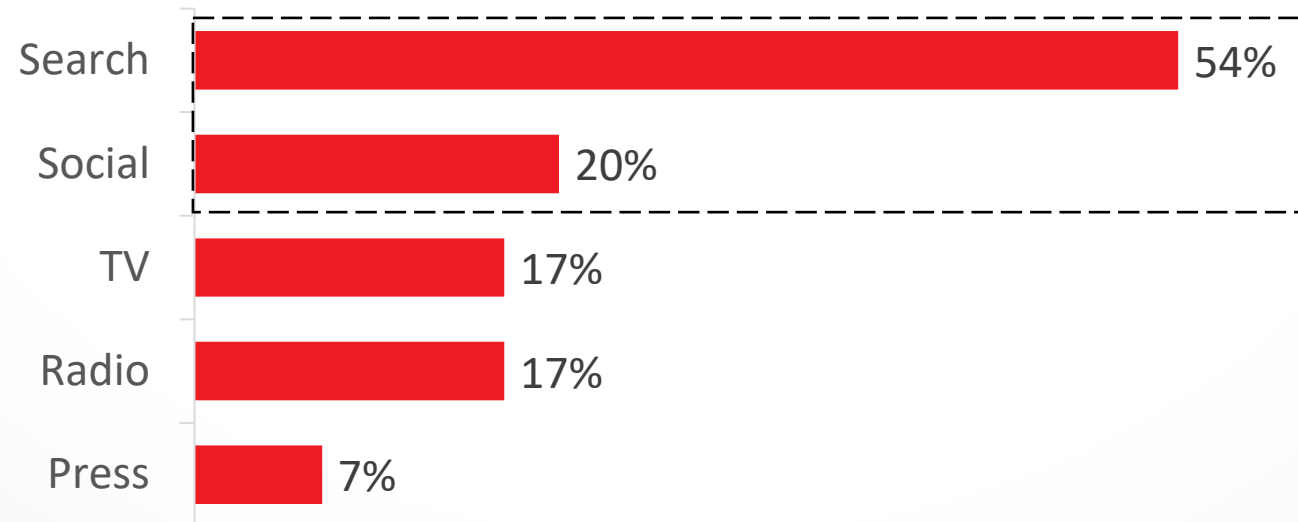


New Study: Dare to Digitize

A new study, by Talon and Benchmarking, looks at aggregated econometric model evidence over five years for out of home (OOH) across 112 brands. It highlights the profitability of OOH and DOOH campaigns as the medium achieves critical mass in terms of reach, audience and location.

- Results from the study showed that DOOH delivers strongly against its premium price point, with significant increases in campaign profit when campaigns used a higher share of DOOH.
- The campaign results demonstrated not just the impact that digital has on OOH effectiveness, but how OOH and content/context synergizes with other brand channels to amplify campaign effects."

OOH works to amplify other channels & boost effectiveness



Con'd

The research revealed:

- 1) Optimal OOH/DOOH share of a media plan needs to be increased to improve campaign PROI**
 - Optimal OOH Share 17% (currently 11%)
 - Optimal DOOH Share 57% (currently 47%)

- 2) DOOH is worth its premium**
 - Profit increases by 11% for each 10 points of digital used as a % of OOH

- 3) For non-TV spenders DOOH is essential to drive profit**
 - increasing digital share of OOH budget allows non-tv spenders to achieve a higher profit. A high street coffee retailer saw a 35% improved profit using 100% DOOH and no TV.

- 4) Large format campaigns can dare to digitize**
 - Large format campaigns can be braver and by using 100% digital can return increased profit. A UK food retailer using 100% large format DOOH achieved a profit more than 3x higher than the average.

*The full study can be found [here](#).