

OOH Specialist Edition ↘

QUESTIONS & ANSWERS

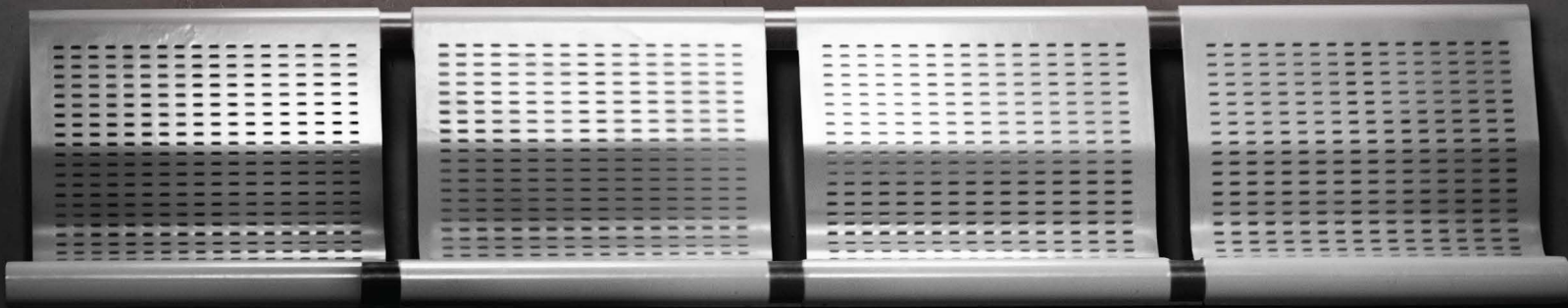
TALON_

OOHLABS 

 kinetic

WilkinST

 rapport™



Intro

In this edition of COMMB's Q&A, we're spotlighting the trailblazers who bring expertise to the out-of-home industry, the OOH Specialists, as we delve into how their contributions ignite innovation and strategic prowess in the OOH space. Gain insights from the industry expert agencies with perspectives on our ever-evolving landscape.



**GET READY TO
BE INSPIRED
AND INFORMED
AS WE SHINE A
WELL-DESERVED
SPOTLIGHT ON
THESE INDUSTRY
PERSPECTIVES.**

TALON

TALON_

Think outside

How do OOH vendors/operators **benefit from having OOH Specialists** working with clients and agency groups?

Media owners benefit from having OOH specialists as they are essentially an extension of their sales teams. They, like media owners, want advertisers to see the opportunities and benefits of their media channel. By having OOH specialists within the agency, there's an added layer of resource to support them. It's also easier for media owners to work with specialists because we understand what they are selling. It's a more comprehensive discussion with the goal of ensuring our advertisers see success and get all the relevant information in a timely manner. They also benefit because most specialists can accurately measure their inventory using technology, built for the media channel to ensure each is being recognized for their location, format, environment and audience.

extension of the **sales teams**

What are the **main areas of expertise** that make an OOH Specialist stand out and offer a competitive advantage to its clients?

Not all OOH specialists are the same. The main areas should be around the service, the technology and the reliability of the brand. Having an in-house proprietary static and digital planning tool that is anchored by an in-house DMP is a huge benefit for advertisers. We have these specific OOH tools that allow us to accurately rank boards and develop a hybrid plan that addresses any advertisers challenge and connects with their audience at the right time and in the right location. Using these tools with a human at the center, we're able to use data to build audiences, select the right locations, consider the best formats, ensure the pricing is efficient and measure the results in markets big and small.

Reliability and trust of your OOH specialist is another key element. Trusting the process by which planning is being organized and having insight into all of the costs is a key benefit. This

transparency gives advertisers confidence that their investment is secure in OOH and their dollars are working towards their objectives. We believe media costs, agency fees, data and tech fees should be visible to the advertiser.

As an OOH Specialist, what would you like to help your clients **achieve within the OOH Space?** What would you like to see more of, and less of?

