



STANDING ON THE SHOULDERS OF
GIANTS

INTERNATIONAL EDITION

#OOHGIANTS

A WORLD-FIRST RESEARCH PUBLICATION INTO THE INTERNATIONAL EFFECTIVENESS OF OUT-OF-HOME

This is a new international version of the same research first released by Rapport UK in January 2018. The original research focused solely on UK case studies and can be downloaded here: www.rapportww.com/giants

This new research builds on that analysis – using the same dataset and methodology – but now incorporates international case studies from markets including **Australia, China, Germany & Malaysia** as well as the **UK**.

These cross-market learnings have led us to understand that while overall performance will vary between market – based on the reach and quality of OOH available – the way in which OOH works is consistent around the world, influencing the same brand and business metrics.

campaign

Latest ▾ Top Brands & Agencies ▾ Experiences ▾ Opinion ▾ Creative Work ▾ Intelligence ▾ Case Studies

OOH 'boosts market share by a third', claims new Rapport and IPA study

Out-of-home advertising can boost market share by more than a third, according to a new report written by marketing analyst Peter Field.

733



The study, commissioned by agency Rapport in association with the IPA, examined 147 case studies from the IPA's Effectiveness Awards Databank, focusing on "power users" of outdoor media, who have invested at least 15% of their budgets on the medium.

WHAT DID WE WANT TO LEARN?

3 KEY QUESTIONS



HOW DOES OOH WORK?



HOW EFFECTIVE ARE CAMPAIGNS
THAT USE OOH VERSUS THOSE
THAT DO NOT?



HOW DOES OOH AMPLIFY
OTHER MEDIA?

THE DATA SOURCE



36

YEARS OF ADVERTISING
EFFECTIVENESS



2,000

CASE STUDIES



5

OOH MARKETS ANALYSED FOR
INTERNATIONAL LEARNINGS



#1

DATABANK FOR EXTENSIVE
COMPARABLE DATA

IPA



rapport



THE ANALYST

PETER FIELD



METHODOLOGY: POWER-USERS VS. NON-USERS

OOH POWER-USERS

15%+ OF TOTAL BUDGET



62
CASES

NON-USERS OF OOH

0% OF TOTAL BUDGET



109
CASES

VS.

