

ADCENTRICITY

Digital OOH Media Strategists



RESEARCH LITE

*** Digital Out-of-Home Campaign Research ***

NEW YORK

260 Madison Avenue, Suite 8082
New York, NY, USA, 10016
1-866-611-3664

CHICAGO

12 N. Stratford Road
Arlington Heights, IL, USA, 60004
1-866-611-3664

TORONTO

439 King St. West, Suite 300
Toronto, ON, Canada, M5V 1K4
1-866-568-3142

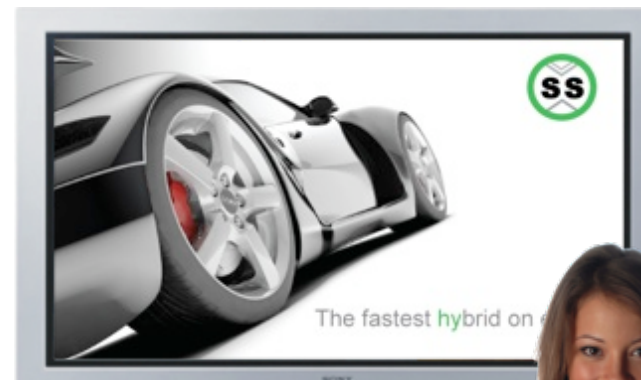
www.adcentricity.com



Digital Out-of-Home Campaign Research

Digital out-of-home is one of the fastest emerging mediums in North America. Traversing across 70 different consumer environments, the landscape can present challenges to brands in determining the return on advertising investments. To meet these increasing demands ADCENTRICITY can facilitate affordable campaign specific research studies to provide deeper consumer and media insight.

As North America's leading digital out-of-home media strategists we continue to deliver a complete end-to-end solution for your brand's initiatives. Research Lite extends our full service solution with ease, efficiency and impact.



RESEARCH LITE - Digital OOH Campaign Research



Gain valuable insight to your campaign.

RESEARCH LITE is an extended service that includes pre-packaged and fully customized research studies to measure digital out-of-home campaigns in any North American market. With this turn-key solution, only available from ADCENTRICITY, advertisers can take advantage of narrow focus campaign research around the medium and use it to gain deeper insight on the effectiveness of the media impact and contribute to campaign ROI / Return on Objectives evaluation.

Benefits:

- ▶ Garner single source media strategy and research solution
- ▶ Leverage North American wide services
- ▶ Activate pre-packaged programs for tactical execution and efficiency
- ▶ Create fully customized and scalable solutions
- ▶ Leverage our comprehensive knowledge of the medium
- ▶ Tactically collect, learn, analyze, share, scale & then repeat
- ▶ Optimizing media investments



Copyright ADCENTRICITY INC. 2008

Key-service provider:  **peoplecount**
The integrity behind ambient media

RESEARCH LITE - Digital OOH Campaign Research

Research Lite solutions will provide insight on a number of campaign objectives including:

- ▶ Demographics
- ▶ Advertising / Brand Recall (aided/unaided)
- ▶ Brand Awareness
- ▶ Ad Awareness
- ▶ Purchase Intent
- ▶ Media Acceptance
- ▶ Top of Mind
- ▶ Sales Lift
- ▶ A-B Market Comparison
- ▶ Pre / Post Campaign Study
- ▶ Controlled Market Testing
- ▶ Dwell Time
- ▶ Audience Verification
- ▶ Noticeability
- ▶ More...



Working directly with a Research Engineer, a customized intercept survey is designed to best meet the objectives. Market definition, venue profile selections and critical timelines are compiled against these objectives and professionally executed. Upon completion of the study, an in-depth analysis and dissemination of the collected campaign / consumer data is formatted for strategic insight into your initiative.

RESEARCH LITE - Digital OOH Campaign Research

Example:



Program: Vision Study > SS Hybrid > Philadelphia



Execute a before and after media effectiveness study in a single market across three venue types. Each venue type will be running different creative content. The study will determine the creative efficacy in each venue, change in consumer awareness, ad recall and consumer attitude toward the product.



Gas Station - Pump Top

- 150 Intercepts
- 1 of 212 Venues

Philadelphia Market

- 450 Intercepts
- 3 Venue Types

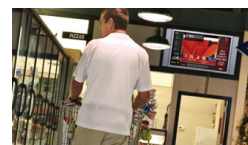
Study Criteria

- Demographics
- Ad / Screen Notice
- Ad Recall
- Consumer Attitude
- Brand Awareness
- Purchase Intent