As an OOH specialist, I'd like to see marketers pay more attention to the oldest medium that continues to deliver not only on upper funnel metrics, but performance driven objectives. The channel is both bot and fraud free and is viewable. You can't skip OOH and the hope is through education, consistent measurement and case studies, they will see how valuable the channel is as part of their media mix. We'd like to see fewer digital only plans in B and C markets that still need traditional static boards to build appropriate reach. We love digital OOH, but it's not the only answer to every brief.

performance driven objectives

In your opinion, what are the **key benefits for clients and agency groups** to be working with an OOH Specialist?

Specialists are OOH experts which is a key benefit to help ad agency generalists and advertisers understand the channel as it's constantly evolving. They make things simple and digestible - taking a very fragmented channel, with varying measurements, media owners, venue types and formats and create an efficient plan that addresses business outcomes. Specialist teams bring unique tools and technology that help you plan both static and digital in equal measure to support a brief. They also educate and advocate for the channel to help advertisers see the benefits of using OOH to connect with consumers.



Contributions from **Debbie Benadiba**



As an OOH Specialist, what would you like to **help your clients achieve within the OOH Space?** What would you like to see more of, and less of?

As dedicated OOH experts, we have extensive knowledge of public advertising spaces, environments, and products. We focus exclusively on the planning, buying and activation of OOH campaigns. Our goal is to make the OOH planning and buying process easy for our clients and agency partners, and to work closely with them to achieve impactful and measurable campaigns.

With so many media types & formats available in so many markets and offered by many operators/sellers, we use our audience & mapping tools, as well as our platform to identify our target consumers, analyze their journeys, and activate on the most relevant OOH/DOOH inventory.

We would like to see more budgets allocated to the OOH channel since its effectiveness continues to be well proven in terms of reach, brand safety, and as an accelerator of brand trust and bottom funnel results. We also believe in working closely with brands to achieve clear and impactful creative messaging since it has a significant effect on a campaign's overall success.

In the end, we want to help our clients increase brand awareness and consideration, but also brand trust, which is becoming ever more important in a digital world, and leads to bottom funnel action i.e., store visits, online search, and purchase.

**help our clients
increase brand
awareness and
consideration**

As an OOH Specialist, what are **your goals/ambitions within the OOH industry**? How does your agency contribute to the growth of OOH within the media mix?

Our goal is to continually optimize OOH plans and to support the growth of the medium through successful activations. If we help clients achieve their marketing and business objectives, they will continue to invest in the OOH space. We also work closely with media partners to identify opportunities for specific formats and products and to find the right placements for the right brands at the right time. By applying audience data to the available inventory, we can optimize occupancy that might otherwise have been overlooked and identify efficiencies for our clients.

We know that OOH is very effective in building brand trust/familiarity and amplifying all other channels including online/digital campaigns. Working with industry leaders, media partners and technologies providers, we continuously aim to establish better and clearer attribution models and performance indicators to demonstrate the power of OOH.

continually optimize OOH plans and to support the growth of the medium

Brands invest in OOH media to achieve wide reach and high levels of frequency, and to dominate key geographic areas and markets. With the evolution and digitization of out-of-home, we also help our clients use OOH to start conversations and engage with audiences in the real world, unite consumers around brands and beliefs, follow them on their path to purchase, and connect with them contextually with creative messaging served at the right place and at the right time.

What are the **main areas of expertise** that makes an OOH Specialist stand out and offer a competitive advantage to its clients?

Navigating the OOH landscape can be overwhelming with a multitude of media suppliers and product types. Working with our team of dedicated OOH experts, helps eliminate these challenges by providing clients with industry expertise, insights and access to comprehensive data and pre-planning tools. Our strategic RFP process makes OOH planning and buying much easier for our clients bringing all elements together for one cohesive offering.

1. Industry Expertise. Extensive OOH knowledge provides clients with more strategically balanced campaigns as all vendors, products, rates, market coverage data and measurement solutions are considered when planning and buying media. We present clients with first-to-market new opportunities and POVs. Educating clients on OOH and innovation is on-going.

