

Place-Based OOH ↘

# QUESTIONS & ANSWERS

**astral**

**UB**  
MEDIA

 **ROGERS**

 **STINGRAY**

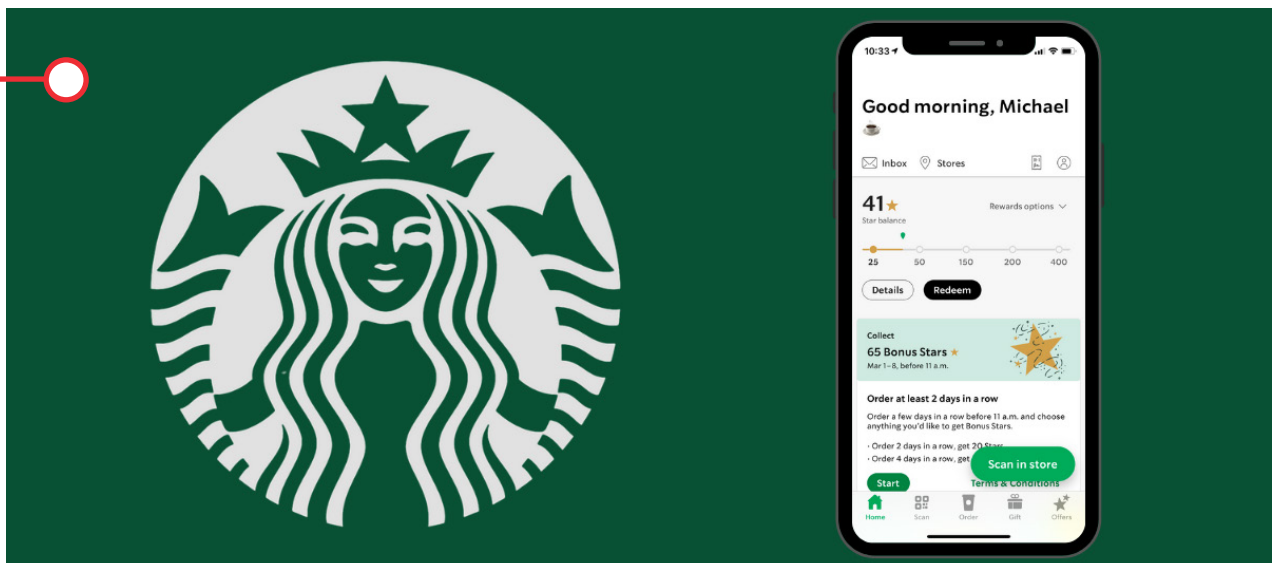
# intro

Place-based advertising venues offer a unique opportunity for marketers to reach a niche audience when they're in a highly contextually relevant environment, increasing the likelihood of purchase conversions. While the online world faces new challenges — the cookieless ad environment, ad-blocking, bots, and brand safety — many advertisers are turning to OOH as a way to creatively speak to their ideal customer.

Research shows that advertisers/brands that maintain **active OOH & marketing campaigns** during recessions/pandemics **rebound more quickly** compared to those that stopped advertising all together. Do you have any **examples of clients** that are seeing a faster resurgence or stronger brand loyalty because they stayed **active in market**?

Certainly Starbucks comes to mind. They maintained visibility throughout the year and saw an increase in engagement because of it. For background, Starbucks was ahead of the curve with their Mobile app, giving customers the opportunity to pre-load money on their app via phone. Some of the steps they took pre/post COVID allowed them to better navigate pandemic challenges.

Brandon Kirk, Vice President, Client Solutions, **ROGERS**



Recessions and pandemics differ in circumstances and in turn consumer behavior. A recession has a strictly financial impact whereas a pandemic such as COVID not only impacted both our economy and supply chains, but significantly altered consumer behavior and our daily lives for the past two years. Most of our networks were affected by closures and capacity restrictions. However, our Residential network's delivery of impressions was unaffected by the pandemic.

