

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



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





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

Using public transport	0		42%			34%	12%	
While at work		319	%			49%	12%	8%
Watching TV		22%			46%	15%	5	17%
While out shopping	19	1%				58%	17%	6 6%
While walking	15%				47%	21%	6	17%
Meeting friends	13%			40	6%	22%		19%
Spending leisure time	10%			49	9%	259	%	16%
Talking to family / friends	10%				54%		24%	12%
Eating at home	9%			42%	21	%		28%
nile eating in a restaurant	7%			43%	2	3%		27%
In a business meeting	5%	2	8%	17%				50%
When crossing the road	4%	21%	17%					58%
While driving	4%	21%	17%					58%

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

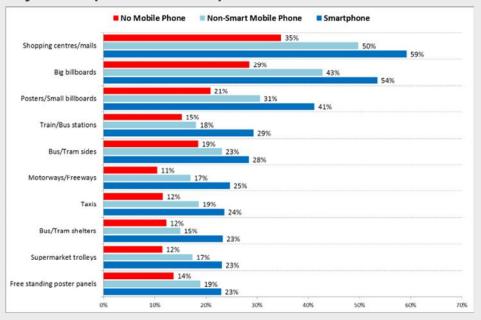


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SMARTPHONE USERS MORE LIKELY TO NOTICE OUT-OF-HOME 81% of smartphone owners notice Out-of-Home



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





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Source: Roy Morgan Research, January to June 2014 data. Click here for details

OUT-OF-HOME AND MOBILE DELIVER DAILY OPPORTUNITIES Both have similar levels of frequency to impact Australians

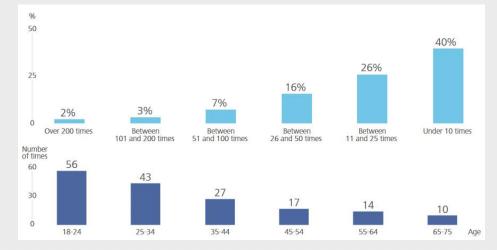
On average, Australians see

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?





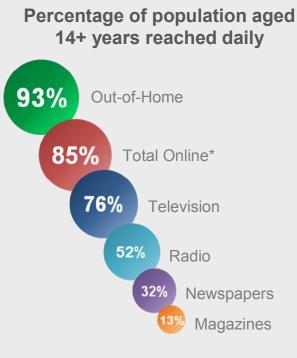


HIGHER REACH FOR OUT-OF-HOME

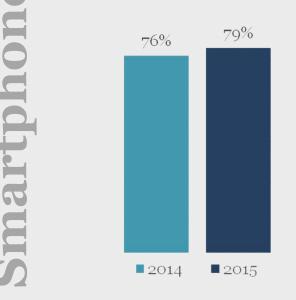
93% reach for Out-of-Home and 79% of Australians own a smartphone

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



Source: Deloitte Mobile Consumer Survey 2015 – The Australian Cut.



Source: Day in the Life Study, n= 3,465 * Total Online includes people emailing, browsing, getting the latest news, online entertainment (video streaming, games etc) and those filling in time

Source: Delotte Mobile Consumer

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



- 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.

