar levels of frequency to impact Australians

On average, Australians see

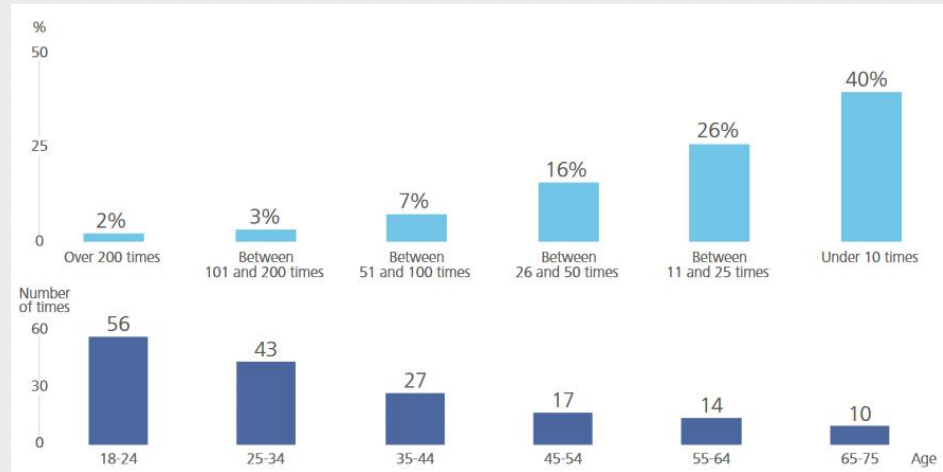
26

Outdoor signs per day and
look at their smartphones

30

times per day.

Q: How many times would you estimate you look at your phone in a day?

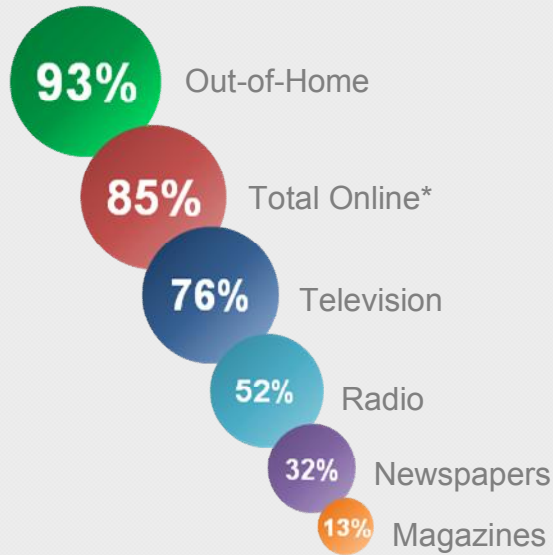


HIGHER REACH FOR OUT-OF-HOME

93% reach for Out-of-Home and 79% of Australians own a smartphone

Out-of-Home

Percentage of population aged 14+ years reached daily



Smartphone

Percentage of population aged 18-75 years who own a smartphone

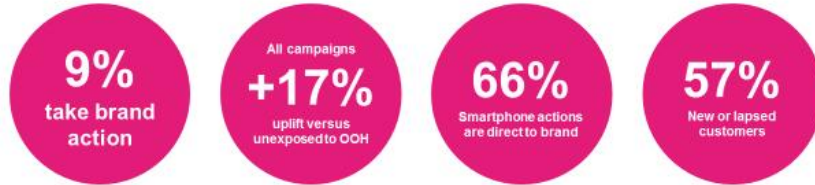


OUT-OF-HOME ENHANCES MOBILE RESULTS

17% uplift in smartphone brand actions when exposed to Out-of-Home (OOH)
48% higher consumer emotional engagement when Digital OOH & mobile used together

“We know OOH is great for brand building and brand building delivers long term effectiveness. Now we know OOH drives brand interaction in the short term too.” UK study focused on the brand action people take on their smartphone after being exposed to OOH

The 4 key things to take out of the OutPerform Study



OUTSMART

1. 9% (nearly 1 in 10) people who see OOH will act on it.
2. OOH drives an average of 17% uplift in smartphone brand actions across 35 campaigns (rises to 38% in Top 20).
3. Two-thirds of smartphone actions are direct to brand.
4. Over half of people taking actions are new or lapsed customers.