2. Cost-Efficiencies. Great partnerships with media owners allow our specialist team to extend savings to their clients in the form of added value and efficiencies, thus helping maximize brand KPIs and ROI. The key to success is a win-win-win scenario between client, specialist agency and media owner.

3. Industry leading tools, data & technology. Our team of specialists access proprietary, state-of-the-art mapping, and industry leading analytics. Metrics such as demographics, proximity, geographical boundaries, behavioral data, and other key POIs are ingested into interactive maps for visual reference. These tools result in better insight into reach and the ability to optimize sites prior to booking. Clients also have access to programmatic DOOH mobile datasets, tailored according to campaign objectives. Post campaign FTA (Foot Traffic Analysis) and BL (Brand Lift) Studies are also available, measuring the rate of exposed DOOH messaging and subsequent walk-ins.

**industry expertise,
insights and access to
comprehensive data
and pre-planning tools**

Can you provide your **agency's thoughts/position on the 3 main OOH categories:** static, digital, and programmatic OOH?

Static, digital and programmatic DOOH all play an important role in successful OOH campaigns. Understanding how each pillar functions individually and collectively [within the OOH space] is fundamental when planning and buying media.

Static placements, particularly when purchased in GRPs, strengthen upper funnel media strategies. It builds brand awareness on a local level and provides visibility on a national scale by penetrating wider reach to secondary and tertiary markets. Sites are 100% SOV and can be used to amplify brand impact through extensions and unique street level placements such as murals and LRT wraps.

DOOH secures our clients with premium placements like Dundas Square and other digital dominations. These provide unique branding opportunities/ experiences like 3D, forced perspective, etc.

digital and programmatic DOOH all play an important role in successful OOH campaigns

Programmatic DOOH continues to mature quickly in Canada. However, much confusion still exists. The complete automation of DOOH provides clients with opportunities that we only dreamed about just a few years back. Here are a few...

- Programmatic DOOH (PDOOH) allows clients to execute multi-locational, cross-country campaigns using cutting-edge DSPs. This automated approach helps deliver measurable, highly targeted campaigns by leveraging historical geo-location mobile data. DOOH screens are then activated in real-time [against these audience segments] vastly improving ad efficiency and accuracy.
- Dynamically triggered ads can serve specific messaging to consumers based on weather, dayparting, live sporting events, temperature, etc. further amplifying brand messaging.
- Automation is simply the buying and selling of DOOH ad placements. Automation allows a client's campaigns to set specific parameters like days of the week, hours of the day and in-and-out of market strategies to be executed NOW! Planners no longer send out twenty emails to get a campaign together – they activate immediately.
- Mobile retargeting - Exposed Programmatic DOOH audiences can be shared with digital buying teams (via DSPs, DMPs, etc.) to re-target via traditional online and digital channels. These audiences can then be tracked against online conversions, resulting in better data driven decisions.
- DCO (Dynamic creative optimization) - Our platform easily facilitates the use of DCO. A base creative template is created to allow a tailored creative tag line or message to be added depending on circumstance. Think of a lottery high jackpot ad – the creative template is ready to go with the tailored messaging of \$60 million jackpot added and running in market immediately.



Contributions from **Eric Menzies & Jamie Popplewell**



In your opinion, what are the **key benefits for clients and agency groups** to be working with an OOH Specialist.

The key benefits of working with an OOH specialist from a client and agency perspective is to make the OOH buying process more strategic, data driven, innovative and most of all – more efficient and easier to buy. We provide our clients with elements of research, location data, media types, omnichannel approaches and creative possibilities to spark their imaginations.

So much focus is on the automation of DOOH right now. I personally love to share with clients the innovation of digital in the 3D space often executed in Dundas Square. Don't forget that TSA in Montreal that we turned into a Beehive! Who doesn't love a fully wrapped Flexity streetcar driving along the streets of Toronto's downtown core? The possibilities are limitless.

the possibilities are limitless

How do OOH vendors/operators **benefit from having OOH Specialists** working with clients and agency groups?

As an OOH Specialist, we share the passion and believe in the power of OOH alongside our media vendor partners. Our mutual desire to increase the share of OOH in the media landscape in Canada creates a strong partnership. Most important it's about building connections, earning trust, and together driving engagement in the OOH space we love.