Pre-pandemic we were already seeing trends in online/app purchasing that skyrocketed during the pandemic. Our Residential network experienced an increase in takeout, grocery delivery, streaming platforms, and fitness apps. Clients like Amazon, Goodfood, and Doordash, to name a few, capitalized on this shift in consumer behavior reaching their consumers right at home in our residential network. It was a good time for them to be in market and that continuous exposure has kept them top of mind.

Michael Minicucci, President & CEO, **UB MEDIA**





Though we can't speak on behalf of our clients regarding faster resurgence or stronger loyalty, what we can say is that we know our clients have stayed resilient throughout the pandemic and continue to maneuver through these unprecedented times. From Doordash (which stayed active and worked to gain share during the lockdowns) to Mazda (which operated their business despite semi-conductor shortages and production delays) to Birks & TCP (which remained in-market to secure their permanent placements in premium areas, like Yorkville). These are just a handful of clients who have been able to adapt to a massive consumer change by pivoting their messaging, shifting to ecommerce and using OOH to reach their targeted audiences.

**ASTRAL**, Sales Team





Stingray's digital audio advertising solution is still new to the market, so I can't point to an example that predates COVID. That being said, we have received a huge amount of interest from brands who want to advertise smarter in the wake of the pandemic. In 2022, retail media is expected to be a \$52 billion advertising category, and here in Canada, countless agencies have told us they're seeing the biggest ad spend increases within the retail media category.

Since so many brands – especially brick-and-mortar retailers – suffered immensely during COVID, they now want to concentrate their advertising efforts where they're sure they can reach the right people. Imagine you're a cereal company trying to reach a principal grocery shopper: it doesn't get more contextually relevant than a grocery store!

Retail media is the ideal channel for post-pandemic recovery not only for its hyper-targeted approach, but also because it helps preserve brands' reputations. Over the last two years, many brands have taken steps to avoid "encouraging" people to leave their homes, visit a store to make a purchase, and potentially contract COVID. A lot of brands simply didn't advertise at the height of the pandemic to avoid being perceived as agitators.

In this context, out-of-home advertising is a completely safe channel. The brand is not perceived to have driven consumers to the store – all they're doing is guiding them towards a specific aisle once they're already there.

Ryan Fuss, SVP, Global Media Solutions, **STINGRAY**

OOH is the only traditional medium seeing **consistent growth and exponential technological advancements**. How are **you advancing** in these directions? Have you moved **digital transformation to the forefront** of your business plans? And/or how are you **balancing technology and client demands**?

With Vertical Impression, our residential elevator network partner, we use 1st party data that measures how well the audience is engaging with each ad, and we allow our clients to serve ads in real-time based on who is looking, something unique to VI (Vertical Impression)/RSM (Rogers Sports & Media) OOH. We are also starting to leverage our Rogers R.E.D. (Rogers Enabled Data) segments to deliver an even better targeting and ease of buying/planning experience.

Brandon Kirk, Vice President, Client Solutions, **ROGERS**

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# digital is here to stay



Yes, digital has absolutely been at the forefront of UB Media's business model for several years. We are completely committed and focused on the technology. Our last two acquisitions have been 100% digital networks. The latest being MaxTV Media, adding touchscreen technology to UB Media's growing OOH digital media offering. The emergence of programmatic makes it imperative for place-based media offerings to be digitally connected.

Digital is here to stay! This is the medium the public is most responsive to and we are addressing our client's needs with more flexible messaging solutions. Digital delivers additional options and versatility for creative that print cannot produce.

Michael Minicucci, President & CEO, **UB MEDIA**



We continue to remain at the forefront of innovation in OOH by working closely with our clients and partners to evaluate and identify leading edge opportunities. We are able to accomplish this by driving the greatest value – using our medium to communicate our clients' brand messaging in new and creative ways. We are also committed to investing in our portfolio to ensure we bring the best assets, capabilities and technology to market, allowing us to provide the best brand solutions for our clients.

Digital transformation and leadership in OOH continues to be a strong focus for us as we develop the best products for our clients across the country. With OOH displays in constant demand, as well as a steady incline of sales during the pandemic, we have been able to remain focused and push towards an upward trajectory.

