



# The State of Digital Place-Based Advertising

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# Our speakers



**Moderator**

David Drain  
Digital Screenmedia  
Association (DSA)



**Panelist**

Diane Williams  
Arbitron



**Panelist**

Jeremy Lockhorn  
Razorfish



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# Arbitron Digital Place-Based Video Study 2010



*Presented by:*  
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# Arbitron Digital Place-Based Video Estimates and Profiles 2010

- New data collected in 2010
- **Monthly and weekly national audience estimates for digital place-based video as a medium**
- Info on U.S. residents aged 12 or older (including teens)
- **Breakouts for 18 different venue categories**
- Demographic profiles of viewers including:
  - sex**
  - age**
  - ethnicity**
  - household income**
  - education**
  - presence of children under 18 in the household**
- Ad engagement and purchase intent measures

## Venue categories profiled:

- Airport
- Bar
- Coffeehouse or sandwich shop
- Convenience store
- Drug store
- Elevator
- Fast food or casual dining restaurant
- Gas station
- Grocery store
- Health club
- Hospital or medical test facility
- Large retail or department store
- Medical office (such as a doctor's office, dentist or veterinarian)
- Movie theater
- Office building lobby
- Shopping mall
- Stadium or arena
- Transportation
  - Exterior of a Bus, Bus Stop Shelter, Train or Taxicab
  - Riding Inside a Bus, Train or Taxicab

# Description of Methodology

Arbitron Inc. in partnership with Edison Research conducted:

- Total of 1,753 surveys completed between January 25 and February 22, 2010
- **Single source measurement**
- Telephone interview
- **Includes cell phone sample and non-Internet households**
- Random sample of U.S. residents aged 12 and older
- **Nationally projectable to the full U.S. population aged 12 or older**

**The importance of sampling.** Arbitron used telephone recruited sample (both landline and cell phone) to create these universe estimates.

So, unlike Internet panels that can exclude 16% or more of the U.S. population that does not regularly access the Internet, these universe estimates provide a more complete picture of the total market without undercounting or excluding entire segments of the population.

# Definition of Terms

- **Venue Visitor:** A person who has been to or was exposed to one of the 18 public venues examined in this report in the past month.
- **Weekly/Monthly Digital Video Viewer:** A person who noticed a digital video screen at one of the 18 public venues examined in this report in the past week/month.
- **Persons estimates:** The number of U.S. residents who have watched a digital video screen. This number represents unique people in the population, NOT ad impressions.

*For example:* The monthly digital video persons estimates for grocery stores is 72 million people aged 12 or older. This number is derived by multiplying the total current U.S. population by the percentage of our representative sample who reported noticing a digital video screen in a grocery store in the past month ( $259,000,600 * 27.9\% = 72,261,167$ ). The number of total ad impressions these people represent would vary based on the frequency of their viewing and the number of ads in rotation.

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**Visitors vs. Viewers.** In this report visitors represent the number of people who have been to a particular type of venue in the past month. Since not all venues have screens installed, not everyone who visits a venue is exposed to digital video content.

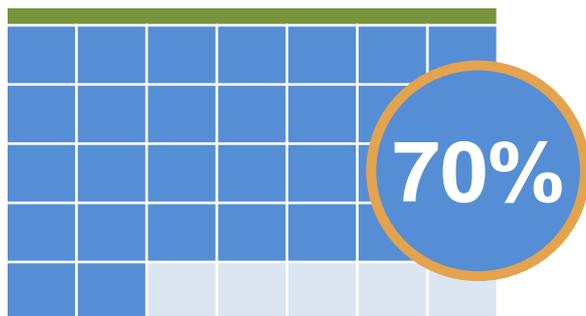
The visitor estimates are included merely to provide perspective for the audience (viewer) estimates.

The audience estimates represent the number of people who specifically recall seeing a digital video screen at a venue. It is possible to have been in the proximity of a screen (exposed) without noticing it.

# Total U.S. Reach

[www.arbitron.com](http://www.arbitron.com)

# Digital Place-Based Video as a Medium: U.S. Total Reach



Teen and adult U.S. residents have viewed digital video displays at any measured venue in the past **month**.

**Monthly persons estimate:**

**181 Million**



Teen and adult U.S. residents have viewed digital video displays at any measured venue in the past **week**.

**Weekly persons estimate:**

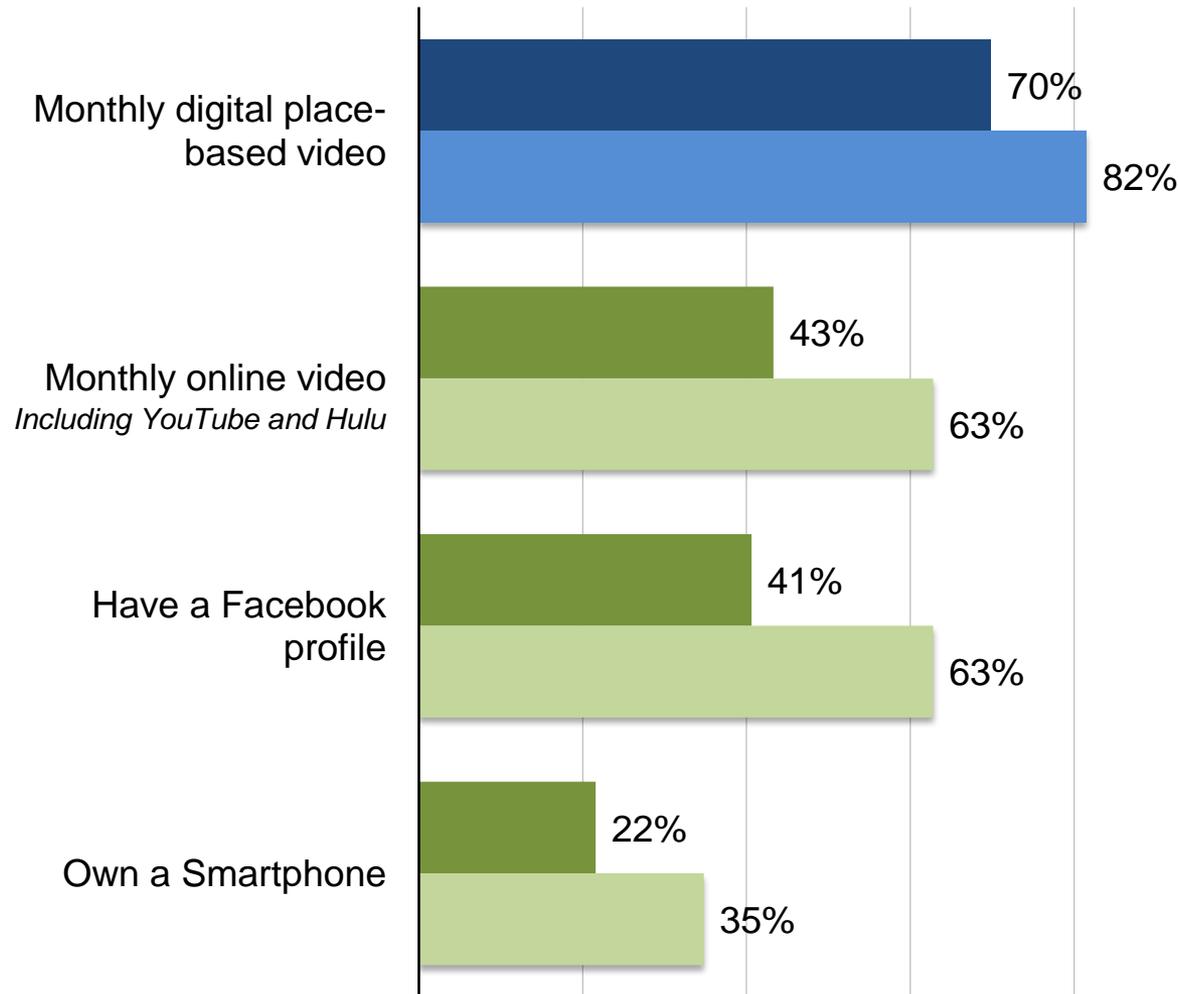
**135 Million**

**Over two-thirds of American teens and adults have seen a digital video screen in a public venue in the past month.** Seventy percent of U.S. residents aged 12 or older recalled seeing a digital video display in at least one of the 18 venue categories examined in this report; that translates to approximately 181 million Americans.