CREATING A LEVEL PLAYING FIELD



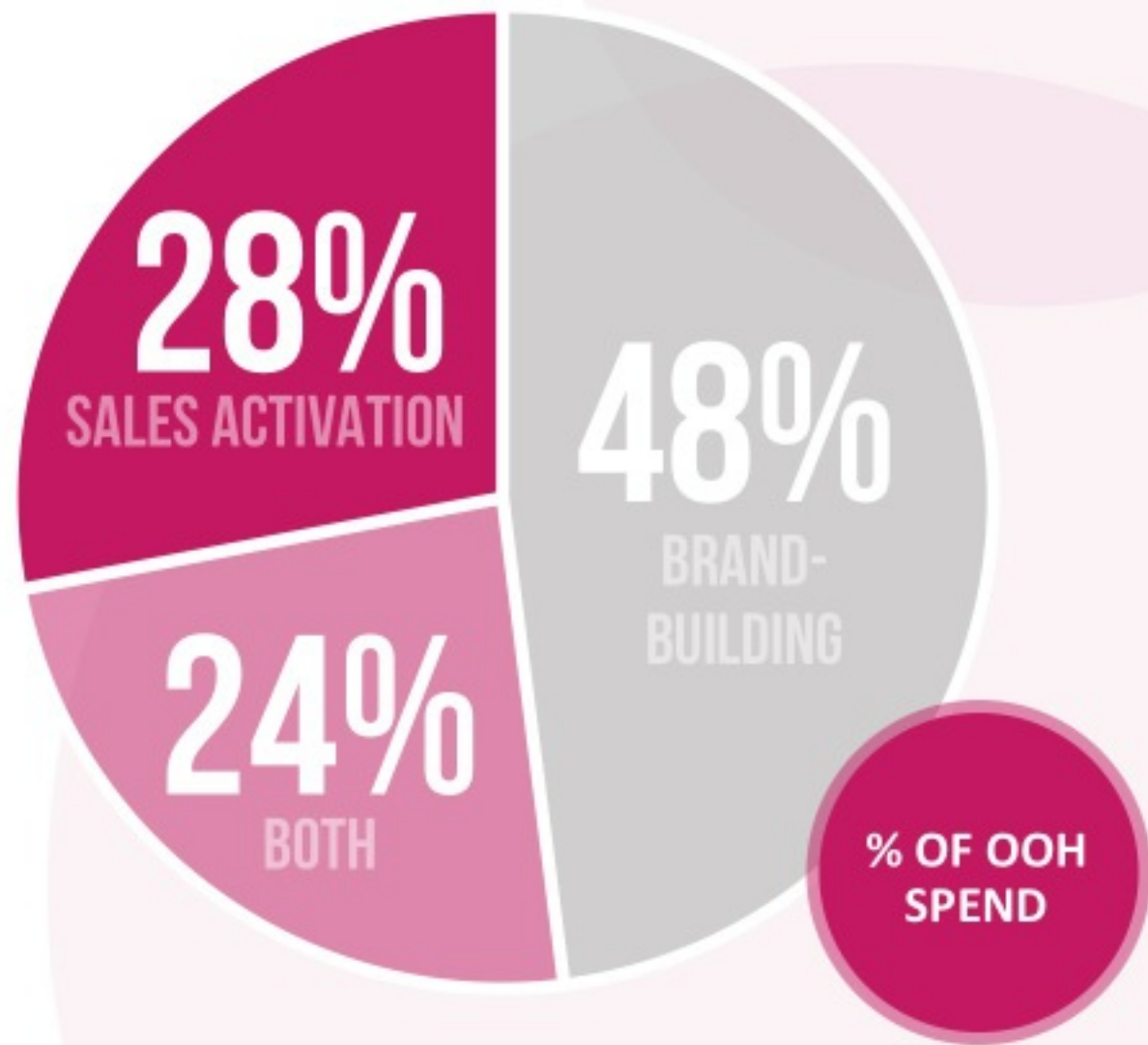
DISADVANTAGE FOR OOH

- **LOW ESOV**
- **LOWER USE OF TV**
- **MORE SHORT-TERM CASES**

ADVANTAGE FOR OOH

- **MORE SERVICE SECTOR BRANDS**

HOW ARE THE MOST EFFECTIVE BRANDS USING OOH?



Source: IPA Databank case studies 2004-2016



HOW DOES OOH WORK?

OOH BOOSTS BRAND STATURE & FAME



+ **62%**
ESTEEM



+ **50%**
FAME

Source: IPA Databank case studies 2004-2016



HOW EFFECTIVE IS OOH?

OOH POWER-
USERS DELIVER
STRONGER LONG-
TERM BUSINESS
RESULTS





HOW EFFECTIVE IS OOH?