Contributions from **Brandon Agnew**

In your opinion, what are the key benefits for clients and agency groups to be working with an OOH Specialist?

Planning and buying OOH can be a daunting process for brands and agencies for a few reasons.

1. There are so many vendors and types of inventory to choose from, with each local market having unique vendors and formats. Working with an OOH specialist like Wilkins means you have someone in your corner who has extensive and comprehensive knowledge of the industry – someone who lives and breathes OOH – and access to a team of over 100 of deeply experienced planners and client partners across North America to provide insight into every media market and format.

We are on top of the latest innovations in the market, utilize the most technologically-advanced platforms available to transact media, and employ measurement data from industry-leading sources like COMMB and Geopath, as well as implementing post-campaign analysis with a number of industry-leading data providers.

2. We understand the value of a dollar, and the value of an OOH placement. If you aren't planning and buying OOH all day, every day, in every market, it's difficult to know whether you're getting a good price. With over 60 years in the OOH, Wilkins has seen the market trends and understands what fair pricing should look like. We always negotiate on behalf of our clients to get them the best possible rates, ensuring your budget goes the extra mile.

3. Local knowledge is key to successfully planning an OOH campaign. OOH is all about understanding how consumers live, work, and play within their communities. If a client is trying to plan a campaign in a market they don't live in or are unfamiliar with, it can be extremely challenging to know the lay of the land or even understand the right questions to ask. An OOH specialist should have deep local knowledge to help guide that planning process. Here at Wilkins, we have local in-house experts in over 50 major media markets across North America, as well as through global partners, enabling us to offer local insight

**understand the value
of a dollar, and the value
of an OOH placement**

at a national and even global level. Rather than having to reach out to multiple vendors, an agency working us will just have one point of contact to deal with and will only have to sign one contract to execute the buy.

4. OOH requires meticulous campaign management and analysis. Planning and buying the media is only half of the work in OOH. Managing and tracking the details from production to installation to reporting takes careful attention to detail and consistent follow up. Many clients don't have the time or resources to manage campaigns so closely. An OOH specialist like Wilkins has this part down to a science and can do the heavy lifting of making sure your campaign goes up without a hitch, and ensuring that you can understand the results in a context and currency that is easy to compare to your other media investments.

understand the results in a context and currency that is easy to compare to your other media investments

How do OOH vendors/operators **benefit from having OOH Specialists** working with clients and agency groups?

Clients and agencies are inundated with information from every end of the media market, and have to sift through a myriad of vendors in every category to create a comprehensive media strategy. Furthermore, out-of-home is one of the most demanding media formats in terms of creative delivery, production and verification.

A media specialist like Wilkins helps clients and agencies cut through the clutter and quickly assess all OOH options available to them at the moment of decision, keeping out-of-home vendors top of mind at the most critical phase of the clients' path to purchase, and making it simple for clients to buy OOH with confidence knowing their campaign is being managed

by a dedicated team of experts. We also provide comprehensive campaign follow-up and analysis, ensuring clients recognize the value of their out-of-home investment and continue to invest in it long-term.

Having a vendor-agnostic industry expert advocating for the inclusion of out-of-home on media plans, and providing guidance in strategy, planning, execution, and campaign analysis to clients is a huge asset to vendors and makes specialists an integral partner for all OOH media operators.

providing guidance in strategy, planning, execution, and campaign analysis to clients is a huge asset

What are the **main areas of expertise** that make an OOH Specialist stand out and offer a competitive advantage to its clients?

An OOH specialist needs to offer turn-key planning and execution, certainly, but the key differentiator for any OOH specialist is to be able to offer strategic guidance based on deep knowledge of the industry and the local markets as well as an understanding of the clients' business and objectives. Building a foundation of partnership and trust with clients is a must and the best OOH partners establish credibility by demonstrating their independence, integrity and a rigorous data-centric, vendor-agnostic approach to analysis in both the planning and post-campaign phases.

