AUDIENCE FIRST:

Campaign Effectiveness Research for Digital Place-Based Media

Presented at Digital Signage Expo, Las Vegas
February 23, 2011

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AUDIENCE FIRST

A successful ad campaign:

- considers the Audience First

- is **vying for brain "real estate"**

- caters to **State of Mind:**

    - hurried vs relaxed

    - competing stimuli

    - dwell time in venue

    - purpose (work/play)

    - time of day/day of week

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I'm going to talk about….

- **WHY** do campaign effectiveness research?

- **HOW** do we do it?

- **WHAT** to measure?

- Then, some **RECOMMENDATIONS**

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WHY?

- **Accountability**
  - Prove the campaign delivered **RESULTS**

- **Credibility**
  - Remove the **RISK** of an unproven medium

- **Differentiation**
  - **UNIQUE** interaction of audience, medium and message

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- **The REAL Research Objectives**

  – Make me look good* (= happy client)

  – Make my job easier (= "no-brainer" decisions)

  – Help me do better next time (= fine-tuning)

  **No, this doesn't mean fudging the results*

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HOW?

- **Intercept Surveys** (on site)
  - Campaign objectives?
  - What to ask? (typically **8-15** questions)
  - How many? (**100+** samples)
  - Targeted or random?
  - Pre and post?

- **Choose representative venues**
  - How many? Which markets?

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Research

↓

Metrics

**Gold Nuggets**

Compelling Story

WHAT?

- **Typical measures**
  - **Screen** notice
  - **Brand** awareness
  - **Ad**/message recall
  - **Consumer** behavior/preference
  - **Action**/purchase intent
  - **Demographics**
  - **Dwell time**

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SCREEN NOTICE (Averages)

- Unaided and Aided
- Do eyeballs connect AND brain remember?

Influences:

- Is the screen ON?
- Placement is KEY
- EYE-LEVEL is good
- AMBIENT issues (sunlight, weather, clutter, obstructions, direction facing, % of venue traffic in area)

Location	Average
Gas Pump	94%
Queue	82%
QSR	70%
POP	66%
Cashier	55%
Ceiling	24%

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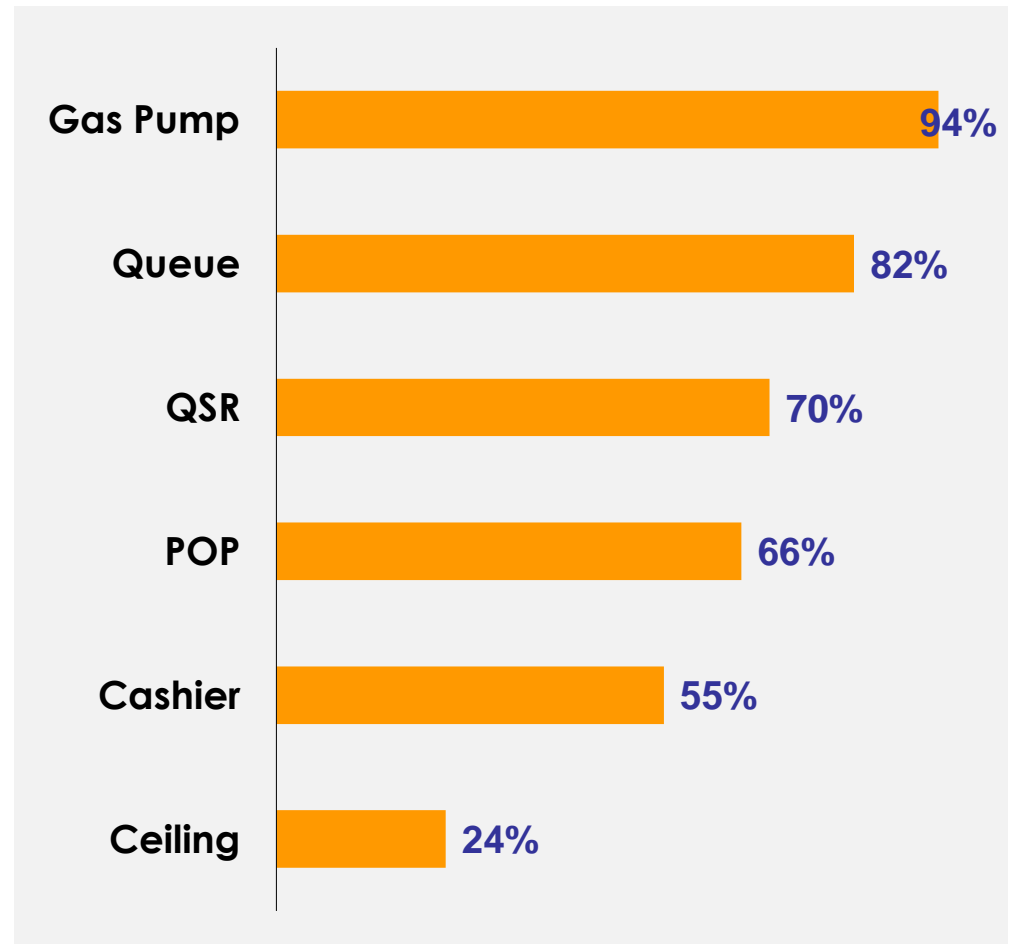
AD RECALL (Examples)

