

DooH-Manual -
Version 1.3_EN

Table of contents

Preface.....	1
Fundamentals.....	3
Implications.....	4
Planning.....	5
Conclusion.....	6

Preface

Digital out-of-home (DooH for short) is more diverse than almost any other medium. Whether as a small display at the point of sale or as a large LED wall on a busy street. Every touchpoint is different and at the same time has its own characteristics. Based on the technical features in content management, the possibilities are endless.

DooH can be an exciting addition to the marketing mix of many decision-makers, especially when it comes to branding. In addition to location-based campaigns, content can also be played out based on time or weather, depending on the provider. The keyword that everything revolves around here is the so-called “context” in combination with the “mere exposure effect”. The mere exposure effect is based on the fundamental observation that the number of contact points with a brand alone has a positive influence on brand perception.

So why not speak to the target group where they come regularly? That's exactly what DooH delivers and can do much more. There is enormous potential in the area of brand-related communication, but only if the DooH medium is used correctly. The following is therefore intended to be fundamental. Implications and requirements are addressed.

Disclaimer: The manual presented here is based on technical aspects in its assessment of DooH. We are aware that the success of a campaign also depends on the content and the creativity behind. In addition, cross-media potential (e.g. viral spread on social media) is not taken into account, as these can only be controlled to a limited extent. We are happy to answer any questions, criticism or suggestions.

Fundamentals

As in every other market, consolidation is progressing in the DooH industry. In addition to centrally organized SSP platforms, inventory operators and supporting institutes, there are several players who are all trying to establish a market standard. But why align everything to a common denominator when different touchpoints have individual characteristics? The reason is quite simple, the magic word is scaling. Without a uniform standard or sufficiently high efficiency in the delivery, no relevant reach and thus sales can be generated.

At this point, the mistake should not be made of equating classic poster advertising with the digital version. The problem is that while a poster is continuously visible at a specific location, digital content has to share the screen time with other content. Conversely, this means that the effective gross reach of a digital advertising medium is always smaller than the reach of a poster located at the same location. The target group can be addressed more dynamically via digital advertising media, but while ooH is a classic distribution medium, DooH can be seen as a hybrid of one-to-many and one-to-one. This tends to be reinforced by the development towards programmatic delivery (PDooH).

Calculation

To illustrate the discrepancy between ooH and DooH, both setups are compared below. Important here, the LED wall assumes an exposure of the respective visual 10 seconds every 60 seconds. Depending on the provider, the screen time and repetition rate can be defined differently.

General conditions

- Touchpoint: roadside
- Frequency: 30,000 contacts/ week
- Price poster: € 300.00 /week (net)
- Price LED wall: € 275.00/ week (net)

Factual CPM

- Poster: 30,000 contacts = € 10.00 (net)
- LED wall: 30,000 contacts = € 9.16 (net)

Effective gross range

- Poster: 30,000 contacts * 50% attention * 100% exposure = 15,000 contacts
- LED wall: 30,000 contacts * 80% attention * 16.67% exposure = 4,000 contacts

Effective CPM

- Poster: 15,000 contacts = € 20.00 (net)
- LED wall: 4,000 contacts = € 68.75 (net)

Annotation: Here, as with most providers, the gross reach is defined as contact with the advertising medium (not the content).

Implications

Based on the example calculation presented, several derivations can be made. In order to better understand and differentiate between these, a distinction is made below between general and campaign-related implications.

General

Basically, it is important to understand that the natural limitations of DooH are set by other forms of advertising. Without additional benefits, the price of a DooH campaign at each location must never be higher than that of a permanently visible ooH campaign (relative upper limit). The same applies if you take a closer look at the target variables of involvement or interaction. Here the guidelines are set by social media (absolute upper limit).

If DooH is classified as a distribution medium like a poster and there is no additional benefit, the effectively higher price would only be acceptable if no other forms of advertising were available at the respective location or if these were impossible (exclusivity).

Campaign

Due to the dynamic character of the presentation, one should be aware that the context of the display can have an impact on the respective campaign and thus influence the perception of the target group. Depending on the place, time and weather, everyone is in a different mood. The following comparisons illustrate this particularly well:

- Time: Advertising breakfast vs. Advertising dinner
- Location: Advertising at the doctors vs. Advertising in the gym
- Weather: Advertising at sunshine vs. Advertising at rain

Taking the above-mentioned use cases into account, the be-all and end-all of every campaign is the so-called "responsiveness". Instead of displaying generic content 24/7, an ad set should ideally be defined that is displayed contextually. The longer the campaign duration at the respective touchpoint, the greater the influencing effect (priming). Due to the reduced representation, one-dimensional, short-term campaigns are not recommended. But at the same time, longer doesn't mean better. A long-term exposure is only successful if there is a specific location at the respective location. Exclusivity prevails and campaigns (content-wise) are multimedia or hybrid.

Planning

Before you think about planning the campaign, you should first be clear about the goals or what you specifically want to achieve. The characteristics of each touchpoint more or less determine which content fits into the context and which does not (brand and product fit). In addition to the hard numbers in media planning, there are often soft factors that need to be taken into account. In contrast to analogue outdoor advertising, media planning should be coordinated with the conception of the content. Although DooH, like other advertising media, can be used for top-down distribution (generic content, standardized distribution), potential would be wasted in several areas. In our opinion, a maximally successful campaign is only possible bottom-up (dynamic content, selective display).

- Media briefing (target/actual comparison): Objective
- Media analysis: Analysis of the available, suitable portfolio
- Media plan: Creation of an overview of the touchpoints to be used
- Content planning: Implementation of context-related ad sets
- Media controlling: Ex-post evaluation

Conclusion

The medium of digital out-of-home (DooH) or programmatic implementation (PDooH) offers a number of advantages that other advertising media cannot deliver and that is a context-related display. In practical use, it is important to concentrate on this and avoid the mentioned pitfalls. Instead of spreading messages in a generic top-down manner, the greater leverage lies in a bottom-up approach to the target group. In essence, DooH is more suitable for branding than generating reach or interaction. Without a clear positioning of the medium or a clear concept in the respective campaign, the budget should rather be invested in other forms of advertising.