An OOH specialist invests not only in tools and data sources, but in customer-focused processes and people that have a deep understanding of the market and are able to effectively guide clients towards confidently investing in the OOH sector.

As an OOH Specialist, **what would you like to help your clients achieve within the OOH Space?** What would you like to see more of, and less of?

We would love to show clients the power of OOH and help them run successful, efficient and timely campaigns.

We're also huge fans of innovative approaches to OOH, such as when we helped Toyota convert a Times Square billboard into a rock-climbing wall, created a jaw-dropping lightning bolt installation that went on tour with The Weeknd, or when we used over a dozen different OOH media tactics such as campus media, projections, aerial media, and more to support the Get Out the Vote initiative in battle ground states during the 2020 US Presidential Election. We believe that out-of-home is one of the few media types that can create a truly immersive experience, and we'd love to foster a deeper integration of experiential efforts with OOH in order to create experiences customers want to share on social media, to further amplify the reach of their campaigns.

We would also like to debunk some of the common misconceptions about OOH. These are the top 3 that we hear most—OOH is complicated, you need a huge budget to make an impact, and it's only good for brand awareness.

- 1.** Wilkins handles the daunting tasks of planning, identifying and contacting vendors, negotiating, executing the campaign and analyzing the results, rendering the OOH buying process quick and simple.
- 2.** Studies show OOH has one of the most efficient CPMs out there. It doesn't cost a fortune to make an impact in any market. There are so many different types of OOH media to choose from and not every campaign needs a giant expensive placement in Yonge-Dundas or Times Square to make an impact. There's a time and place for big splashy spectacles, but they aren't your only option.
- 3.** OOH has long been seen as an upper funnel brand awareness play, but with so many innovations in programmatic buying, measurement, retargeting, contextual place based media, and incorporating call to action messaging within creative (such as QR codes), OOH has increasingly become a part of the lower funnel. While OOH is still great for building brand awareness, it can also drive conversions and lead to real world actions whether it be store visits, search inquiries, or purchases.



Contributions from **Ron Deschenes**



In your opinion, what are the **key benefits for clients and agency groups** to be working with an OOH Specialist?

In a complex and evolving marketplace, OOH specialists can provide brands a competitive advantage in a variety of areas.

1. Market-Level Expertise. Extensive knowledge of the OOH landscape is the primary weapon in an OOH buyer's arsenal. Knowing which formats are available and make sense given campaign KPIs, which partners to RFP, local traffic patterns, consumer behaviors, etc. are all paramount to a successful OOH execution.

2. Costs & Negotiations. Access to agency-negotiated rates and CPMs allows brands to stretch their dollars further. Off the bat, media owners propose lower rates because of the volume of contracted activity they see across all of our agency clients. On top of those rates, we often negotiate even further to build optimal recommendations within our allotted budgets.

3. Media Owner Relationships. Having professional and often personal relationships with national and local media owners allows us effectively build and steward OOH recommendations from start to finish. Aside from knowing which vendors to RFP and our ability to secure the lowest CPMs possible, being able to fairly and efficiently work through the (often many) surprises and hurdles with media owners throughout the OOH planning process is a major advantage of having an AOR (Agency of Record) doing your OOH buying.

provide brands a
competitive advantage
in a variety of areas



How do OOH vendors/operators **benefit from having OOH Specialists** working with clients and agency groups?

Relationships with OOH Specialists come with super helpful benefits from a vendor perspective as well, including but not limited to:

- 1. Client Access.** You're likely going to have better luck successfully putting an OOH offering in front of an advertiser when going through their AOR. While client media leads oversee the holistic, omnichannel approach – it is exclusively our job to source, vet, and recommend OOH offerings to our clients.
- 2. Heat Check New Inventory.** Via meetings and emails, we regularly connect with vendors for them to showcase their latest and greatest – which is helpful for us to keep our finger on the pulse and for them to get a clearer picture of our clients' strategies and buying habits. While some offerings are kept in our back pocket, it's not uncommon for a vendor to randomly reach out about a new location or network that happens to be a perfect campaign already in the works, leading to a contract.
- 3. Campaign Troubleshooting.** Any OOH buyer or vendor is familiar with the various problems that can arise before, during, or after an OOH campaign. Between creative or posting delays, mid-flight issues, or post-campaign billing or reporting – they're typically unforeseen and it's really helpful for both buyers and vendors to be able to get on a call and find a solution before bringing to the client.