Convenience Store

- 150 Intercepts
- 1 of 342 Venues



Grocery Store

- 150 Intercepts
- 1 of 87 Venues



RESEARCH LITE - Digital OOH Campaign Research



PACKAGES:	#1 - SNAP SHOT	#2 - VISION	#3 - INSIGHT	#4 - VIVID	#5 - ACUTE
<p>All programs include:</p> <ul style="list-style-type: none"> • Questionnaire design with a Research Engineer • Trained Supervisors • Data entry • Data cleansing / analysis • Data summaries / charts / graphs and reports • Necessary equipment • Travel expenses • Three week turn around <p>Each study offers the opportunity to distribute brand-specific giveaways / incentives to consumers on-site.</p>	<p>Snap Shot is a single-venue "litmus" test designed primarily to test a new campaign or as a pilot test for a larger survey program. This package provides valuable initial insight into your digital out-of-home ad campaign such as:</p> <ul style="list-style-type: none"> • Ad / Screen Notice • Ad Recall • Basic Audience Demos • Consumer Attitude 	<p>Vision is a campaign effectiveness mini-test conducted in one to four venues, and is designed primarily to test a new campaign, as a pilot test for a larger survey program or as a stand-alone test providing indications of:</p> <ul style="list-style-type: none"> • Ad / Screen Notice • Ad Recall • Basic Audience Demos • Consumer Attitude • Brand Awareness • Purchase Intent 	<p>Insight is a comparison test providing an effectiveness study comparing two campaign conditions, such as:</p> <ul style="list-style-type: none"> • Before & after campaign deployment • With or without campaign • Content A & B • A - B Markets <p>This package also provides the value of comparison of:</p> <ul style="list-style-type: none"> • Ad / Screen Notice • Ad Recall • Basic Audience Demos • Consumer Attitude • Brand Awareness • Purchase Intent 	<p>A campaign effectiveness study is designed to provide the client with verifiable information about the impact of their digital out-of-home campaign. This medium-sized study involves surveying in 4 to 6 venues within one market providing indicators of:</p> <ul style="list-style-type: none"> • Ad / Screen Notice • Ad Recall • Basic Audience Demos • Consumer Attitude • Brand Awareness • Purchase Intent • Consumer Experience • Consumer Satisfaction • Top-of-Mind Awareness • Brand Attitude 	<p>Acute is a comprehensive campaign effectiveness study designed to provide verifiable information about the impact of a major digital out-of-home advertising campaign. This robust study involves surveying in 10 to 20 venues within one market. The research provides all of the effectiveness measures of a campaign, including:</p> <ul style="list-style-type: none"> • Ad / Screen Notice • Ad Recall • Basic Audience Demos • Consumer Attitude • Brand Awareness • Purchase Intent • Consumer Experience • Consumer Satisfaction • Top-of-Mind Awareness • Brand Attitude • Sales Lift* • Consumer Profile
On-site Intercepts:	100	200	400	600	2,000
No. of Venues:	1	1 to 4	1 to 4	4 to 6	10 to 20
No. of Markets:	1	1	1 to 2	1	1
Survey Questions:	Up to 15	15	18	20	20
Rate:	\$4,200	\$7,500	\$14,800	\$19,800	\$49,800
Additional Markets:	\$3,500	\$6,000	\$9,800	\$12,800	\$33,500

Client Provides:

- Input regarding objectives of study
- Review of questionnaire before proceeding



Peoplecount is a division of Transearch Group Inc., a highly respected and innovative third party supplier of audited out-of-home circulation data in North America since 1995. The division was created in 2005 in response to the unprecedented growth in place-based media, particularly digital signage installations.

Committed to serving the Out-of-Home and Point-of-Purchase advertising industries, Peoplecount is staffed with professional transportation engineers, GIS specialists, a network of field surveyors across the country, executives and support staff. Offering Research and Measurement solutions related to traffic, pedestrian, customer and audience characteristics, our client base includes outdoor advertising associations, individual out-of-home advertising operators, operators of place-based media and digital signage, and recreational and retail companies.

Peoplecount emphasizes responsiveness and client support in a progressive, creative environment. We pride ourselves on our contemporary, dynamic perspective, embracing constantly evolving technology in a fine balancing act with a commitment to traditional concepts of procedures, assumptions, data and results necessary to maintain our solid reputation for integrity. We offer customizable services that are easily scaleable to accommodate even very small or very large projects or advertising networks.

Peoplecount has extensive experience in customer and audience intercept surveys. On-site surveys and interviews are an essential tool to gauge the success of the digital signage deployment and are useful for Pilot Studies, Before-After Comparisons, Campaign Awareness / Recall and Digital Network Audience Demographics and Reach / Frequency.

Methodology development contributors:



About Us:

ADCENTRICITY is your award winning partner for digital out-of-home media strategy, planning, buying and execution. As expert digital OOH media strategists, we specialize in supporting Brands and agencies in understanding “what works” in digital out-of-home media. With high-touch service, unmatched insight, an advanced media platform and in-depth supporting research ADCENTRICITY is able to deliver intelligent and strategic media planning decisions and effective media investments.

ADCENTRICITY is the only coast-to-coast single source solution across North America and offers the largest collection of digital out-of-home media with over 80 network partners and over 150,000 quality place-based and retail screens. The landscape of our media offering covers 16 main venue categories and over 70 sub-categories such as, Universities, Shopping Centers, Transit, Sporting Event and Arenas, Convenience Stores, Restaurants / Bars, Elevators, Gas Stations, Office Buildings, ATMs, etc. When considering digital OOH media in you marketing mix ADCENTRICITY is your leading digital OOH media partner.

Sample Clients:



NEW YORK
260 Madison Avenue, Suite 8082
New York, NY, USA, 10016
1-866-611-3664

CHICAGO
12 N. Stratford Road
Arlington Heights, IL, USA, 60004
1-866-611-3664

TORONTO
439 King St. West, Suite 300
Toronto, ON, Canada, M5V 1K4
1-866-568-3142

www.adcentricity.com