Over half (52% or 135 million) of U.S. teens and adults have seen a digital video screen in just the past week.

# Reach of Digital Place-Based Video Compared to Other Media

■ All Persons 12+      ■ Teens and Young Adults (12-24)



**Digital place-based video dwarfs many prominent new media and marketing platforms.**

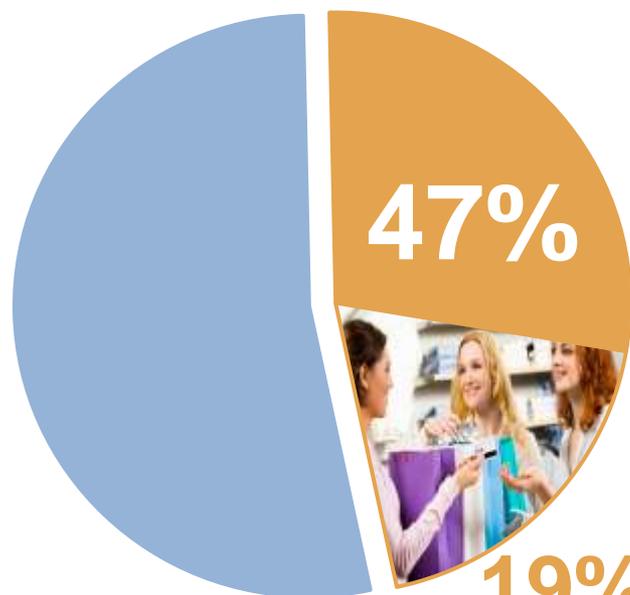
More American teens and adults have seen a digital video screen at a public venue in the past month (70%) than have watched online video (43%).

More people see digital video screens in public venues than have a Facebook profile (41%) or a smartphone (22%).

Even among teens and young adults these trends still stand firm.

And please keep in mind this is a direct comparison across a *single* sample group describing their personal consumption of each media and marketing platform.

# Digital Place-Based Video Advertising Recall



47%

Digital video viewers **recalled seeing an advertisement on the screen.**

19%

Those who saw an ad and have **made an unplanned purchase after seeing an item featured on the screen.**

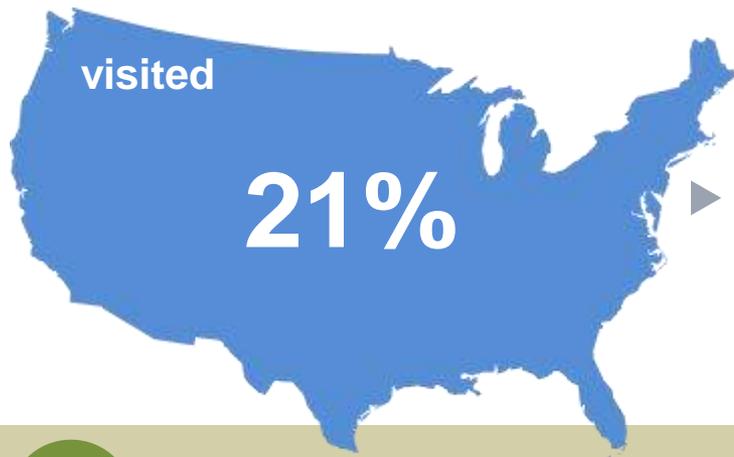
**Viewers are not just exposed; they are engaged.** Nearly half (47%) of those who have noticed a digital place-based video display in the past month specifically remember an advertisement appearing on the screen.

Nearly 1 in 5 (19%) of those who noticed an ad report having made a purchase they were not already planning on making after seeing an item featured on the video screen (though not necessarily within the same month).

*Note: See appendix for verbatim survey questions.*

# Venue Reach

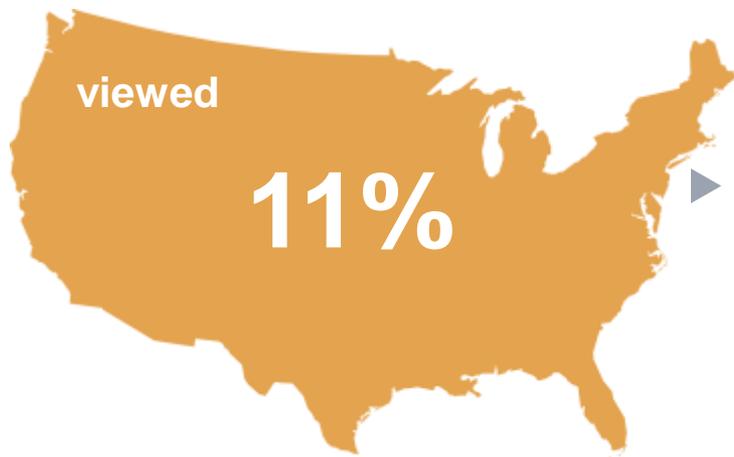
[www.arbitron.com](http://www.arbitron.com)



▶ Teen and adult U.S. residents have visited an airport in the past month.

**Persons estimate: 54 million**

**52%** of those who visited an airport in the past month viewed digital video during at least one of those visits.



▶ Teen and adult U.S. residents have viewed digital video at an airport in the past month.

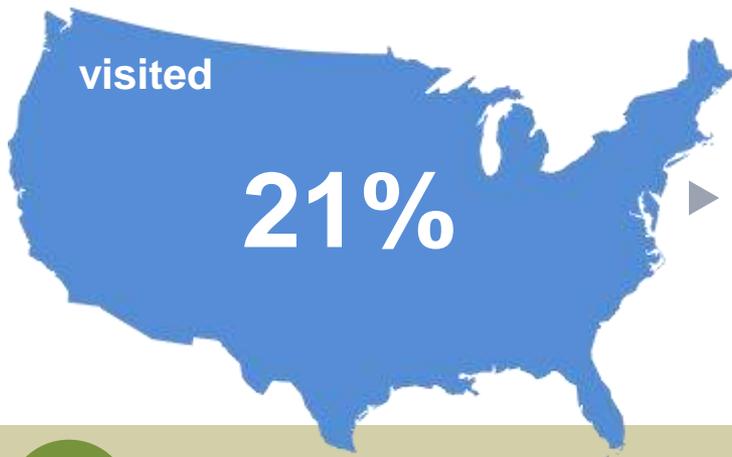
**Persons estimate: 28 million**



**More than one in five Americans have visited an airport in the past month.**

Twenty-one percent of U.S. residents aged 12 or older have been to an airport in the past month; out of those who visited, 52% noticed a digital video screen at the location on at least one of those visits.

The monthly reach of digital video displays at airports among all American teens and adults is 11% or 28 million unique people.

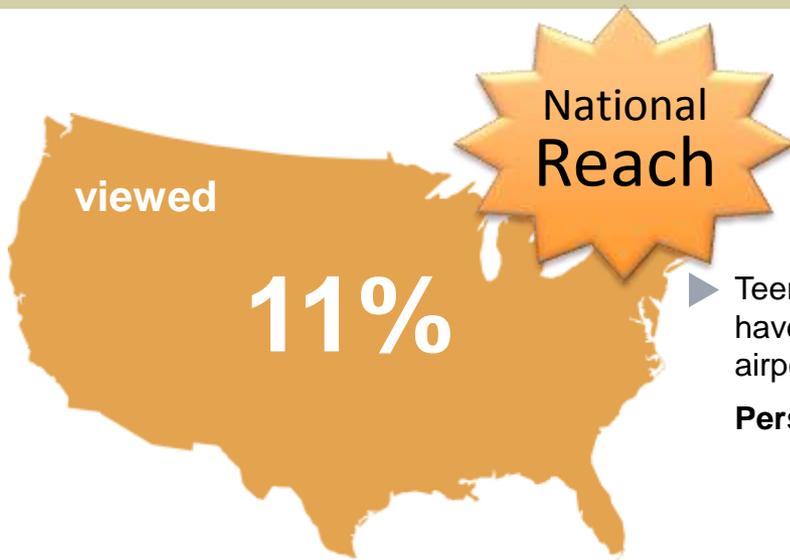


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**of those who visited an airport in the past month viewed digital video during at least one of those visits.**



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# What contributes to Reach?

