

# Cutting through Ad blindness with DOOH



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# Ad blindness.

You've made the decision to launch a new marketing initiative. Perhaps you're a small business celebrating opening a new location or trying to spread the word in the neighbourhood. Maybe you're a big business looking for exposure across the country for a brand-new product. Whatever the size of your campaign, your media selection is an essential part of your marketing plan.

Traditional media might be used in addition to an online campaign by default. Adults watch or listen to television for almost ten hours every day, and they also use the Internet, read newspapers, and subscribe to magazines. During this time, people are exposed to about 360 advertisements daily. While these figures suggest that it is possible to contact any individual, the chances are against it.

# Ad blindness.



For one, among those 360 ads that someone sees, only about 150 of them – just around 40% – will be noticed; far fewer result in a sale.

This is known as **ad blindness**, and it is a major issue for marketers worldwide. Consumers have a tendency to block out advertisements, whether subconsciously or consciously. During commercial breaks on television, we frequently lose focus. Assuming users haven't installed an ad blocker online, our eyes know to skip the sidebars and go straight to the centre of the page. We quickly scroll past banner ads, and we sometimes skip the first few results on Google searches. Only 1 in 7 online users recall the last advertisement they saw, and only 1 in 5 of those who recall the advertisement thought it was relevant in the first place.



The most dependable way to overcome ad blindness is to provide contextually relevant, engaging content. That's all there is to it, and one of the best media for doing so is digital out-of-home (DOOH). People are alert and curious outside the home, constantly scanning their surroundings for something new and interesting – digital displays capture their attention.

For example, the CAA used the Entebbe Katabi billboard to advertise SOPs for travellers passing through Entebbe airport, resulting in a 78% reduction in cases of missing travel documents among travellers over a 5-month period.



# WHY DOOH?



# Hyper – targeting



The main advantage of DOOH is how hyper-targeted it is. You can choose which specific screens to advertise on, as opposed to choosing broad geography (as you would with TV and radio) or a psychographic (as you would with print media like magazines), so you can target the precise clients you want in the precise setting. DOOH signs can frequently give you access to a captive audience in addition to targeting. While there are few distractions, DOOH displays reach consumers who are waiting to check out at the grocery store, filling up their gas tank, or waiting to see a doctor. These clients are engaged in routine activities, which might make them more receptive to content consumption.

