

## Tech Talks: Why Does Mobile Complement OOH?

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OAAA regularly features Thought Leadership Q&A from its committee members.

This month, OAAA spotlights the Innovations Committee, asking members, “What do you think makes mobile advertising an ideal complement to OOH advertising, and why should OOH media owners be thinking about mobile?”



### **Kevin Bartanian, EVP Sales & Business Development, StandardVision**

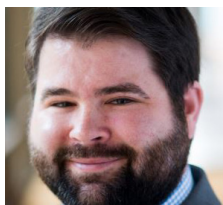
Research shows OOH is the best primer for mobile engagement. People are away from home 70 percent of awake time, and about 70 percent of mobile engagement is done while folks are outside. It’s an opportunity for our 1-to-many medium to transform and become a more targeted medium. If planned and executed correctly, the convergence of the two formats is really magical. The Holy Grail is the attribution analysis - by keeping track of when the interest is generated (i.e. seeing an ad on a billboard) followed by the initiation of an online search or click of an ad and

eventual purchase of the product/service at a real store. Advertisers will be able to see a clear path that began from a geofenced OOH unit.

OOH media operators should embrace mobile advertising. It reinforces our medium and makes our “real-world” inventory even more relevant in the “digital world.”

### **Stephanie Gutnik, Vice President of Business Development, BroadSign**

OOH and mobile are like peanut butter and jelly - undeniably meant for each other. OOH brings broadcast coverage and grand creative potential, which is complemented by mobile’s personalized and actionable functionality. Mobile can, and perhaps should, be added to OOH campaigns so viewers can engage with content (that might lead to a coupon, social media page, or AR experience, for example) and marketers can accompany consumers through individual journeys. Add the location-based possibilities stemming from OOH’s lat/long and mobile’s device ID data, and the two channels provide a winning combination for contextualized campaign planning, execution, and measurement.



### **Joshual Lawton-Belous, COO & Co-Founder, Abraxas Technology**

As formerly exclusive digital advertisers are adding OOH competencies to their portfolios, it is going to be important for OOH operators to expand reporting capabilities. One aspect of this, mobile advertising, is an operator’s ability to interact with impressions, thereby providing both additional value to the advertiser while at the same time increasing the operator’s value to the overall advertising campaign.

### **Ben Putland, Chief Operating Officer, Grand Visual**

While mobile can be a valuable complement to OOH, I’d question if that’s the case for every campaign? We should be mindful that mobile is a totally different medium to OOH. Mobile and OOH content need to be able to work on their own, as we can’t assume the person has been exposed to one or the other. Having said that, we do recognize the creative will be more effective when the two mediums sit together like a set of matching luggage. When you start to join mobile with geofencing within proximity of an OOH asset there are great opportunities to tell a compelling story, but not for all environments.



Mobile interaction offers endless digital OOH creative possibilities; mobile as remote control, UGC conduit, bluetooth beacons, Wi-fi spots, QR codes, and social interaction. For example advertisers can use digital OOH to amplify online and social media activity to broadcast level audiences such as *Game of Thrones* fan reactions.

According to Google, one third of all mobile search has local intent. Given such a high proportion of the US OOH market is local buys, there's a huge opportunity for media owners to join the mobile search to local advertisers. Join that up and you have a very effective campaign.

Mobile planning tools offer advertisers the chance to get really granular with targeting, but when coupled with impression based buying, advertisers run the risk of not seeing that beautiful creative by being too granular. At this point we risk losing the impact that OOH can deliver!

When mobile is used correctly with OOH, it will deliver great results, but get it wrong, and it will be a costly mistake.