The two main factors contributing to the overall Reach for a venue are:

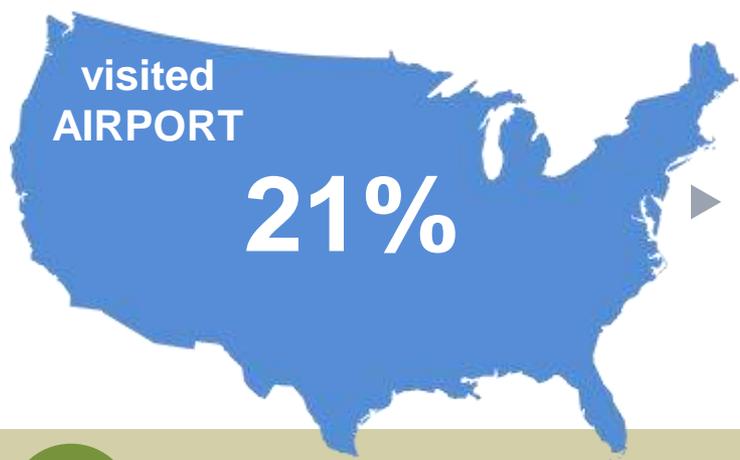
- **Unique Venue Traffic**

% of (unique) people who visit the venue.

- **Screen Penetration**

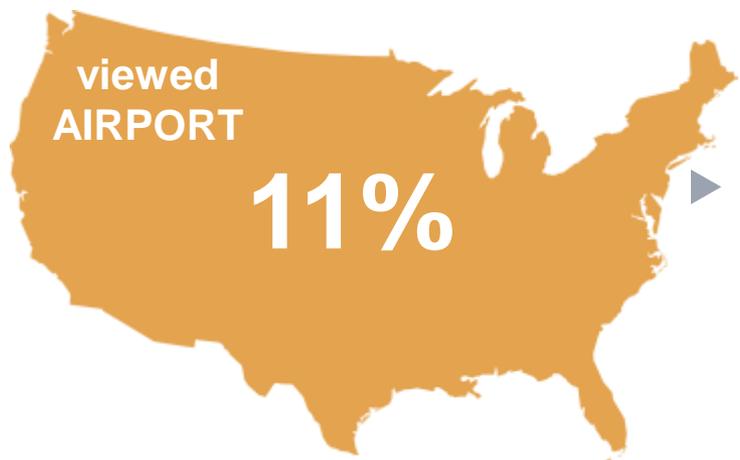
% of venues have video screens installed.

# Unique Traffic x Screen Penetration = Reach



**52%** of those who visited an AIRPORT in the past month viewed digital video during at least one of those visits.

**17%** of those who visited an DRUG STORE in the past month viewed digital video during at least one of those visits.



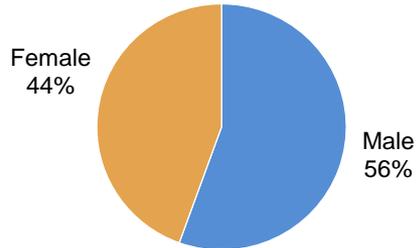
# Venues with the Greatest Overall Reach

- Grocery stores
- Shopping malls
- Large retail or department stores
- Medical offices such as a doctor's office, dentist or veterinarian
- Movie theaters
- Gas stations

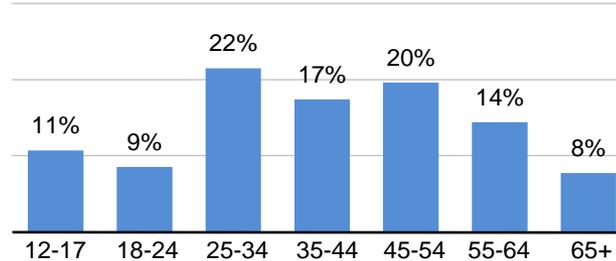
# Venue Profile

[www.arbitron.com](http://www.arbitron.com)

**Sex**



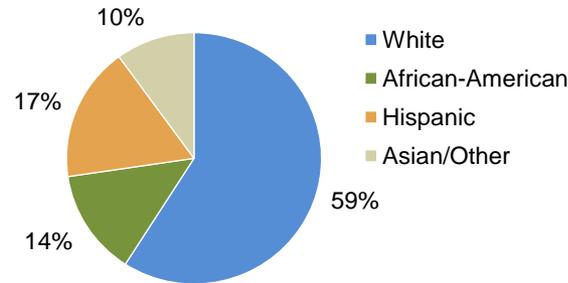
**Age**



**Household Income**



**Race/Ethnicity**



**Airports deliver a high concentration of:**

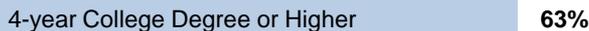
- Affluent consumers
- People with college degrees

**The audience skews:**

- Male

Based on 74% of sample aged 18 or older who provided an income level.

**Education**



Based on respondents aged 18 or older.

**Household Composition**



Based on respondents aged 18 or older.

**National Average Index**

Men	Women	Age 12-24	Age 18-49	Age 25-54	Income \$50K+	Income \$100K+	College Degree or Higher	Children in Household
113	87	89	110	118	161	191	157	96

# High Index = High Concentration of Target

venue composition    U.S. Pop composition = Index

Demographic Target	% U.S. Population	% Airport Viewers	Index
Men with \$100K+ income	5%	11%	220
Persons with \$100K+ income	9%	18%	189
Women with Smartphone	9%	17%	184
Women with \$100K+ income	4%	7%	177
Persons with a Smartphone	22%	38%	176
Men with a Smartphone	12%	21%	171
Men watching online video (wk)	18%	28%	155
Men who social net online (wk)	20%	30%	150
Men who Facebook	19%	28%	148

# In conclusion

[www.arbitron.com](http://www.arbitron.com)

# A Few Key Takeaways

- Digital place-based video reaches over **7 out of 10 U.S. residents** each month.
- **More people watch** digital place-based video than watch video online, have a Facebook profile or a smartphone.
- Venues with high **traffic don't** always translate into high **viewership**.
- The demographic profile of the audience varies widely by venue category and is **best viewed as an index**.

New

The full executive summary report is available for free at: [www.arbitron.com](http://www.arbitron.com)

Additional reports with exclusive data are available for a fee and include:

- Top 25 markets
- Weekly viewership with reach/frequency analysis
- Target demos (Persons 18-49 or women with children living in the household, etc.)
- Venue combos (unduplicated estimates for grocery stores and drugstores combined, etc.)

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# The agency perspective

Jeremy Lockhorn

July 15, 2010



**Hello!**

Today, I'm going to review three things about digital signage ...



the opportunity



challenges



why we  
remain excited



**The opportunity  
is huge**

# Media, disrupted



# Behavior shift

Consumers today in the U.S. spend **twice** as much time outside the home as they did 30 years ago.



# flavors of digital signage



advertising



retail solutions  
brand or guided selling



custom immersive  
experiences

# the 4 C's of DPA

<p><b>Coverage</b> Killer combination of national audience, niche targets like health clubs, and proximity to point of purchase</p>	<p><b>Control</b> Like the web, media and ads are centrally controlled and managed, allowing for rapid optimization and narrow targeting</p>
<p><b>Cost Effectiveness</b> Given added benefits, relatively inexpensive when compared to traditional OOH and traditional broadcast</p>	<p><b>Customer Satisfaction</b> Unlike many advertising channels, consumers typically find digital place-based media useful; sometimes even viewed as enhancement to shopping experience</p>

**And yet, agencies (and brands/marketers)  
often struggle  
with the space...**



# Some of the hurdles ...

- Fragmentation
  - Hundreds of networks, all at different points of evolution (from nascent to mature)
  - Same inventory often available via multiple outlets
  - Inconsistent stories, audience descriptions, value propositions

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  - Size, shape, bit rate, length, etc.

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- Lack of ad format standardization
  - Size, shape, bit rate, length, etc.
- Production hurdles
  - Repurpose TV spot?
  - What about audio?
  - Localize?
  - Budget?

