

# Driving Results with Out of Home Advertising

Why Out of Home (OOH) advertising needs to be in your marketing mix









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# Agenda

-  Who are we?
-  What are we going to learn?
-  The challenge we faced
-  The solution
-  The result
-  Key Learnings
-  What's next for us?
-  Questions

# A little bit about us...

- With 27 offices in 16 countries, Kinetic is the world's largest planner and digital innovator of OOH advertising... and we have just touched down in Canada!
- Kinetic has the supporting power of the **GroupM** and **WPP networks** behind the agency
- Kinetic **differentiates itself through its data**; the agency invests into a wide array of third-party data on both static and digital OOH, with a heavy focus on finding the right tools and tech to optimize planning
- We are growing fast! We have only been live for 9 months, signed on 40+ clients



**WE BRING  
FORWARD THE  
FUTURE OF OOH & PRINT  
COMMUNICATION  
FOR BRANDS**

# What are we going to learn?

1

Out of Home (OOH) advertising is more relevant and innovative than ever before

2

EA data is being leveraged to provide opportunities for understanding the landscape, identifying and benchmarking opportunities

3







The use of new technology married with the right data in OOH planning and buying can make your advertising spend more effective and efficient

# Faced with the evolving landscape of advertising

OOH has been seen as 'out of touch' given the push for digital advertising



Marketing spend must be more efficient AND effective

| Vancouver  |                      |                   |
|--|----------------------|-------------------|
|   | <b>328,989,735</b>   | TOTAL IMPRESSIONS |
|   | <b>16</b>            | SCREENS           |
|   | <b>9</b>             | SITES             |
| Toronto  |                      |                   |
|   | <b>2,533,509,412</b> | TOTAL IMPRESSIONS |
|  | <b>101</b>           | SCREENS           |
|  | <b>86</b>            | SITES             |

Need the right target audience inventory for clients to buy



# The Solution: A comprehensive, data-and-technology-driven approach



Leverage real time information



Identify partners with the right data and tools to build a dynamic solution

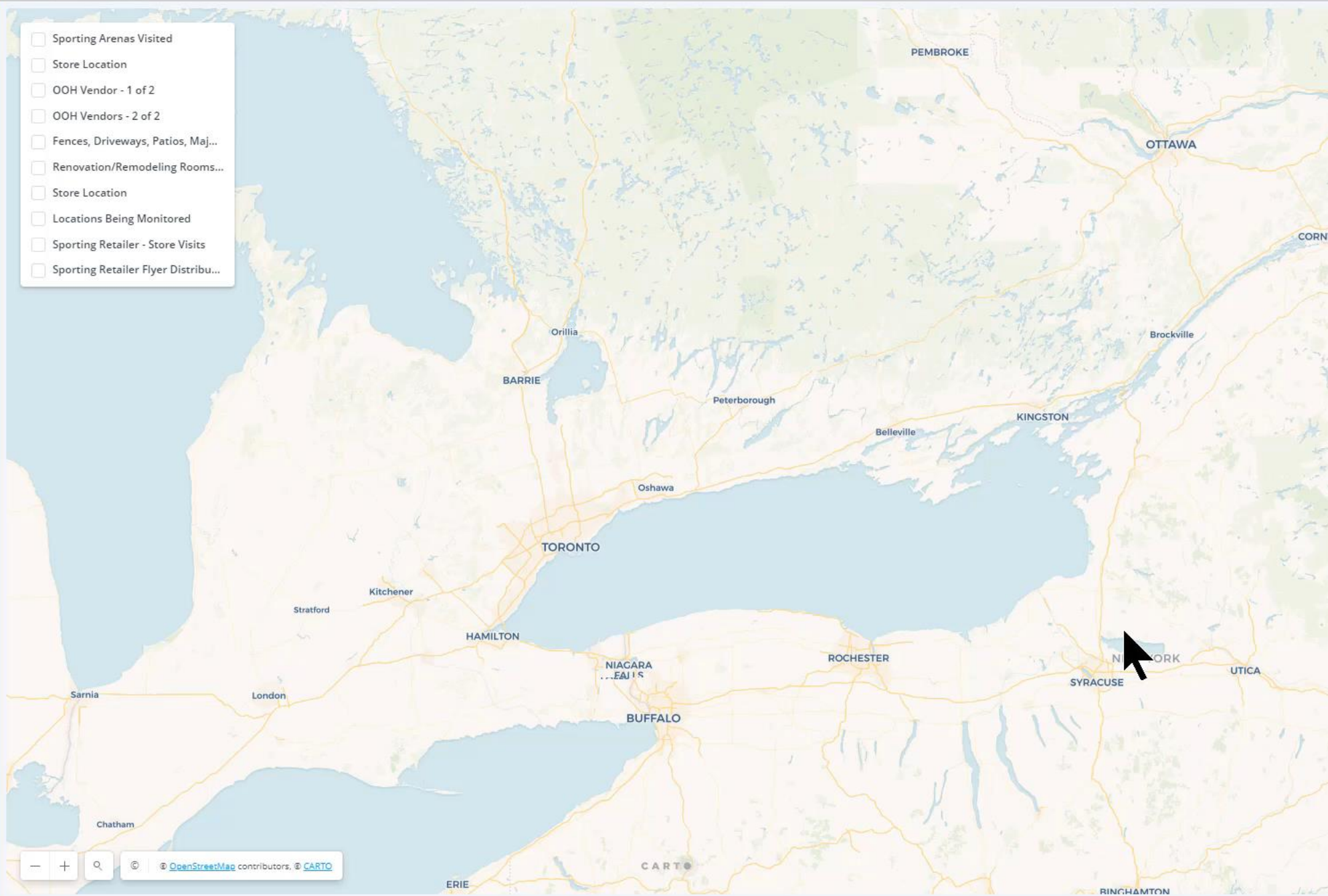


Cost-effective and efficient identification of billboard locations



Leverage Advertisers' data and targets

- Sporting Arenas Visited
- Store Location
- OOH Vendor - 1 of 2
- OOH Vendors - 2 of 2
- Fences, Driveways, Patios, Maj...
- Renovation/Remodeling Rooms...
- Store Location
- Locations Being Monitored
- Sporting Retailer - Store Visits
- Sporting Retailer Flyer Distribu...



