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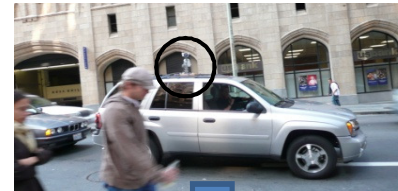
Mobilecounts Audience Measurement

Audience Metrics for an Unmeasured Medium

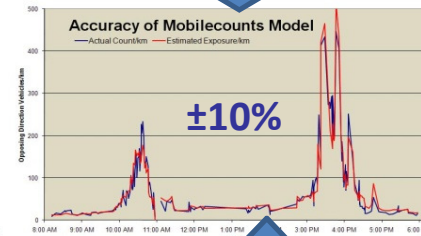
Two wrapped vehicles towing sign trailers travelled a 7,700-km route through Atlantic Canada, targeting small towns with no traditional outdoor media.



Mobilecounts metrics model

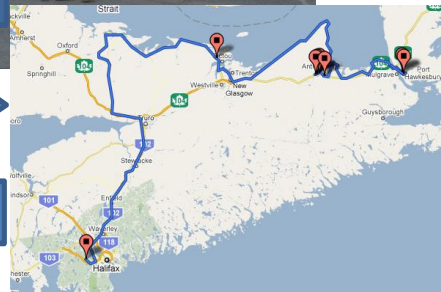


Camera mounted on vehicle for testing



Model based on traffic flow theory and statistics

GPS track



Route details

Target



Towns with McDonald's

survey



Monitor vehicle progress and show up next day

Media notice



Ad recall



RESULTS

(Confidential)

61,500 weekly impressions

27% media notice

75% ad recall

39% purchase

1. Business Challenge

The agency executed a non-traditional out-of-home campaign for McDonald's Restaurants in Atlantic Canada, using two vinyl-wrapped, branded SUV vehicles, towing a two-sided, trailer-mounted billboard, operated by Mango Moose Media. The campaign ran through the summer of 2010, travelling through small Atlantic towns, covering a 7,700-km route every two to three weeks.

The purpose was to bring out-of-home advertising to towns that lacked traditional billboards.

The challenge is that mobile vehicle advertising was, until then, an unmeasured medium, with no way to compare either audience metrics or campaign effectiveness against more traditional media.

2. Insight and Strategic Approach

The research firm designed a two-part plan to gain insight into:

- **Average weekly advertising impressions:**

Mobilecounts, a mobile advertising audience circulation model, was developed by the research firm to estimate the number of vehicle occupants that have the opportunity to view the advertising vehicle, with a proven accuracy of ± 10 percent. The vehicles were tracked with GPS units.

- **Consumer insight including media and message recall and effectiveness:**

The research firm tracked the progress of the vehicles and appeared in the towns on the following day to conduct intercept surveys at local McDonald's Restaurants.

3. Innovative Media Execution

The Mobilecounts model includes a complex algorithm derived from traffic flow theory and statistical modeling, calibrated and tested extensively by videotaping traffic from vehicle-mounted cameras as proof of audience delivery.

The methodology uses commonly available data such as traffic counts, road class, traffic speed, vehicle routing and time of day. The calculations are route-specific and can be amalgamated across a fleet or geographic zone.

Using the Mobilecounts model to quantify the audience delivery offered these benefits:

- allowed accurate circulations to be quoted for exterior vehicle advertising campaigns (previously unmeasured); and
- allowed the media planner to directly compare mobile vehicle impressions with other audited outdoor media, including traditional billboards.

4. Results

- The advertising fleet garnered **61,500 advertising impressions** per week, covering small towns where no outdoor advertising exists;
- **27% of survey respondents noticed the advertising vehicle**, an excellent result considering only 44% of respondents were locals and would have had the opportunity to see the vehicle in their market and the truck is only in the market one to four days per month;
- Among those who saw the advertising vehicle, **75% recalled the advertising message**, an exceptionally high ratio, and **39% purchased** the product advertised.

(Results confidential)