We continue to work closely with our clients and partners to understand their evolving needs. As a result, the relationships we've built help inform our technology roadmap, in order to ensure we deliver the greatest value and services for our clients, moving forward. Astral has been adept at anticipating market demands and has continued its Advanced Data collection expansion and audience targeting technologies. Our ability to utilize these technologies, along with owning true omni-channel assets and having the country's leading 5G network, has enabled our aptitude to deliver endless possibilities to our clients.

**ASTRAL**, Sales Team



Stingray has launched an entirely new category called audio out-of-home (AOOH), a strategy with digital transformation at its core. Location-based AOOH is designed to cut through the endless stream of in-store advertising using the power of audio, while leveraging proximity to speak directly to high-intent shoppers. Brands can tailor their messaging to precise locations and consumer journeys, instead of launching broad campaigns that target people who are nowhere near their products.

In pioneering this all-new ad category, we have partnered with COMMB to create a place-based AOOH measurement methodology. Historically, impressions have only been able to measure how many "eyeballs" landed on a given advertisement. Now that we're breaking new ground in the audio space, there is finally a way to measure ears, too. It's an industry first.

To tie all of this together, Stingray partnered with Hivestack – the world's largest, independent, programmatic digital out-of-home (DOOH) ad tech company – to enable dynamic ad insertion and on-the-fly optimization. With Hivestack's technology, Stingray can activate location-specific digital audio ads in real time, providing contextually relevant experiences for the consumer and greater targeting abilities for the advertiser.

Now more than ever, our clients' advertising budgets are being scrutinized to the letter, and the pressure is on to deploy campaigns that truly convert. AOOH all but guarantees that their messaging won't fall on deaf ears, while giving brands the ability to leverage an incredibly sophisticated targeting engine. They can own different times of day, different regions, or the entire network. They can concentrate some of their budget on key consumption events like Mother's Day, Valentine's Day, or a long weekend – and thanks to our programmatic approach, all of this can pivot at a moment's notice.

Ryan Fuss, SVP, Global Media Solutions, **STINGRAY**

# place-based AOOH measurement methodology



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What's your **strategy/thoughts on the use of QR codes**, especially now that adaptation has increased during the last 2 years?

We think QR codes are great for awareness and engagement with the clients' messaging. We've worked with a number of partners across broadcast and OOH and are seeing encouraging results. It's also helping us measure and adapt content to drive further engagement for our advertising partners.