Total Household Count  
**5,018,226**

Supplier Name - 1 of 2

ALL SELECTED

|                              |      |
|------------------------------|------|
| PATTISON OUTDOOR ADVERTISING | 6.8k |
| OUTFRONT MEDIA               | 5.0k |
| PATTISON ONESTOP             | 4.4k |
| STREETSEEN MEDIA             | 833  |
| NEWAD                        | 572  |
| OTHER                        | 105  |

[SEARCH IN 10 CATEGORIES](#)

Supplier Name - 2 of 2

ALL SELECTED

|                              |      |
|------------------------------|------|
| PATTISON OUTDOOR ADVERTISING | 6.8k |
| OUTFRONT MEDIA               | 5.0k |
| PATTISON ONESTOP             | 4.4k |
| STREETSEEN MEDIA             | 833  |
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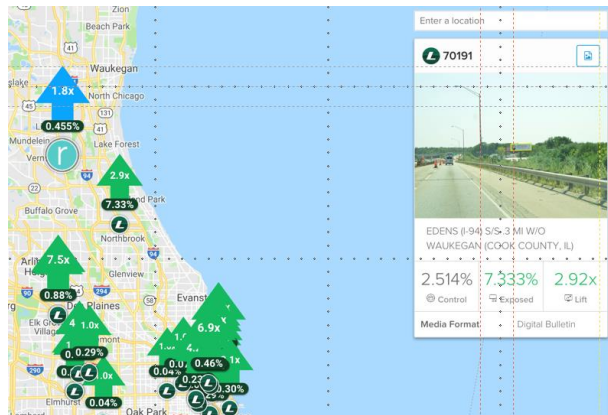
[SEARCH IN 10 CATEGORIES](#)



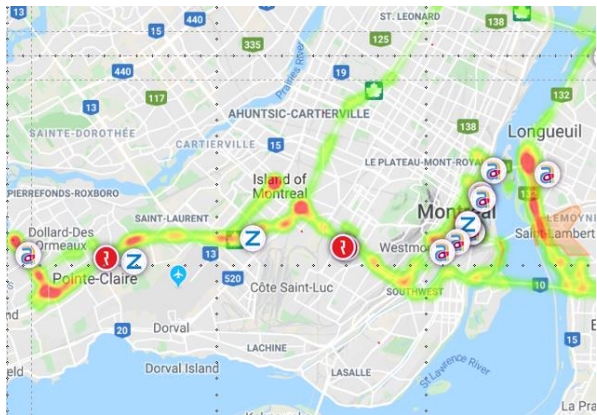
# Quick Win: Tailored communication and strategy

OOH advertisers can better understand who is viewing their ads, which helps them target content more precisely than ever before and better measure the ads' impact

OOH is attracting new clients because of greater effectiveness



Advertisers can see where they should place their OOH and why



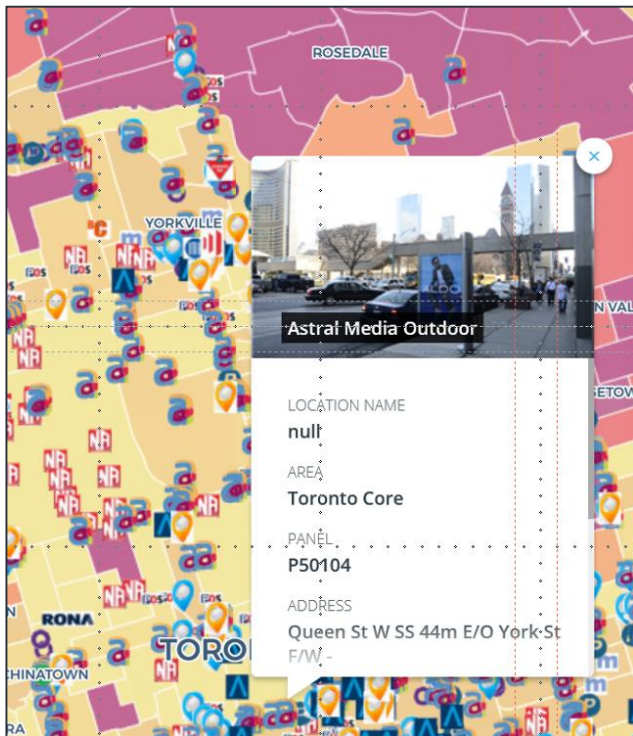
Advertisers can get an OOH program set up for as little as \$25,000





# Key Learnings

## Visualization:



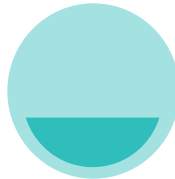
## Data-Driven Decisions:

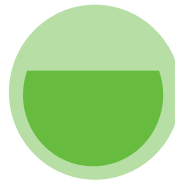


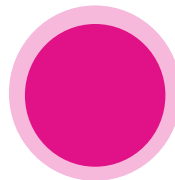
## Opportunity:



# Next Steps

 Merge all platforms together

 Continuously improve the data sets

 Create a lift attribution model to help refine future buys



# Questions?



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