

PREDICTIONS

2019: An exciting year for OOH

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2019 will be another important and exciting year for OOH.

2019 will be another important and exciting year for OOH in Ireland.

Globally the acquisition of OOH media assets by legacy channel media owners & digital platform companies demonstrates the enduring strength and potential of the medium.

Digital OOH inventory will continue to grow in Ireland, with new and converted inventory hitting the streets early in the year.

Data-driven campaigns took off in 2018 and the year ahead will see more activations across OOH.

Optimised, Dynamic advertising will grow as brands integrate such activity into classic campaigns, delivering a sophisticated mass marketing strategy for advertisers.

Read on for some of the key developments that we believe will continue to drive OOH's rapid evolution.

OOH stage continues to evolve

The OOH canvas has changed utterly in Ireland over the past five years. Digitisation and an agenda of quality over quantity has changed the face of the medium.

This process will continue in 2019 and cycle 3 will see the introduction of JCDecaux's Digipanel across Dublin city centre. These are converted static Metropanels in some of the highest footfall areas of the capital.

Global's acquisition of Exterion Media in this market should see the media owner continue apace its digital and classic transformation. In late 2018, digital formats including the dX Network and new Transvision screens were launched. Digital bridges in Dublin will be launched by Exterion, potentially in the latter part of 2019.

Clear Channel's Tesco Live and Adshel Live digital offering has made a major impact in the market and will continue to do so in 2019 while other media owners such as Wide Eye Media, Orbscreen and Adtower continue to bring Digital OOH opportunities to the market.

All in all, it will take Digital's share of OOH to close to 25% in 2019.



OOH Stage continues to evolve: The dX Screen in Dundrum Town Centre is a prime example of the ongoing re-generation of the OOH landscape in Ireland.

Better data, better results

2019 will see more data-led OOH campaigns than ever. Data-driven activations drive better results, and technology solutions with the ability to ingest multiple data sets such as PML Group's Dynamic platform make implementing data into OOH plans simpler to do.

Clients have the option of fusing their own data into OOH campaigns such as sales or consumer insights. Third party data can also be incorporated and used as triggers to influence creative, such as weather or sports scores.

Data will be used more at planning stages also. At PML Group, tools such as Locomizer add an extra layer of sophistication to our planning, using mobile and social media data to identify location-based hot spots for specific category affinity groups.

So as the cost of incorporating data has been driven down, and made simpler and more effective, the number of clients embracing data-led OOH planning in 2019 can only increase.

Home Team	Score	LIVE NOW	Away Team	Time
Watford	0	LIVE NOW	Bournemouth	
Tottenham	1	LIVE NOW	Cardiff	
Leicester	1	LIVE NOW	Everton	
Crystal Palace	0	LIVE NOW	Wolverhampton	
Burnley	1	LIVE NOW	Huddersfield	
Man Utd		17:30	Newcastle	

Better data, better results: Cadbury incorporated third party data into their Dynamic Premier League campaign, updating live scores during matches and delivering to multiple media owner networks. Research by PML Group and Amárach showed significant increases in brand and campaign metrics.

Dynamic goes mainstream

Fuelled by several factors, dynamic content in DOOH is set to become more the norm for advertisers in this country. The number of digital screens available to buy has sky rocketed and we expect digital's share of OOH to hit 25% in 2019. Advertisers can now unlock at scale the flexible capabilities of DOOH by running creative bespoke to key triggers such as time, audience and weather.

Research in this market by PML Group points to important uplifts on metrics such as memorability, recall, relevance and engagement for dynamic campaigns. Moreover, Neuroscience research in the UK has found that dynamic DOOH improves a campaign's visual attention, memory encoding, desirability and emotional intensity, offering a great opportunity for advertisers to create deeper connections with their audience.

Ireland saw a wide range of pioneer advertisers including Diageo, Premier Lotteries, Mondeléz and Valeo taking advantage of Dynamic's capabilities in 2018. These will be joined by many more in 2019.



Dynamic becomes the norm: Premier Lotteries Ireland used Dynamic, incorporating location and lottery proprietary data to deliver more relevant, engaging and optimised creative



Daring is Sharing

The opportunity for special build productions and experiential activations in the OOH space to help drive brand fame across both the real and virtual world is huge. Consumers are now always connected, with 99% of OOH consumers using their phone whilst OOH in a given week. (OCS)

In addition, we spend hours every day on social and messaging platforms sharing the things we stumble across and catch our eye. Research by PML Group indicates high levels of propensity to share experiential or innovative OOH online. Now more than ever, special builds can deliver attention and engagement far beyond where it stands in the real-world through digital sharing. For the digitally engaged, 18 – 34 demographic too, special build OOH is equated with innovative brands and fun. (PML Group iQ)

The potential for OOH amplification through other media is huge, adding further value to OOH investment. Advertisers who dare to be different will reap the rewards in 2019.