**source, vet, and
recommend
OOH offerings**

evolve with the marketplace by keeping up with the latest trends

As an OOH Specialist, what are your **goals/ambitions within the OOH industry**? How does your agency contribute to the growth of OOH within the media mix?

We've seen some really exciting developments and innovations in OOH over the last 5-10 years, particularly in the digital space. Between Dynamic Creative Optimization (DCO) and Programmatic, DOOH is projected to be the fastest growing channel globally by 2026 with estimated ad sales totaling \$15B.

It's our job as buyers to evolve with the marketplace by keeping up with the latest trends and finding creative ways to effectively navigate these newer waters. One thing I love about Rapport is the proactive vs. reactive mentality – from leadership down we're not afraid to build the plane while flying it to try to integrate solutions to problems before they even happen.

Whether it's pioneering DOOH transparency/accountability-focused platforms like Rapportal LIVE, leveraging partnerships and planning tools like Polaris (Quotient), or just constantly making trainings and learnings available to the wider team, Rapport puts a heavy emphasis on an innovative approach to ensure that OOH is always prioritized in the channel mix.



Contributions from **Sam Hoffman**



Debbie Benadiba

CEO, Talon OOH Canada



Eric Menzies

Vice President Client Services & Operations, OOH Labs



Brandon Agnew

Associate Director Client Services
Kinetic Worldwide - Canada



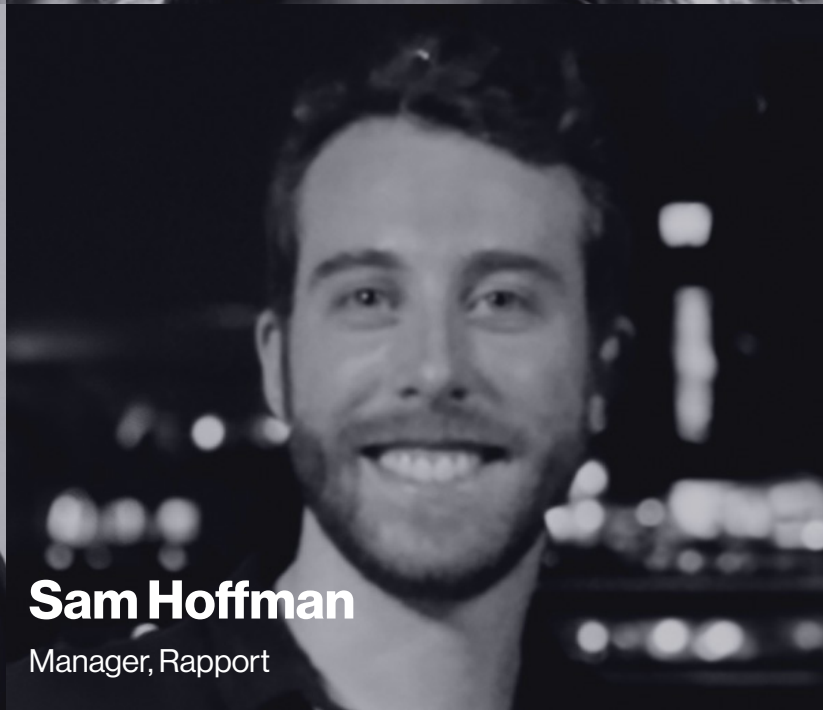
Jamie Popplewell

Director Client Services, OOH Labs



Ron Deschenes

Director, Client Partnerships, Wilkins Media



Sam Hoffman

Manager, Rapport

Thank You!

Want to be featured in COMMB's next Q&A?

↙ **Get in touch!**

111 Peter St., Suite 605

Toronto, ON, M5V 2H1

(416) 968-3823

jcopeland@commb.ca