- Unaided and Aided
- As % of those who noticed screen

Influences:

- State of mind
- % of loop length
- Dwell time
- SIMPLE message
- RELEVANT
- Each frame counts
- Don't rely on audio

Range of Results:

8% to 100%

Continuous play, interactive, very large

Dwell time = 60 minutes
Loop Length = 30 minutes
Ad Length = 30 seconds
Repetitions per loop = 3
Product or logo = 5 seconds
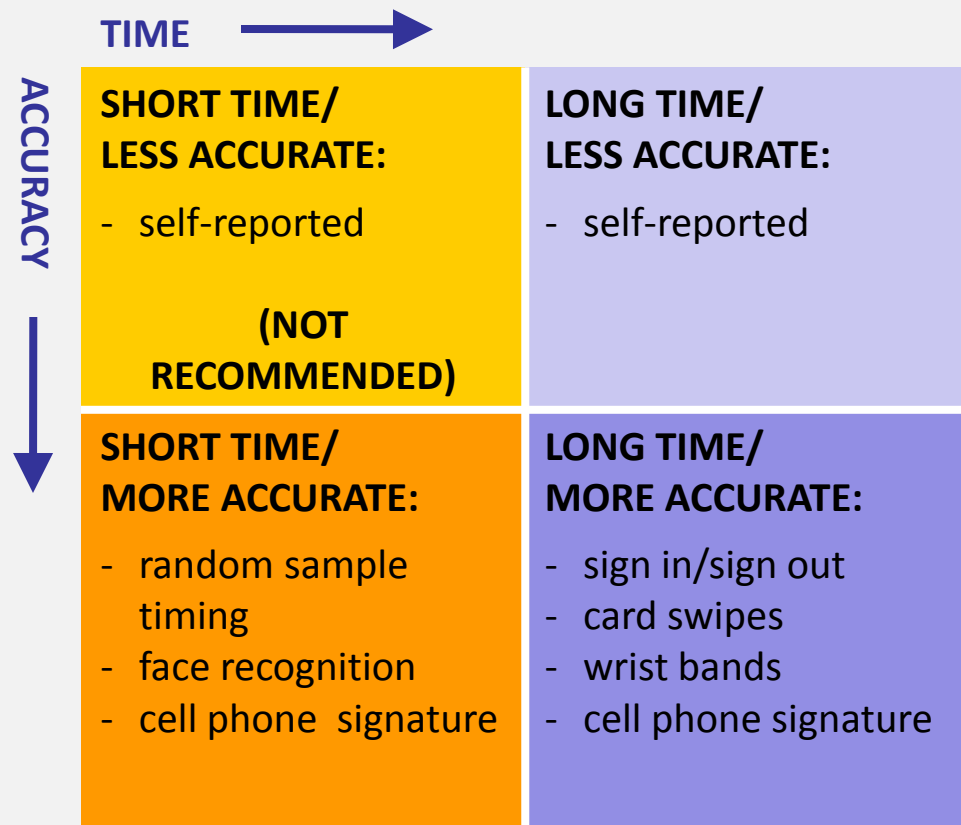**OPPORTUNITY = 1.7%**

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DWELL TIME (Methods)

- **Timed**
  - Short dwell times
  - When accuracy needed (e.g., queue analysis)
- **Self-Reported**
  - Longer dwell times
  - Accuracy not critical

Influences:

- Perception vs Reality (e.g., waiting vs doing)
- Varies by venue, time of day, day of week

Methods of Measuring:

TIME →

ACCURACY ↓

SHORT TIME/ LESS ACCURATE:	LONG TIME/ LESS ACCURATE:
- self-reported (NOT RECOMMENDED)	- self-reported
SHORT TIME/ MORE ACCURATE: - random sample timing - face recognition - cell phone signature	LONG TIME/ MORE ACCURATE: - sign in/sign out - card swipes - wrist bands - cell phone signature

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WHAT MATTERS

- Screen placement

- Screen notice

- Ad as % of screen time

- Creative – RELEVANT

- State of Mind

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RECOMMENDATIONS FOR
NETWORKS

- Conduct audience research **BEFORE** network build-out

- Pilot studies are **GOOD**

- Sell **AUDIENCE** not screens

- Ongoing research budget

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RECOMMENDATIONS FOR

BUYERS

- Do lots of this - get to know **what works**

- Know the DS networks you're buying

- Buy **AUDIENCE** not venues

- Creative and loop length match audience

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"Thank You."

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