Daring is Sharing: Innovative activations such as Lidl's interactive claw game in a bus shelter has the potential to be amplified via digital sharing and word of mouth

Every action occurs somewhere

Location is critical to business success. Put the right thing in the wrong place and it doesn't matter how good it is - it's a poor decision. The way to counteract this is to be better informed about location when making decisions.

Every action occurs somewhere and there's plenty of data out there describing people's actions, but often these data sets sit as separate unconnected dots. The power of location is its ability to act as a common thread to tie multiple data sets together to create a clear story of what's happening where. OOH advertising is redefining itself as Location Based Marketing.

Location data isn't just used for OOH and other location-based marketing channels- from store openings to closures, store operations to acquisitions, marketing and more- location data is helping businesses make better decisions.



Every action occurs somewhere: PML Group insight tools such as OCS, Pinpoint and Locomizer combine to provide valuable information on where people live, work and play and how they think, feel and do in those locations



Visual Search disrupts consumer interactions with OOH

There is growing awareness and interest in visual search driven by major mobile players such as Google (Lens), Samsung (Bixby) & Pinterest (Lens). Pinterest has already seen searches on its Lens increase by 140% over the course of a year⁷ showing a clear shift in consumer behaviour.

With the ability to 'search what you see' becoming easier to do and heavily promoted, we could see a disruptive impact in OOH, where cameras pointed at OOH lead directly to sales, immersive AR experiences and more. Brands will respond by optimising their OOH content towards Visual Search, in the same way they have optimised their websites for text search, to for text search, to lead OOH searches into brand benefits.

Visual Search disrupts consumer interactions with OOH:
Pinterest sees 600 million visual searches every month

Social Impact

Positive contributions to society will enable OOH to be a force for good. Media owners have long been committed to delivering a range of schemes for charities and civic society. As consumers look towards brands and organisations to have a social purpose, these schemes will increasingly become more overt.

These initiatives present unique opportunities for the OOH industry to reinforce its essential functions in society and for advertisers to align media with long-term CSR goals.



Social Impact: The City of Stockholm, together with churches and non-governmental organizations (NGO's) have opened 'emergency shelters' when temperatures drop to minus 7 degrees. Clear Channel Sweden will then automatically replace ad content on its digital billboards with directions to the nearest homeless shelter.

City regeneration

A new area of urban development is upon most major cities, both globally and in Ireland, coined under the ever-ambiguous term and scope of 'smart cities'. The way in which technology will redefine everyday tasks, transport and logistic services is now becoming a reality and not just a comic book sketch.

With such endeavours underway, early adopter brands are either on the cusp or already there in supporting this transformation, which in turn means they will begin to reinvent brand building – by becoming synonymous with everyday life.

Via partnerships with leading smart city development organisations, PML Group is investigating opportunities and encouraging brands to lean in, learn and redefine how this investment can last a lifetime, and not just two weeks.

City Regeneration: With so many of the firms that Ireland has wooed quickly developing Internet of Things products and solutions, it comes as no surprise that Irish cities, particularly Dublin, are turning into real-world laboratories.





Sophisticated Mass Marketing

OOH's classic strengths of impact, scale and building brand fame are more relevant than ever now. The creative canvas for OOH advertisers is the best its ever been, in terms of quality and location.

However, by incorporating OOH pillars including Innovation, Experiential and Dynamic alongside Classic OOH, marketers can see an effect throughout the marketing funnel, with OOH driving engagement, consideration and action on top of its core delivery of interest and awareness.

Innovation at scale through Dynamic is helping brands deliver this sophisticated approach, crafting and optimising messages driving consumers mental availability of products and services maximizing the opportunity for positive action.

Sophisticated Mass Marketing: By combining OOH's key pillars, brands can engage consumers right through the marketing funnel, from awareness to action.

Summary

PREDICTIONS

In 2019, OOH will be enabled by technology and data. It will be always-ready, dynamically triggered, personally relevant and increasingly engaging but still delivered at scale.

Most importantly, it'll achieve better business results.

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