**Still, programs repeatedly demonstrate the potential**



# Windows Phone 7 Launch

- Touch screen experience to guide trade show attendees through the features of the new operating system
- Launched at Mobile World Congress
- Allowed thousands of people to get some hands-on experience with the operating system, despite only a few actual phones being available
- Videos of the demo showed up on YouTube and were shared across social networks



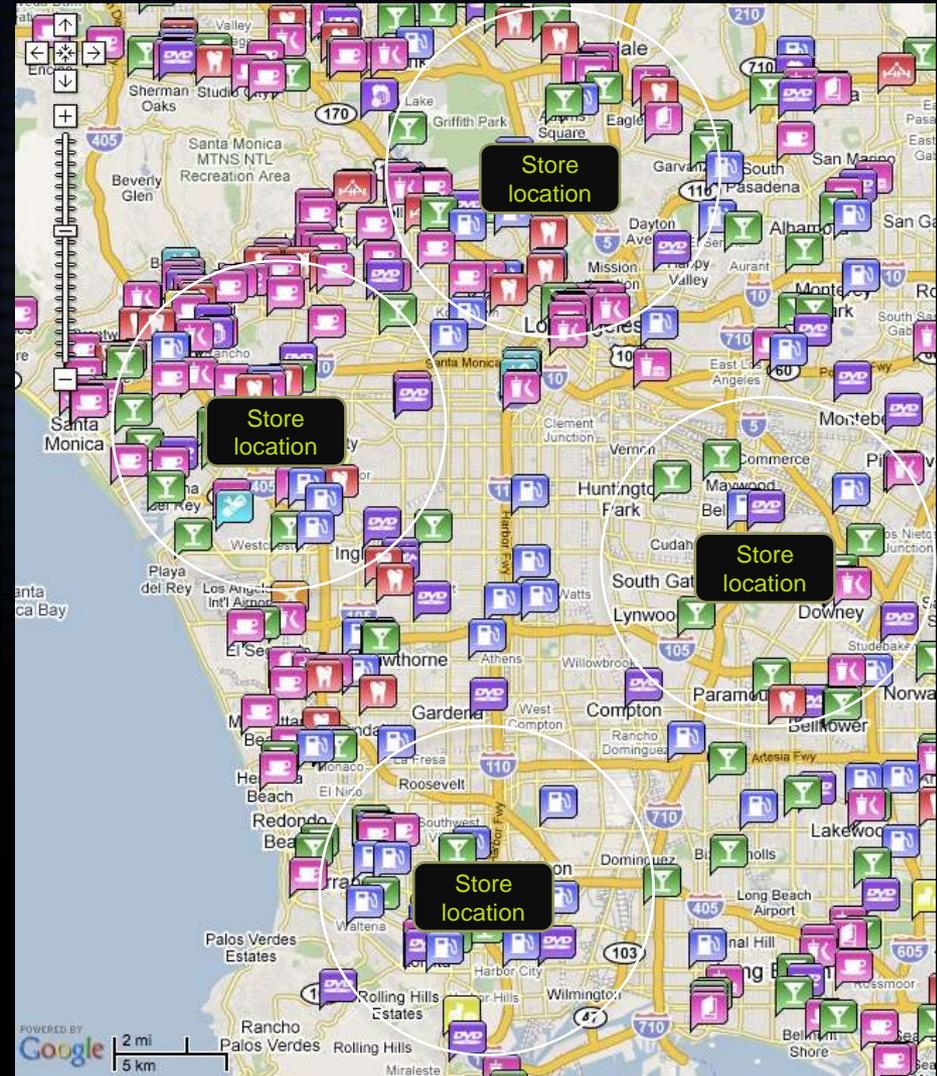
# RockstAR

- Modern twist on photo booth idea
- Stand in front of big flat panel screen, system recognizes your face and outfits you with rock star gear
- Capture the image, share back to social networks, etc.



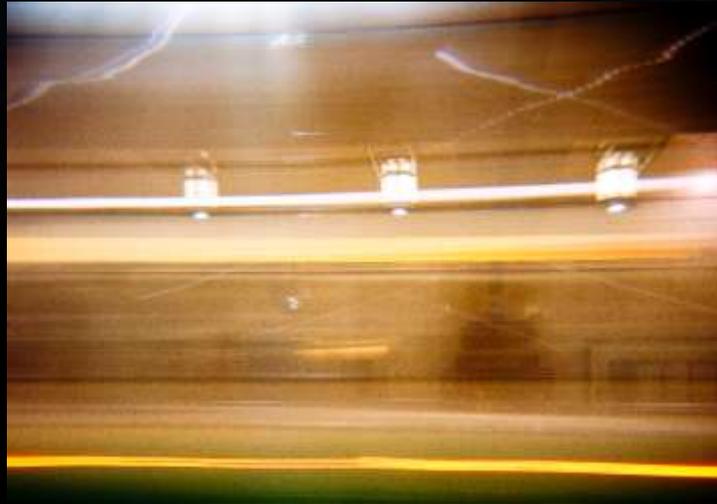
# Big box retailer

- Holiday campaign, repurposing TV spots
- Targeted digital signage venues within 5 miles of each store location for maximum local relevance
- Pre / Post survey yielded impressive results:
  - Recall beat all other channels (aided & unaided)
  - Message association also strong
  - Action intent (visit, purchase) saw double-digit increase