**OOH POWER-USE
BOOSTS SHORT-
TERM SALES**



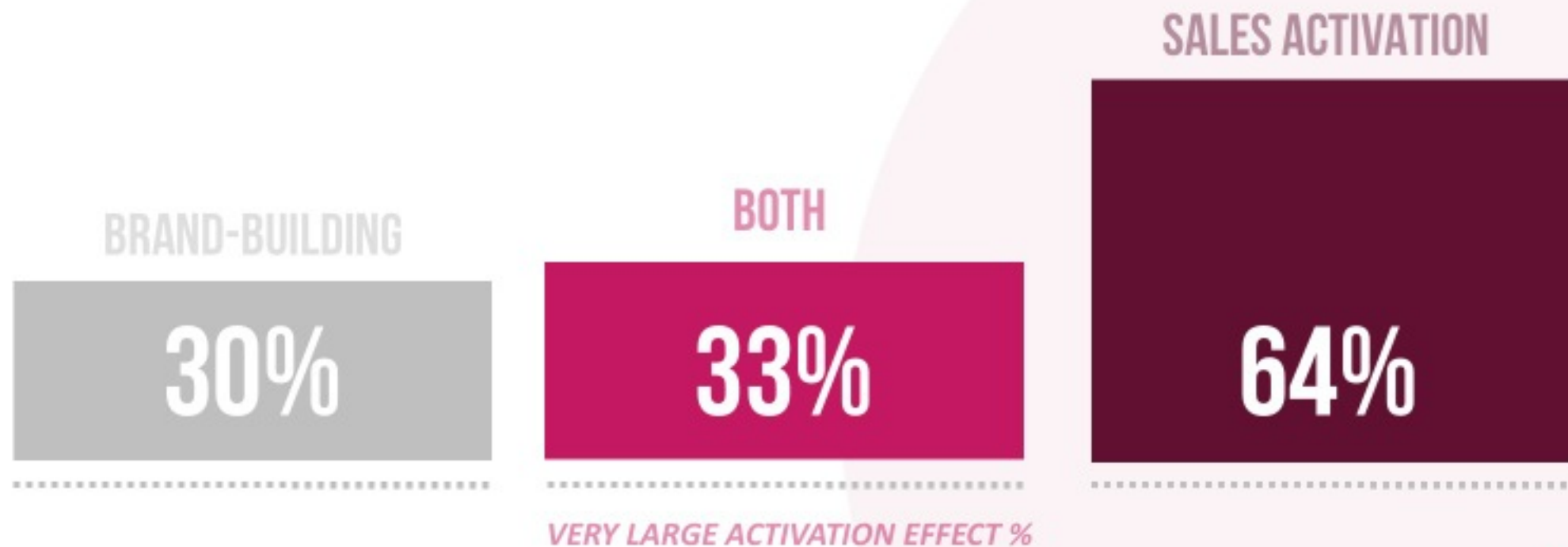
+ 22%

**UPLIFT IN SALES ACTIVATION
EFFECTS VS. NON-USERS**



HOW EFFECTIVE IS OOH?