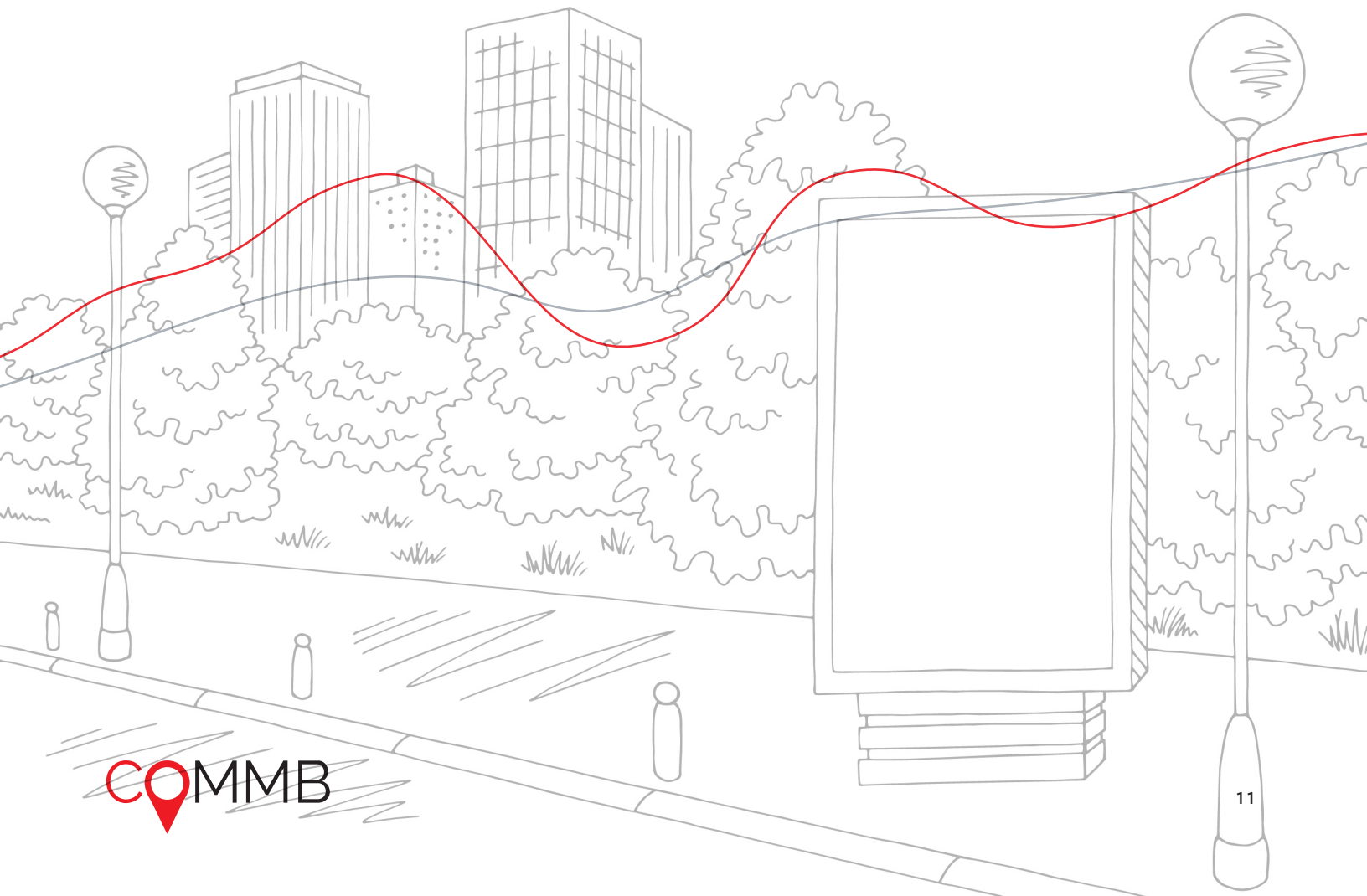
Brandon Kirk, Vice President, Client Solutions, **ROGERS**

adapt content  
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Our networks offer the best environments to utilize QR technology! Although the onus and strategy are up to the advertisers to utilize QR codes in their creatives with the right context and product – our products enable seamless interaction between our digital screens and smartphones. UB's networks are the optimum environment for the public to digest the information. The pandemic definitely played a role in the QR resurgence because they're effective -- quick, secure, and contactless. I don't see this trend slowing down any time soon, due to their versatility.

The positioning of our place-based products offers ample inescapable dwell time to engage with consumers when they are most receptive and least rushed. We've certainly seen an increase in QR technology used across all our networks. From Restobar digital, Residential elevator digital even to Cinema amplifications. We recently had QR code decals placed behind theatre seats in select Landmark Cinemas as an amplification add-on to digital onscreen. This was for the launch of Lüm Mobile in Saskatchewan, where the QR code paired with onscreen further engaged call to action. Cinema is an excellent environment where the audience is at its most receptive waiting to be entertained.

Michael Minicucci, President & CEO, **UB MEDIA**



QR code integration has shifted in the last few years and our focus on utilizing them is to put accessibility and engagement first. When incorporating QR codes in OOH advertising campaigns, an important aspect to consider is the size of the code, in relation to the canvas. Since different campaigns have differing strengths, each face is treated individually. This is important; especially when we include an interactive component in an advertisement, such as a QR code, since the scan-ability and placement is imperative to a campaign's success. With a focus on user experience, placing a correctly sized QR code at eye-level helps passersby easily locate it, which makes the code more likely to be interacted with. Another critical aspect is incorporating as much information as possible in a single QR code, so that the consumer can enjoy a fully engaged experience – ultimately allowing them to connect with the key brand messages at play.