# Thank You

Jeremy Lockhorn  
VP, Emerging Media  
@newmediageek  
July 15, 2010



# The State of Digital Place-based Advertising

Digital Screenmedia  
Association Webinar  
July 15, 2010

Peter Bowen  
CEO  
SeeSaw Networks

# Placed-Based Digital Video Advertising

On the Go

Shopping

Health & Wellness

Work & School

Sporting Events

Dining & Entertainment



 Airports

 Digital Billboards

 Gas Stations

 Hotels

 Money Centers

 Transit

 US Borders

 Bookstores

 Furniture Stores

 Grocery Stores

 Malls

 Retail Stores

 Dental Offices

 Hair & Nail Salons

 Health Clubs

 Kids Fitness Clubs

 Medical Clinics and Offices

 Pharmacies

 Veterinary Clinics

 University - Student Centers

 Office Buildings

 Sports Bars

 Sports and Events

 Bars & Restaurants

 Cafes & Restaurants

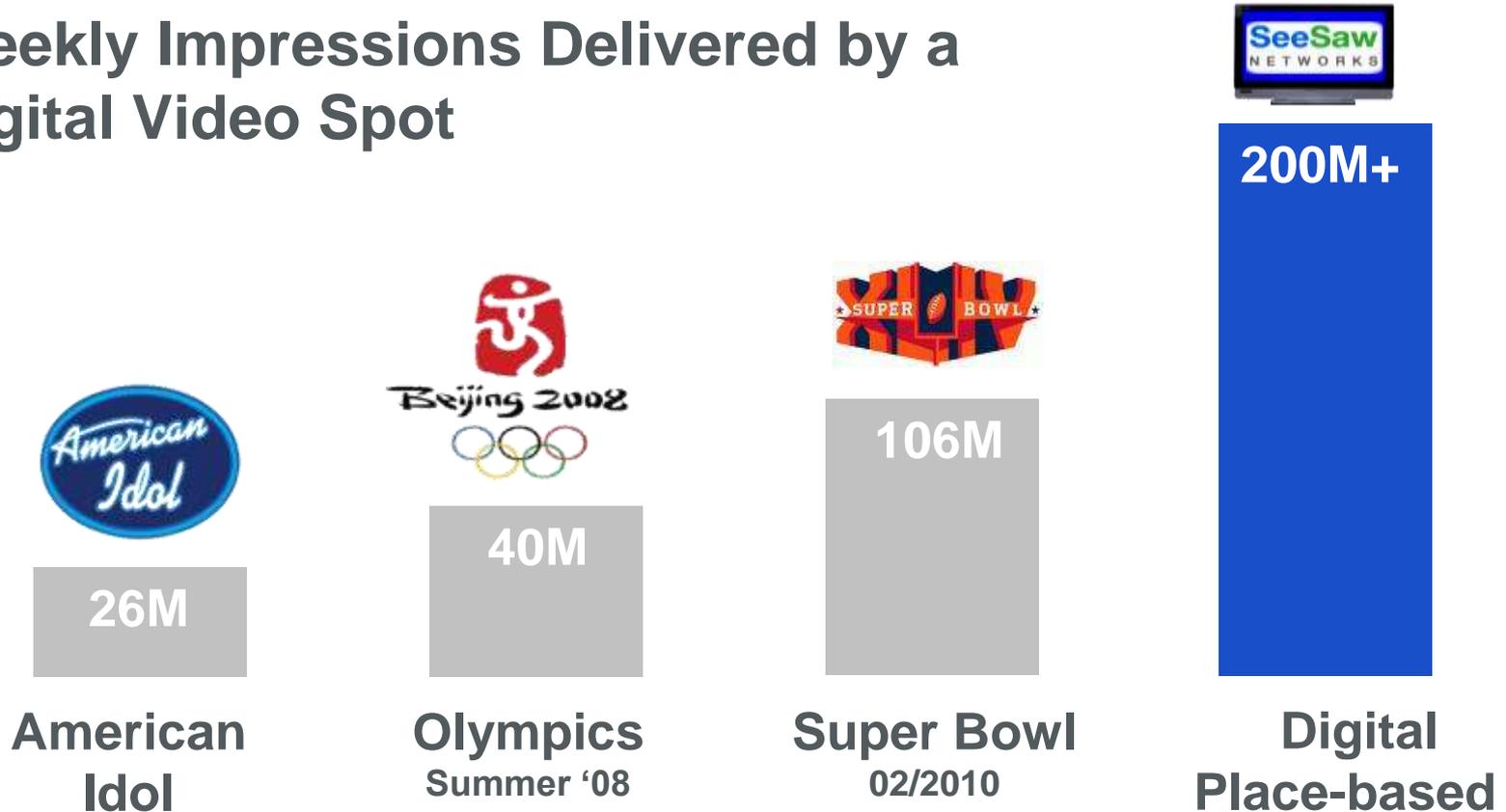
 Casino Hotels

 Coffee Shops

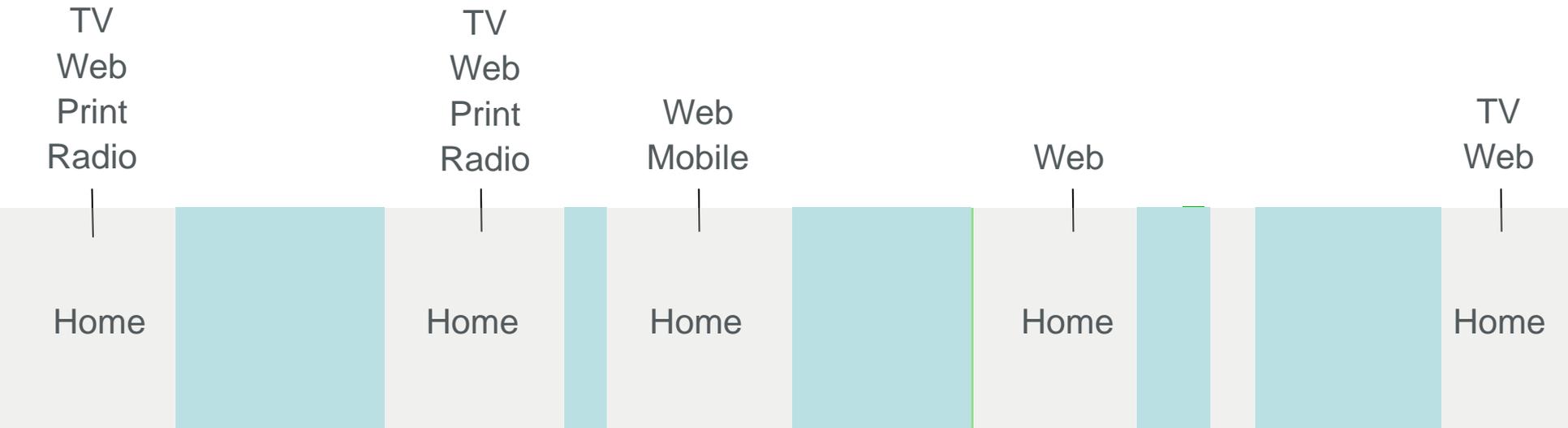
**SeeSaw**  
NETWORKS

# Bigger than Primetime TV

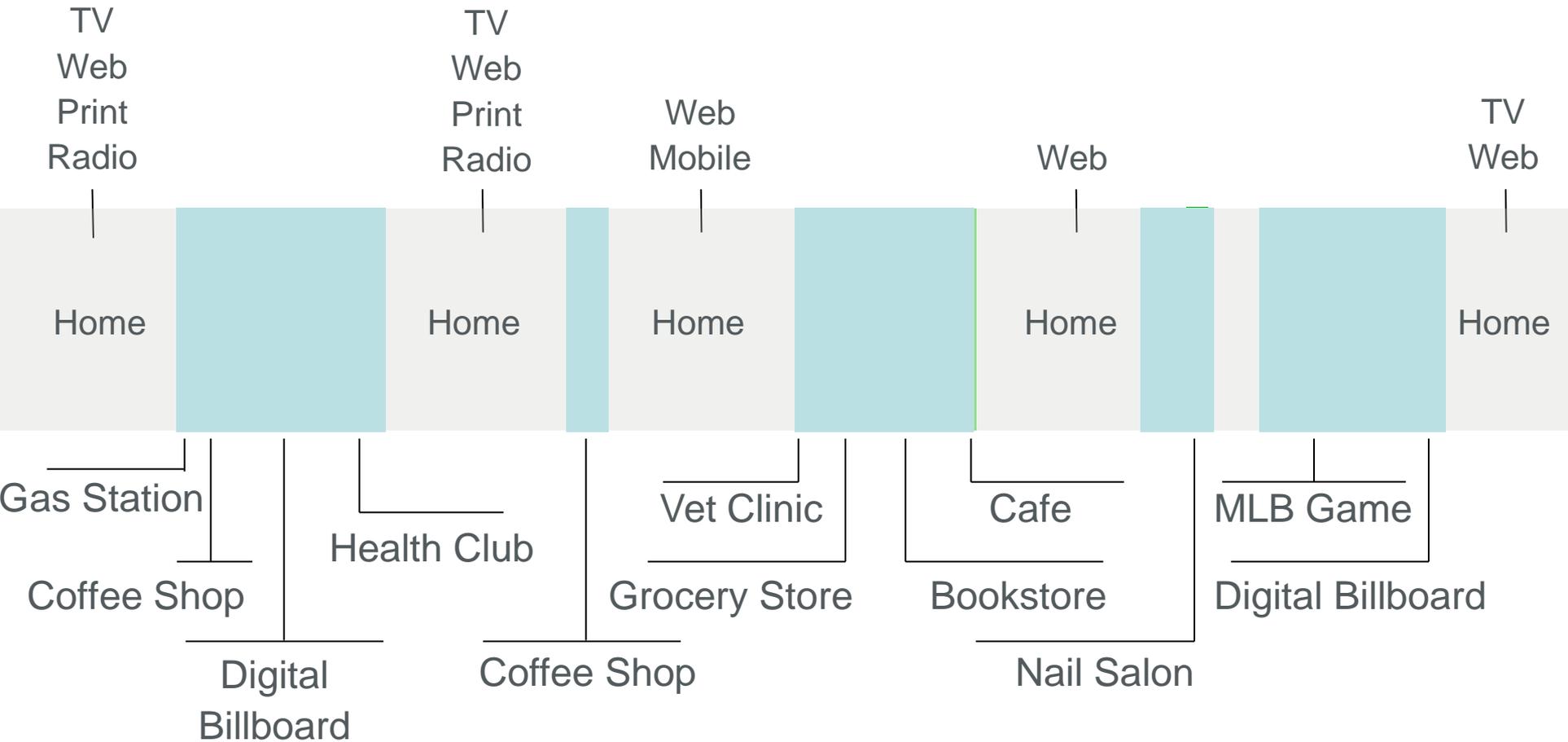
Weekly Impressions Delivered by a Digital Video Spot



# Reach Your Audience in Their Daily Lives



# Reach Your Audience in Their Daily Lives



# Life Pattern Marketing

Intercept People in their Daily Routines



Reach Sarah – Alpha Mom



- Grocery Store
- Health Club
- Dental Office
- Shopping at Mall
- Salon
- DVD Rental

Reach the Lopez Family – Hispanic Family



- Gas Station
- Veterinary Clinic
- Convenience Store
- Retail – Entertainment
- Auto Maintenance Store
- Family Restaurant