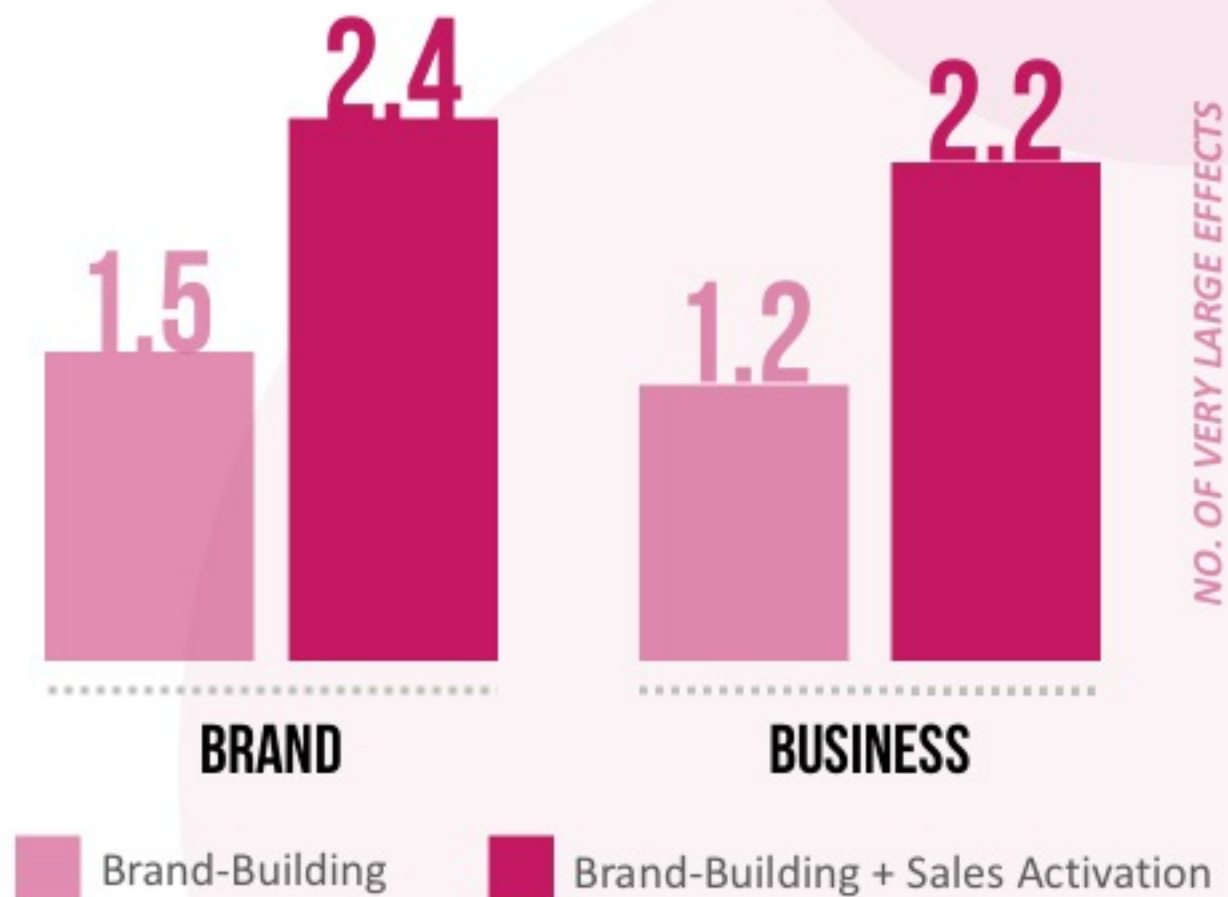
MAXIMISE SHORT-TERM SALES WITH SALES ACTIVATION MESSAGES



Source: IPA Databank case studies 2004-2016



BEST-PRACTISE IN OOH
MIX BRAND +
SALES ACTIVATION
FOR BEST LONG-
TERM RESULTS

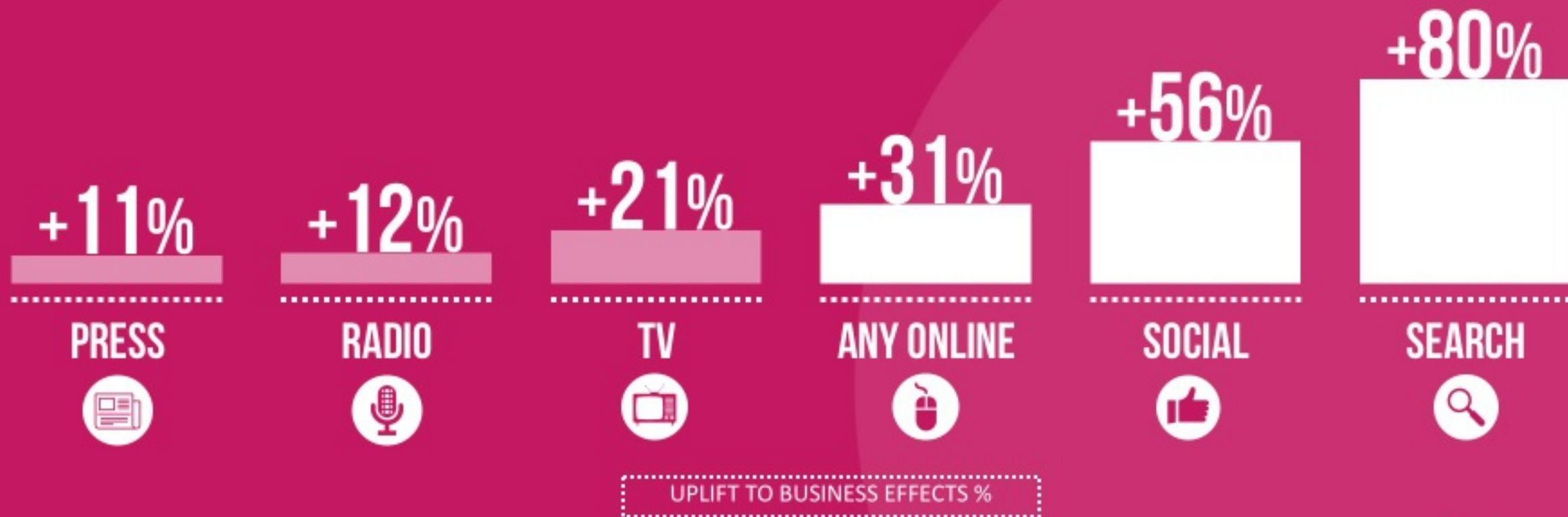


Source: IPA Databank case studies 2004-2016



HOW DOES OOH AMPLIFY OTHER MEDIA?

