



about us

peoplecount is an award-winning research firm and a highly respected and innovative third-party research supplier in North America **since 1995**. A division of Transearch Group Inc. with over fifteen years' experience in out-of-home media research and measurement, we are in a position of leadership with a unique and thorough understanding of industry standards and acceptable measurement procedures.

peoplecount emphasizes responsiveness and client support in a progressive, creative environment. We pride ourselves on our contemporary, dynamic perspective, embracing constantly evolving technology, balanced with a commitment to the traditional values 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 developed renowned circulation measurement models for many types of non-traditional out-of-home media. With our extensive experience in **customer and audience intercept surveys** we were the obvious choice as the key service provider for Adcentricity's Research Lite pre-packaged audience research service, celebrated by Digital Signage Today as "a very exciting innovation".

peoplecount collaborates with our clients and partners to find efficient, cost-effective solutions to your research and measurement needs. We have set the industry standard for measurement of various place-based media, with many of our methodologies 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 Audience Metrics Guidelines. **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**
transitcounts **airportscount** **stadiumscount** **casinoscount** **theatrescount**



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people

peoplecount currently operates from head 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. No other company can match the "industry specific" experience and depth of knowledge present in **peoplecount's** executive roster.

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. Kelly's unique expertise **brings the rigors of engineering and the innovation of spatial modelling techniques to out-of-home audience research.**

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 Ad Club of Toronto (Out-of-Home Day Chair, Board Member, OOH Day Committee)

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

Mobile Advertising Council of Canada (Advisory Board Member)





experience

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

- Development of COMB's **mall poster circulation** measurement methodology, including its adaptation for a **food court digital signage network**;
- 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** (recipient of the **MediaPost 2009 Digital Out-of-Home Award for Most Innovative Research/Audience Metrics**);
- **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;
- 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, grocery stores, quick-serve restaurants, gas stations, pharmacies, sporting goods stores and banks.
- 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 (for vehicle-mounted media), known as TAB MARG, in 2000 and provision of technical support to members (2001 to present);
- Provision of detailed audience or customer origin analyses and demographic profiles.





solutions

Peoplecount's **Research and Measurement Solutions for mall media and in-store 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 advertising media, 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 TAB, COMB, OVAB or CODACAN. 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 retail customers 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 customizable and scaleable to any size network or project. Projects can be phased to suit your budget and corporate priorities. Please contact [evelyn](mailto:evelyn@peoplecount.biz) or kelly@peoplecount.biz for a quote or to arrange a meeting.