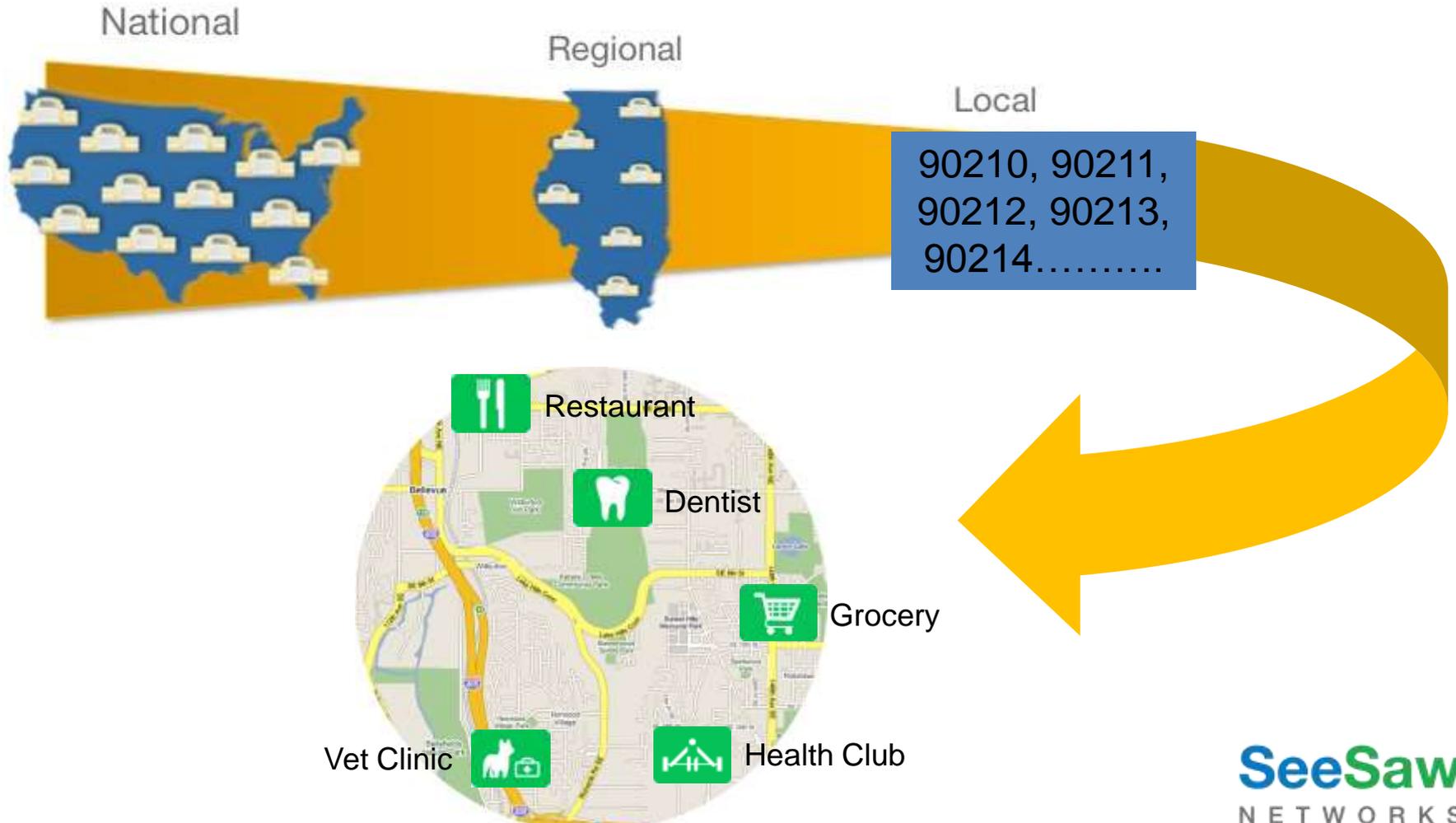
Reach Tom – Business Professional



- Health Club
- Coffee Shop
- Hotel Kiosk
- Golf Course
- Sports Bar
- Executive Airport

**SeeSaw**  
NETWORKS

# Maximum Reach to MicroTargeting

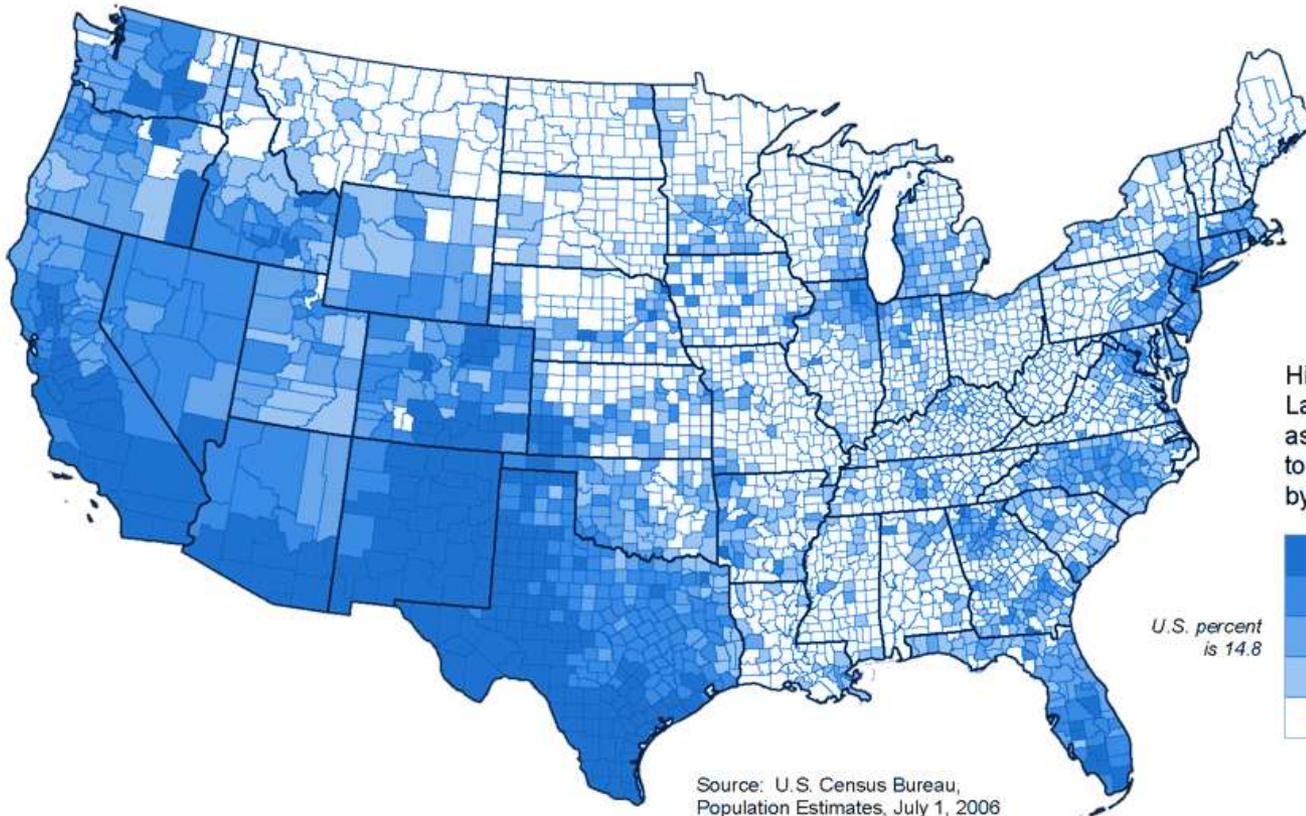


# Precision Marketing

- Target by Demographic
  - Gender, Age, Ethnicity, Household Income
- Target by Geography
  - DMA, CSA, State, Zip
- Target by Life Pattern
  - Behaviors, Places, Demographics, Geo
- Target by Trade Area
  - Localized National Messaging

# Case Studies

# Target by Demographic



Hispanic or Latino population as a percent of total population by county



# Major Financial Institution Connects & Builds Trust with Hispanics

## Objective

- Reach Hispanics with a branding message in an effort to have them sign up for a checking account

## Solution

- Multi-network, national place-based digital advertising campaign in cafes, bars, restaurants, convenience stores and gas stations over an 8-week period in 1231 high indexing Hispanic zipcodes.
- Multiple 15 second spots with and without audio rotated over the course of the campaign to optimize engagement