OOH BOOSTS BUSINESS EFFECTS OF ALL CHANNELS



Source: IPA Databank case studies 2004-2016





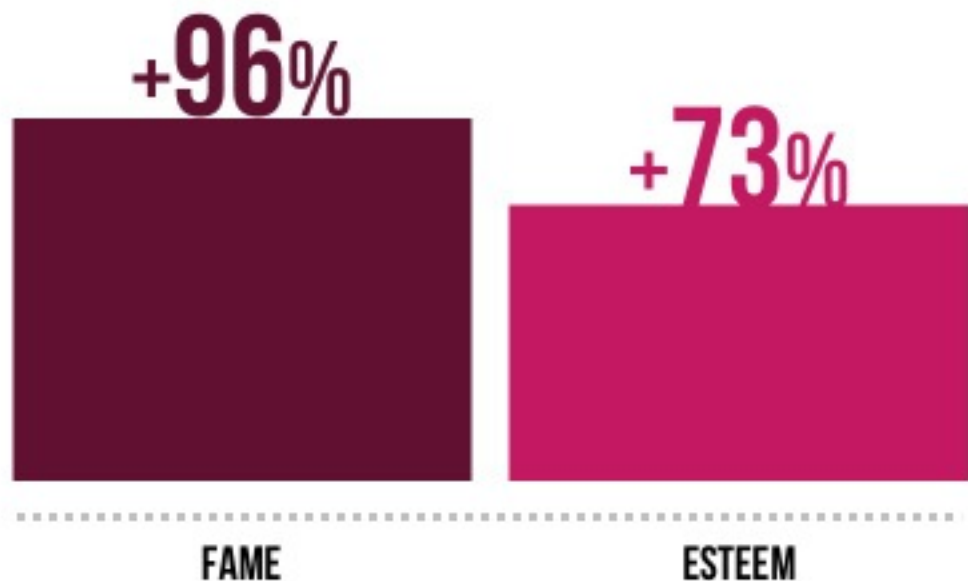


OOH POWER-USE BOOSTS BRAND EFFECTS

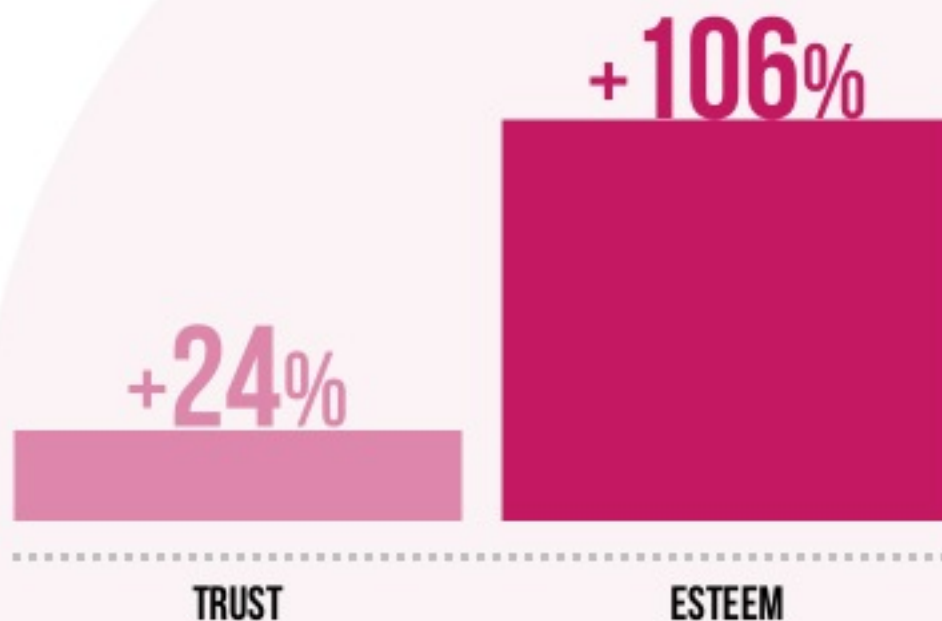


TV

BRAND EFFECTS



SOCIAL



Source: IPA Databank case studies 2004-2016

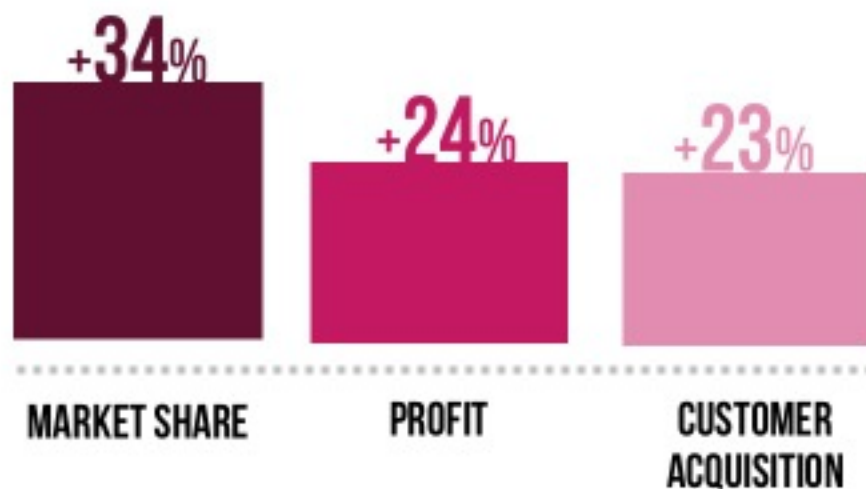


OOH POWER-USE BOOSTS BUSINESS EFFECTS

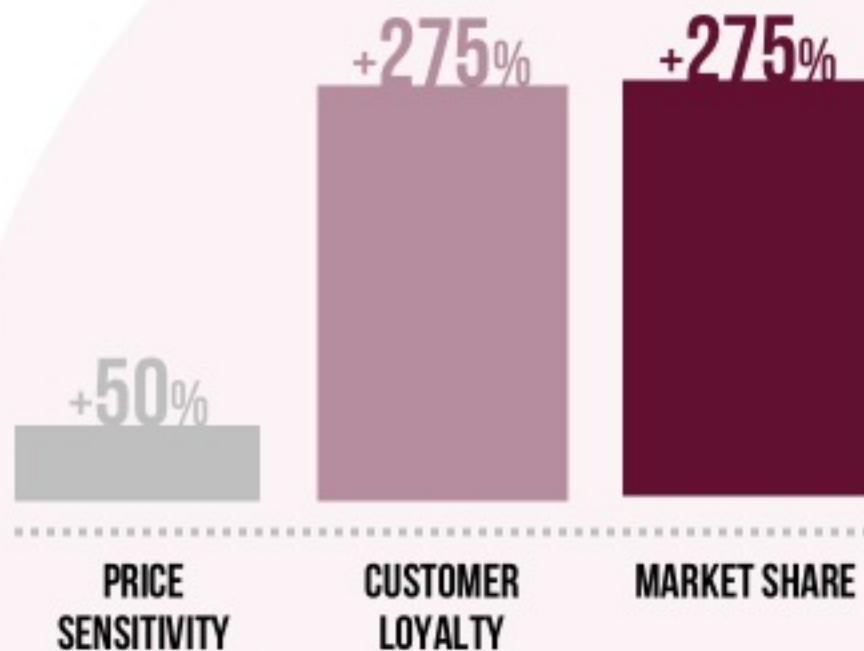
BUSINESS EFFECTS



TV



SOCIAL



Source: IPA Databank case studies 2004-2016

CONCLUSION: WHAT DID WE WANT TO LEARN?

3 KEY QUESTIONS



HOW DOES OOH WORK?



HOW EFFECTIVE ARE CAMPAIGNS
THAT USE OOH VERSUS THOSE
THAT DO NOT?



HOW DOES OOH AMPLIFY
OTHER MEDIA?

WHAT DID WE LEARN?

3 KEY ANSWERS



**OOH ADDS STATURE & FAME
TO CAMPAIGNS**



**OOH POWER-USERS ARE MORE
EFFECTIVE AT DELIVERING
BUSINESS OUTCOMES**



**OOH BOOSTS THE BUSINESS
EFFECTS OF ALL OTHER MEDIA —
ESPECIALLY ONLINE**

CONTACT INFORMATION

Whether you'd like to arrange a presentation of our research, have some questions for us, or if you'd just like to explore how Rapport can help improve the effectiveness of your Out-of-Home communications, we'd love to hear from you.

PAUL SAMBROOK

GLOBAL MARKETING DIRECTOR

@ PAUL.SAMBROOK@RAPPORTWW.COM

+44 7817 460 194

