



About Us

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 and customer 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 developing circulation models for various place-based media, many of which have been thoroughly scrutinized and approved by auditing bureaus such as the Traffic Audit Bureau (TAB) and the Canadian Outdoor Measurement Bureau (COMB). We also contributed to OVAB's recently released Audience Metrics Guidelines. Drawing on more than a decade of industry-related experience, **peoplecount** is pleased to offer an extensive suite of research models and audit methodologies, including:

digitalcounts **pedestriancounts** **restocounts** **fitnesscounts** **campuscounts** **outdoorcounts**
mobilecounts **traffickcounts** **retailcounts** **portablecounts** **ambientcounts** **mallscount**
airportscount **stadiumscount** **locationscount** **casinoscount** **theatrescount**



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People

Kelly McGillivray, P.Eng., is President and Chief Methodologist of Peoplecount. As a registered professional engineer she is well trained and experienced in pedestrian modeling, traffic engineering, statistical methods and the execution of major research and survey projects.

Adept at not only survey design, data mining and modeling, Kelly excels at **extracting the gold nuggets** from vast amounts of data and turning them into a compelling value proposition for your medium. Kelly is skilled at explaining technical concepts in clear, understandable terms, and is committed to providing customizable, glass-box services, not out-of-the-black-box solutions. She advances the client's understanding of the technical aspects of the research and issues well-documented data in a format that can be effectively interpreted by others.

Kelly demonstrates a deep commitment to the out-of-home advertising industry, volunteering on Boards and Committees dedicated to the growth of the out-of-home advertising industry and the furthering of research within these sectors. Kelly has recently held the following volunteer positions:

The Advertising Club of Toronto (Out-of-Home Chair and Board Member)

Point-of-Purchase Advertising Institute (Member, Digital Signage Research Committee)

Mobile Advertising Council of Canada (Advisory Board Member)

Peoplecount currently operates from its offices in Toronto with technical staff including traffic engineers, GIS Specialists, executive staff and a **network of contract survey staff** across the U.S. and Canada.





Experience

Peoplecount's direct experience in the Out-of-Home and Digital Signage advertising industries includes the following projects:

- **Restaurant/Bar advertising circulations** – methodology design (approved by COMB) and circulation counting for two network operators (Zoom and NEWAD) across Canada;
- **University and College campus advertising circulations** - methodology design (approved by COMB) and circulation counting for two network operators across Canada;
- **Fitness and Sports Club advertising circulations** - methodology design (approved by COMB) and circulation counting for two network operators across Canada;
- **Convenience store street-level advertising circulations** – methodology design (approved by COMB) and circulation counting for Flashmedia across Canada;
- Development of COMB's **mall poster circulation** measurement methodology, including its adaptation for a food court digital signage network;
- Execution of various in-venue research including exit interviews, behavioural observation and dwell time measurement for the **digital signage** industry, including networks located in convenience stores, pharmacies, sporting goods stores and banks.
- Development and implementation of a **street-level pedestrian circulation model** across seven major U.S. markets for the Traffic Audit Bureau as part of the **TAB's Eyes-On implementation team**;
- The Traffic Audit Bureau's (TAB's) Count Station Geocoding and Circulation Update program since 2000;
- Development of the Traffic Audit Bureau's (TAB's) **mobile advertising circulation** methodology, known as TAB MARG, in 2000 and provision of technical support to members (2001 to present);
- Provision of detailed audience origin analyses and demographic profiles.





Solutions

Peoplecount's **Research and Measurement Solutions for digital signage networks** include:

- **Circulation Counts** – Methodology design and circulation counting of pedestrian or customer traffic. Counting methods can include use of our portable counting equipment, partnering with face-recognition technology providers, and use of manual counting via our network of on-site surveyors (or any combination of these approaches);
- **Spatial modelling combined with Circulation Counts**- For the most economic use of data collected, we can link into known third-party data and use statistical and spatial modelling techniques;
- **Time-Part Circulations** – Expressing circulations in hourly, daily or seasonal time-parts;
- **Dwell Time Analysis** and other behavioural observations;
- **Recall and Noticeability Studies** – Surveying audience on-site to determine the noticeability of the digital signage, and the recall or effectiveness of specific advertisements or media types.
- **Audit Bureau Approvals** – Support and negotiation of the review and approval process by agencies such as OVAB, TAB or COMB. To date, **every methodology developed by Peoplecount and reviewed by governing audit bureaus has been approved and adopted as the industry standard**;
- **Origin Studies** – Identifying geographical areas from where the digital signage network's audience predominantly originate and, if desired, a demographic audience profile.

Peoplecount will attend discussions, meetings and presentations with your executive team to further **define your Research and Measurement priorities**, identifying which studies would best **support your sales force in generating sustainable media sales**. Our solutions are fully customized and scalable to any size network or project. Projects can be phased to suit your budget and corporate priorities. Please contact kelly@peoplecount.biz for a quote or to arrange a meeting.