**ASTRAL**, Sales Team





Creative guidelines can be **more flexible with place-based advertising** as consumers are walking by and able to absorb more content. What **creative advice** are you providing that can transfer across mediums? What's the most **effective/creative placed-based campaign** that's stood out to you and why?

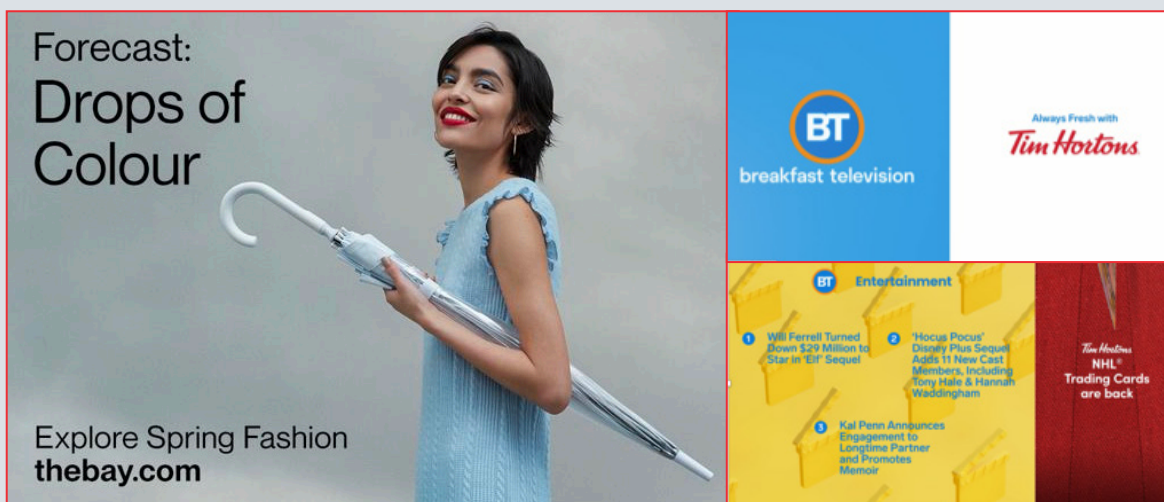
- ▶ Take advantage of the ability to deliver the right message at the right time and utilize engaging content to drive a stronger connection.
- ▶ Target your message. Always look at where you can change up the ads based on the context of weather, time of day and audience to really drive the message home. Play on the space you are in.
- ▶ Great example with The Bay below. In this case they took advantage of weather-based targeting which drove up engagement.

In terms of content, we are seeing incredible success where we create consistent branded content opportunities our partners can own. With branded content executions we see lift of over 35% in propensity to buy and over 50% in brand favourability because we are providing value to the consumer.

Great example below with Tim Hortons and Breakfast Television. This execution ran across various part of our DOOH network.

To view the video file [click here](#).

Brandon Kirk, Vice President, Client Solutions, **ROGERS**



As the industry is becoming increasingly automated and impressions are often bought based on data, location, demo, HHI, etc. agencies are fighting for more impressions and better CPMs. However, the environment or product positioning is not always taken into account. I believe context is everything! Meaningful memorable creatives that are tailored to the context of the environment and placement have a much longer-lasting impact.

One of our memorable place-based campaigns was for Interac. They always speak directly to their customer within the context of the environment which makes the messaging more personalized for viewers. If you're a student and see a message on campus that reads "focus on GPAs, not IOUs" it resonates with you in the moment. They also had placements in our Restobar network, again with messaging tailored appropriately to the Restobar environment, like "splitting the bill" or "your money goes where the night takes you..." people can easily relate to that.

