

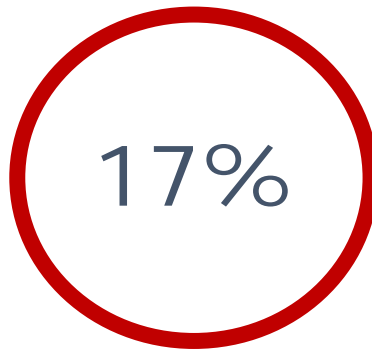
New Study: Power of Context and Relevancy in OOH

"The Moments of Truth", was commissioned by Clear Channel, JCDecaux UK and Posterscope and its aim was to understand the impact of dynamically serving Digital OOH.

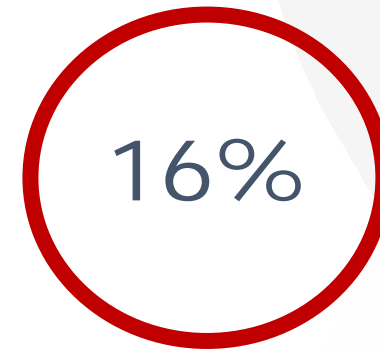
- 📍 The results proved beyond doubt that dynamic campaigns work: revealing an 18% increase in brain response for relevant moments and content, 17% increase in Spontaneous Ad recall and 16% increase in Sales effect.
- 📍 Together these elements proved how the use of contextually relevant messaging in DOOH can lead to significant increases in the medium's effectiveness by an average of **+17%**.



Neuroscience



Ad Recall



Sales Effect

+17%

UPLIFT IN DIGITAL OUT OF HOME
EFFECTIVENESS

Con'd

The research revealed 3 key findings and recommendations for advertisers:

- 1) Relevant Moments** - Categories or products that have relevant moments to tap into, should exploit this opportunity as average brain response was **+12%** higher at more relevant moments.
- 2) Relevant Content** - All advertisers, regardless of category, should adapt their content to feature dynamic relevant call outs, as relevant content opportunities drove an average **+18%** increase in brain response.
- 3) Relevant Moments & Content** - Where possible and appropriate, a combination of advertising at both relevant moments and featuring relevant dynamic content should be considered as these drove the highest brain response, delivering an average increase of **+32%**.

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