## Results

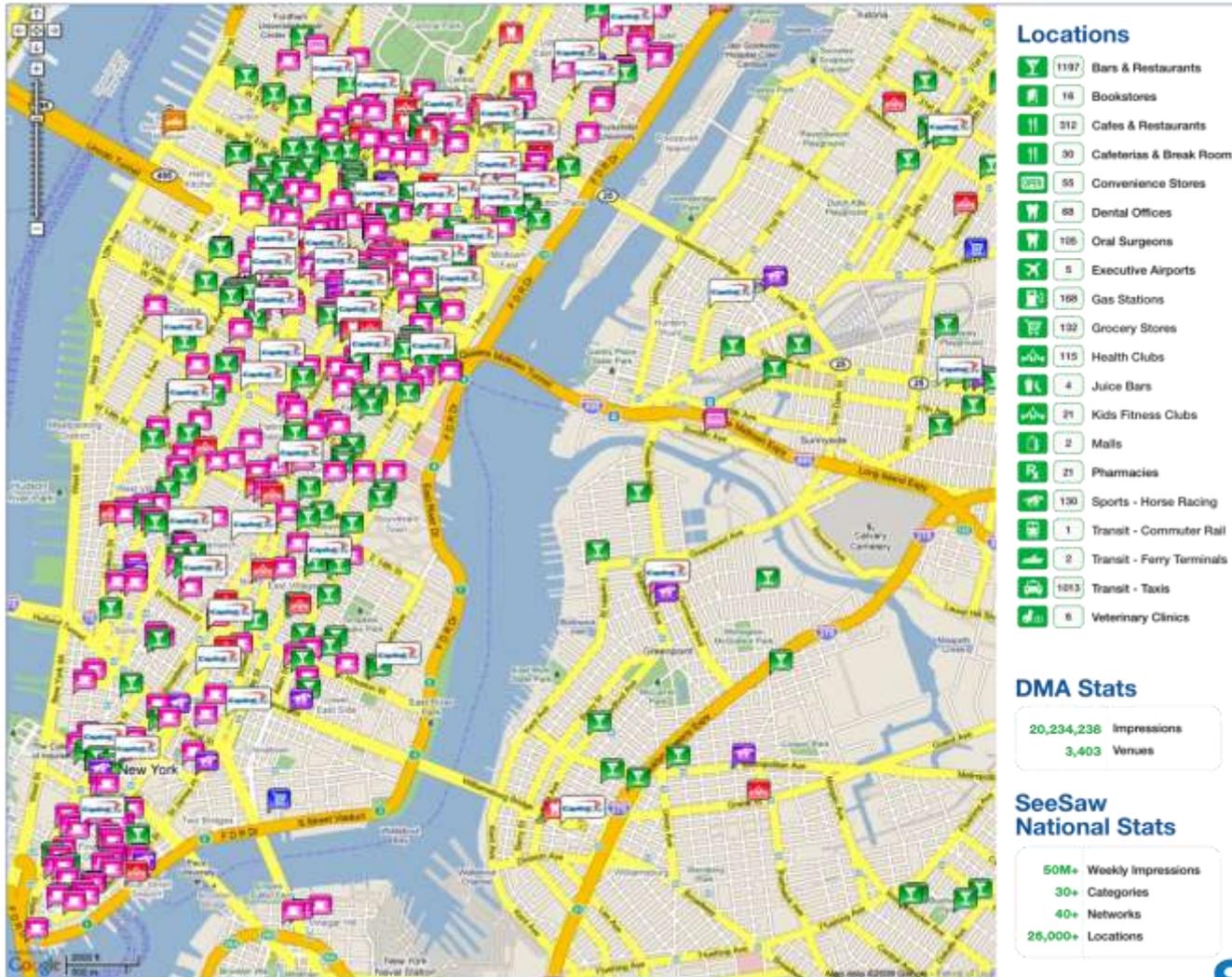
- 45 percent of respondents were Hispanic, more than 3 times the national average
- 77 percent of respondents spoke only or mostly Spanish in their homes
- 35 percent brand recall
- 46 percent increase in likelihood of opening a new account among Hispanics
- 27 percent increase in likelihood to recommend this financial institution to friends and family among Hispanics
- 18 percent increase in trust among Hispanics
- Over 9 visits per month on average at the research locations

Source: Edison Media Research, 2009



**SeeSaw**  
NETWORKS

# Target by Geography



# Verizon Connects with Mobile Millennials Where it Matters

## Objective

- Create brand awareness and customer demand in specific zip codes where FiOS service was available

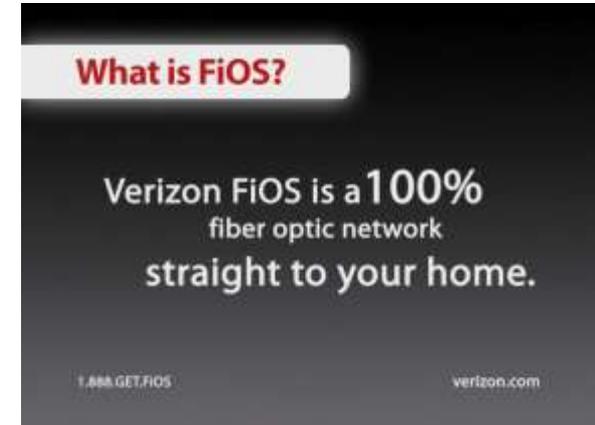
## Solution

- Multi-network place-based digital advertising targeted Mobile Millennials in 1,000 zip codes across 20 markets
- Digital video ads ran in 8 different types of places including University Campuses, Veterinary Clinics, Health Clubs, Retail Entertainment, Dental Offices, Airports, Restaurants and Bars
- 2 - 15 second spots aired in zip codes offering different levels of service

## Results

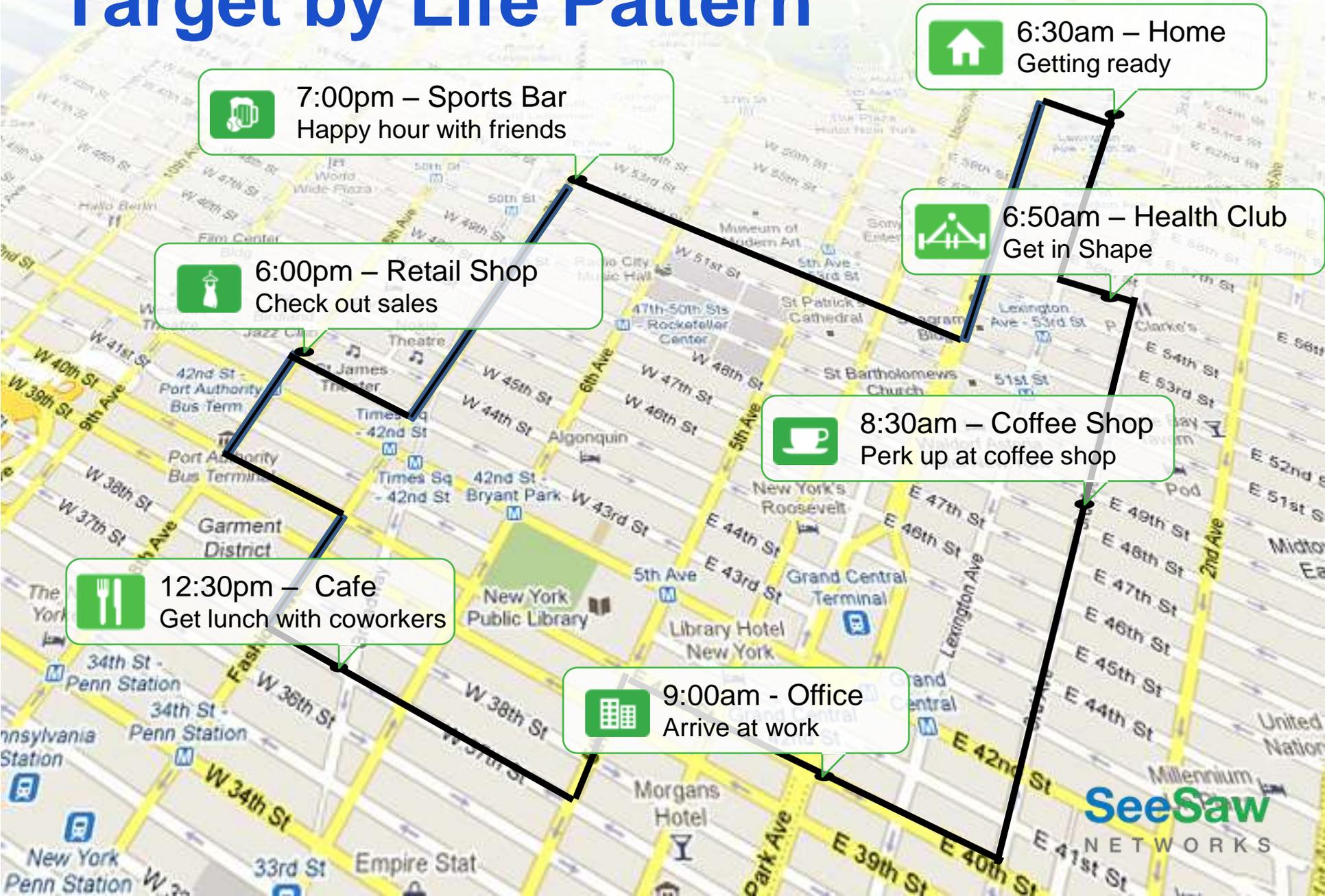
- 59% of audience was interested in learning more about Verizon's FiOS after seeing ads
- 22% brand recall of Verizon and key messages
- 75% of respondents found Verizon's ad appealing
- 69% found the screen entertaining
- Verizon has run multiple additional campaigns on the SeeSaw Network