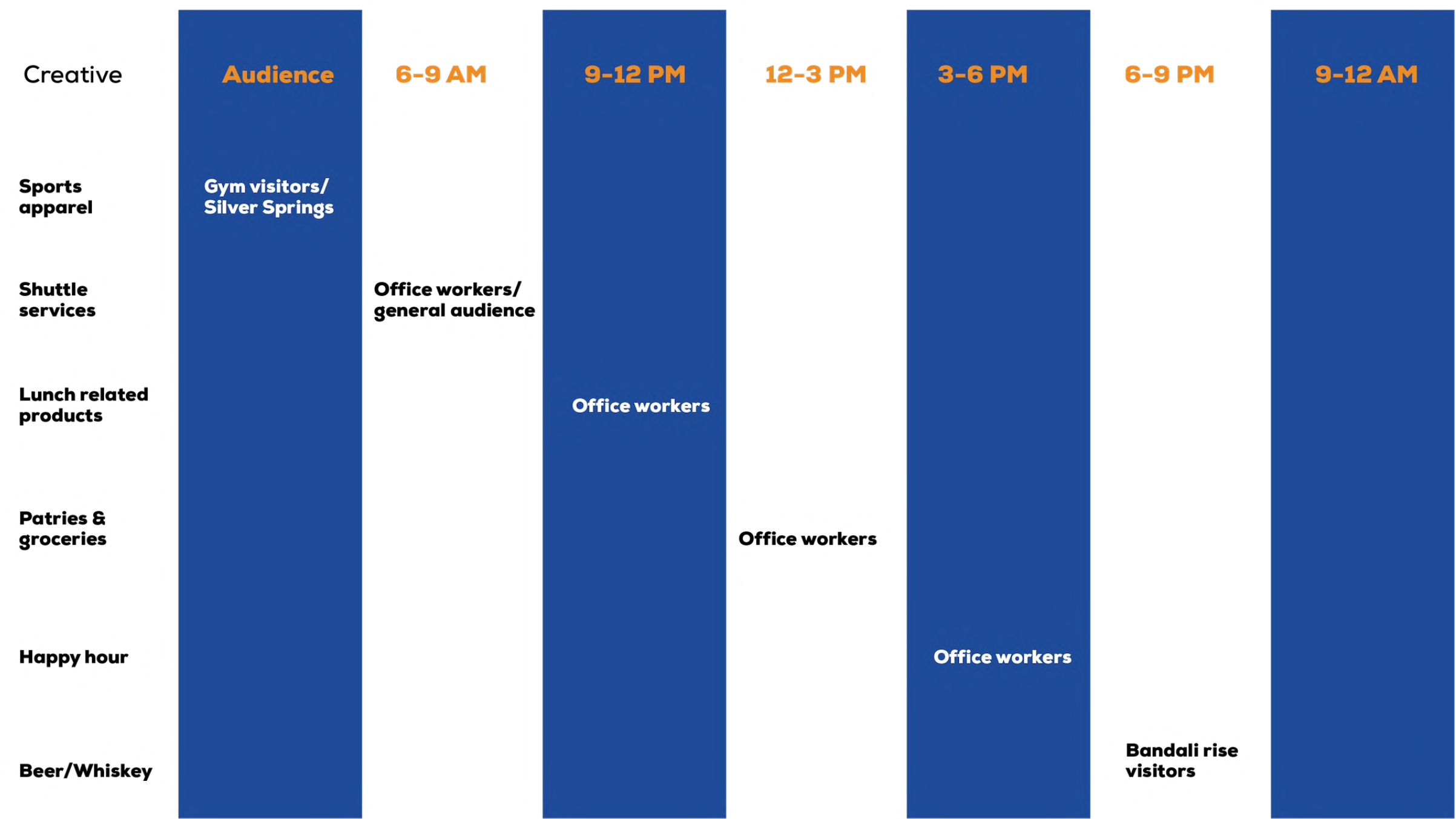
# Perfect Place & Day-Parting

The concept of promoting a company's products near its physical location with signage, posters, and leaflets is as old as the hills. Furthermore, in the past, marketers were very good at connecting places to audiences, such as office elevators to coffee drinkers or highways to families looking for new home furniture. DOOH takes this concept to the next level, making it not only a well-placed ad but also a timely ad.

Because of the dynamic nature of DOOH ads, the ad appears on the screen when the target user is most likely to be nearby. Advertisers use data to determine the best time to show the creative and "book" screen time for their campaign.

**Case in point:** We have a DOOH screen opposite the Bugolobi market. In the proximity is a gym, bars, restaurants and residential areas – this is how we advise our clients on how the creatives can best be shown.

# Bugolobi proposed schedule.





# Cookieless and Privacy Compliant

Despite the fact that DOOH uses location information, it does not use any personally identifiable information to target the user. Industry experts predict an increase in contextual targeting usage against behavioral targeting. Digital OOH almost entirely relies on context, avoiding the need to know people's identities, which is accomplished by gathering 1st-party data or requesting consent for 3rd-party cookie collection.

However, once the cookies are gone, it will be either first-party data or contextual data that will be used to enrich your campaign targeting. DOOH is impervious to any privacy-related changes that would be disastrous for any other digital channel.

# Unskippable



Even if you wanted to get close and skip or scroll, DOOH screens are intentionally devoid of screen sensors. Users will be glued to the screen until the ad ends, as was the case with traditional linear television advertising.

Standing Out.



# Short copy



Sometimes less is more: keep a copy as brief as possible. Viewers can more easily understand the message you're trying to get across with concise and snappy copy. Long, explanatory paragraphs are less likely to be read by viewers than short, bold text.

# Contextually Appropriate Creativity.

The ability of the creative to be contextually relevant is one of the most impressive and exciting aspects of digital out-of-home advertising. Utilizing the physical environment as part of the advertising campaign is what is meant by contextually relevant creative in this situation. Traditional out-of-home advertising is capable of accomplishing this, but digital out-of-home advertising goes even further. Ads can be structured based on weather, traffic and many other factors.

# Data, data data.



Given the quick turn around time, the advertiser should be able to make changes to a creative or the over all strategy from the campaign based off performance data. First hand data such as traffic and footfall should give a picture of what the potential reach for a campaign.