Michael Minicucci, President & CEO, **UB MEDIA**



# focus on concise messaging



One of the ways we are able to capture attention from OOH advertisements is asking clients to focus on concise messaging. Consumers tend to soak up entertaining pieces of information in short bursts, so we want to be able to capture their attention quickly, while simultaneously ensuring that the key branding messages resonate with them. Keeping the concept relevant to the visual can also make a difference in engagement, as it allows consumers to absorb and retain the information that's presented. Considering each market will perceive information differently, the messaging also needs to be tailored to different demographics, regions and audiences. This is to ensure that the focus of the message makes an impact with each intended audience.

An incredibly creative campaign we recently launched was the Lululemon OOH at the Vancouver International Airport for the Tokyo 2020 Olympic Games. This custom request was carried out with an innovative pop-up retail store, featuring Lululemon's Olympic gear collection for Team Canada. This activation site garnered attention from many consumers, as it was placed in one of Canada's largest and busiest airports, which displayed a 10'x20' Textile Spectacular. This execution resulted in many impactful impressions and created an incredible visual experience for passersby.

**ASTRAL**, Sales Team



# craft highly innovative content

As a pioneer in the AOOH space, Stingray has a unique opportunity to shape the best practices associated with this channel. This ad format doesn't exist yet; there is no precedent for a branded audio byte that directs in-store shoppers to a specific aisle as they browse. So, our in-house experts are putting their heads together to craft highly innovative content.

Part of our commitment to each one of our partner retailers is producing advertisements that complement the shopping experience. From Metro grocery stores to Jean Coutu pharmacies, it's imperative to create a "familiar voice" that paves a smooth path to purchase. Just like any other piece of the omnichannel experience, these audio ads have to be a completely seamless component of the brand.

Aside from keeping things consistent, delivering a strong call-to-action is a must. Brands aren't just talking to consumers who are on the couch watching a TV ad or listening to the radio while driving: they have a golden opportunity to redirect shoppers directly to their product just a few aisles away, so driving the point home is essential.





Since this service is only just launching on our multinational network, I can't quite pick a favourite campaign just yet. From where we stand now, we're incredibly excited about all of the retail partners we have on board, and there will be lots more to share in the coming year.

Ryan Fuss, SVP, Global Media Solutions, **STINGRAY**

**5** Place-Based venues that cater to 18+(FR) 19+ audiences are poised to take significant OOH dollars for sensitive categories like **cannabis advertising or sports betting**. Have you seen success with either of these categories recently and if not, is it part of your sales strategy to acquire such clients?

Yes. This is an incredibly exciting time. With sports betting we have a unique opportunity to provide a targeted audience given our bar/resto and residential elevator networks. Furthermore, we can utilize great content with leading brands like Sportsnet to create great branded content opportunities to earn consumer attention with content value. With Cannabis, we continue to expand on our LABS (legal age branding solutions) network to create more opportunity for partners to connect. Definitely two categories we are very excited about.

Brandon Kirk, Vice President, Client Solutions, **ROGERS**

**this is an** incredibly  
exciting time

We've always prided ourselves in having the most selective quality of highly coveted Restobar venues with a diverse audience. The AOL network (Adult Only Locations) is no exception. UB has been consistently expanding this network for years. Our strategy has always been to provide those clients with restricted opportunities the ability to reach their customer base.

We pay close attention to legislative and governmental changes in this sector, whether it be cannabis or the most recent legislative changes in online betting in Ontario. We strive to educate and keep our clients informed and how we can help them communicate to their target. UB's national AOL presence specifically catering to adult categories like; cannabis and sports betting, have seen much success in our Restobar network. We offer a rare age-gated receptive audience that is the perfect fit.

Michael Minicucci, President & CEO, **UB MEDIA**



# educate and keep our clients informed

We are closely monitoring and abiding by the provincial restrictions to ensure our campaigns follow the regulations in place for 18+ categories. Only recently, sports-betting advertisements have opened up for Ontario, whereas there are still restrictions in other provinces for this category. We are optimistic that the other provinces will follow Ontario in the near future and hope to see this category provide more opportunities as we move forward. With this in mind, we are maintaining the course and hopeful for prospective opportunities to open up for the future.

**ASTRAL**, Sales Team

# Thank You!

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

↵ **Get in touch!**

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