Source: Edison Media Research, 2008



**SeeSaw**  
NETWORKS

# Target by Life Pattern



6:30am – Home  
Getting ready



6:50am – Health Club  
Get in Shape



8:30am – Coffee Shop  
Perk up at coffee shop



9:00am - Office  
Arrive at work



12:30pm – Cafe  
Get lunch with coworkers



6:00pm – Retail Shop  
Check out sales



7:00pm – Sports Bar  
Happy hour with friends

# Delta Airlines Takes Flight with Life Pattern Marketing

## Objective

- Raise awareness among business travelers in the New York area for Delta as a preferred international carrier

## Solution

- Multi-network place-based digital advertising campaign to intercept business travelers in cafes, health clubs, gas stations and ferry terminals over a 4-month period in the NY DMA
- Multiple 15 second spots rotated over the course of the campaign to optimize engagement

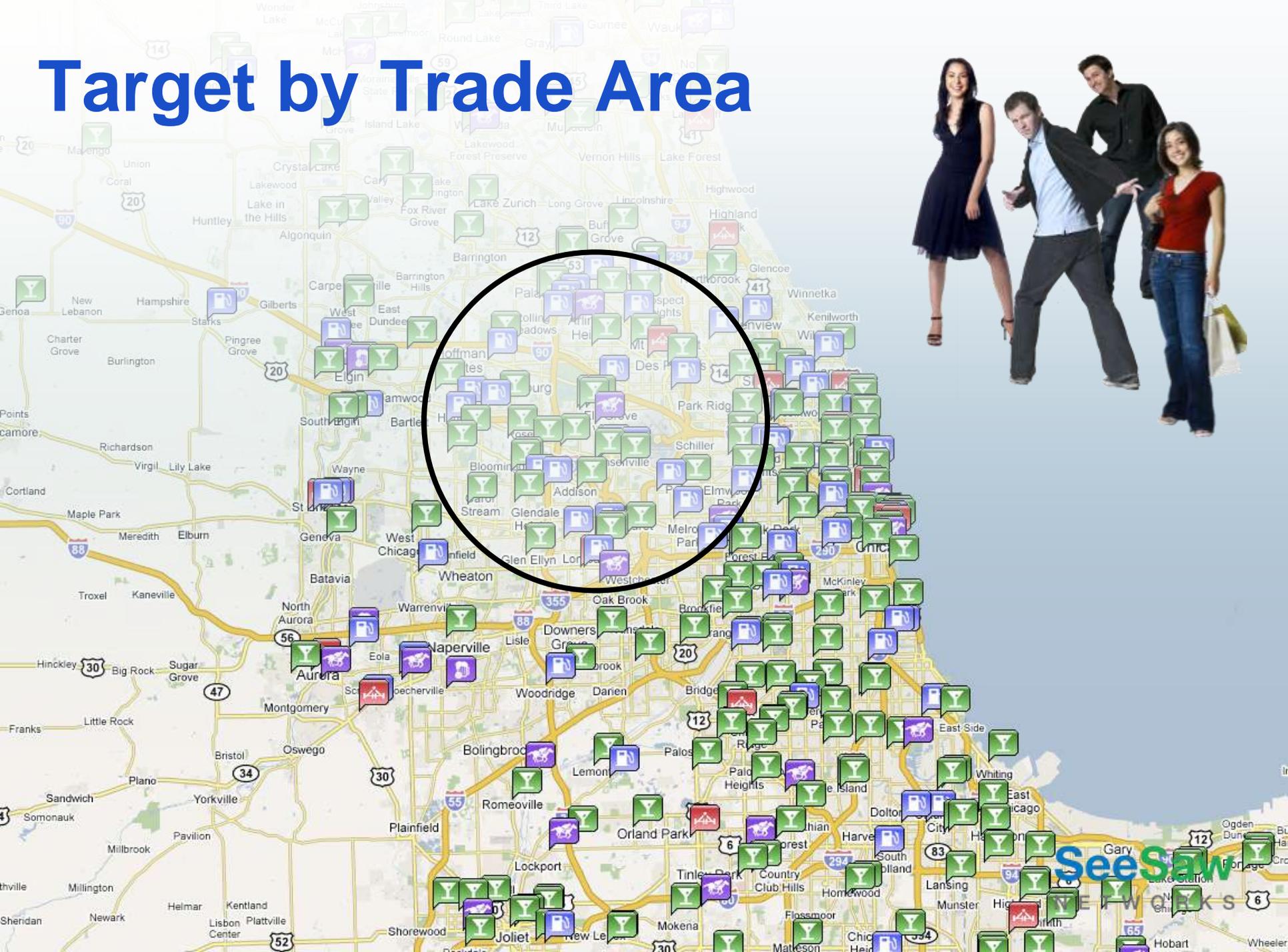
## Results

- 15 percent increase in awareness
- 28 percent increase in awareness of Delta as an international carrier
- 61 percent increase in people “very likely” to recommend Delta to friends, family or colleagues.
- 26 percent increase among business travelers that Delta “flies to the international destinations you want to go to”
- Over half of those who noticed the screens had incomes of \$100,000 or more (426 index against U.S. national average)
- 32 percent had incomes of \$150,000 or more (695 against U.S. national average).

Source: Edison Media Research, 2009



# Target by Trade Area



# National Retailer Attracts Holiday Shoppers with Life Pattern Marketing

## Objective

- Position retailer as the *best choice* for holiday shoppers to purchase gifts in their stores in terms of product breadth, knowledgeable sales people and holiday gift advice.

## Solution

- Multi-network place-based digital advertising campaign to intercept holiday shoppers in convenience stores, health clubs, gas stations, taxis, race track parlors and veterinary clinics, run over a 4-week period within a 5-mile trading area of retail stores
- Multiple 45-second spots, both with and without audio, rotated over the course of the campaign to optimize engagement in the top 10 DMAs

## Results

- 16.5 million place-based digital advertising impressions delivered over the 30 day campaign period
- 92 percent of viewers who noticed the ad were likely to make their next consumer electronic purchase at the national retailer
- 45 percent increase in the national retailer's website awareness
- 64 percent awareness of the digital screen viewed on average 3 times per week
- 67 percent of viewers were 'Adults 25-54'
- 53 percent of viewers were households with 1+ children

Source: Edison Media Research, 2009



**SeeSaw**  
NETWORKS

# Market Leaders Choose Digital Place-based Media



Entertainment



Wireless



Retail

Bank of America



Financial Services



Travel



Automotive



CPG



QSR



at&t

Telecommunications

# Thank You

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# Q&A



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To advance the growth and excellence of the global digital signage, interactive kiosk and mobile community through advocacy, education and networking

# DSA Membership



- *Gives you a voice*
- *Helps you be successful by*
  - *Meeting people and companies*
  - *Gaining access to knowledge base*
  - *Saving money*

To learn more, go to [www.digitalscreenmedia.org](http://www.digitalscreenmedia.org)



# Thank you