



Insights on Maximizing advertising ROI



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Brandscience, a marketing and business effectiveness consultancy, analyzed more than 600 econometric studies from the UK, Germany, Australia, Finland, Denmark, Norway and Sweden, to determine the impact of various media on sales -individually, in a media mix and over time. several categories were examined including consumer packaged goods, retail and finance categories. the research revealed many interesting relationships.

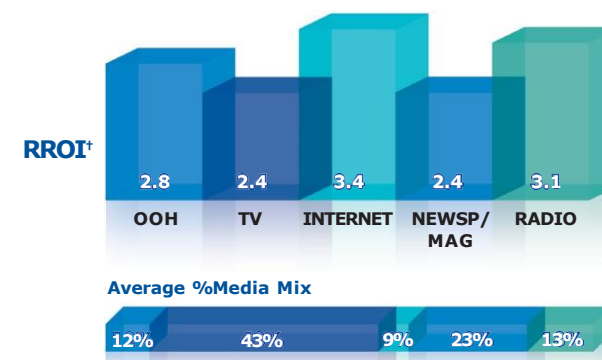
Key Findings

Out-of-home generates higher RROI – above the average of all media analyzed

- Across all categories, OOH performed within the top 3 of all media studied.
- Despite a lower share of the average media budget, in most categories, OOH delivered higher RROI than the other media analyzed.
- When the share of spend on OOH was increased, the performance of the other media in the mix was also improved.
- OOH's RROI is trending up over time, whereas other major media are at best, flat.

PRODUCT CATEGORY RESULTS

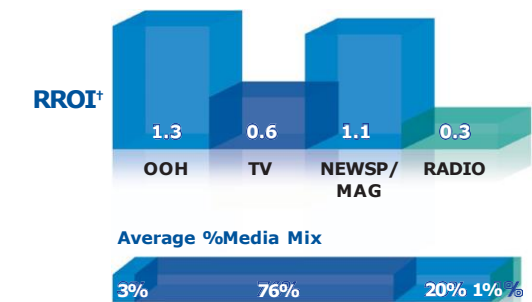
All Goods*



OOH delivers higher RROI than TV but with only one quarter of TV's budget.

* Includes all product categories excludes services.

Health & Beauty

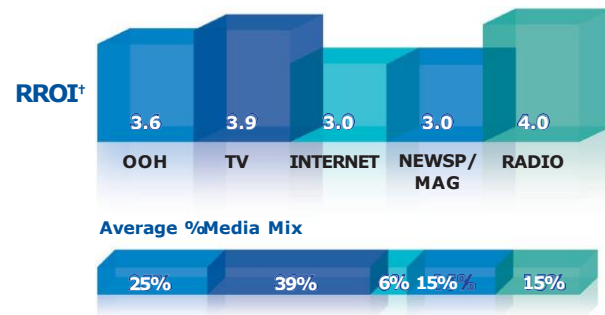


OOH is the second most efficient medium for health and Beauty advertisers, delivering twice the RROI of TV but with only 4% of TV's budget.

RROI: revenue return on investment or incremental sales revenue for each dollar of media cost.

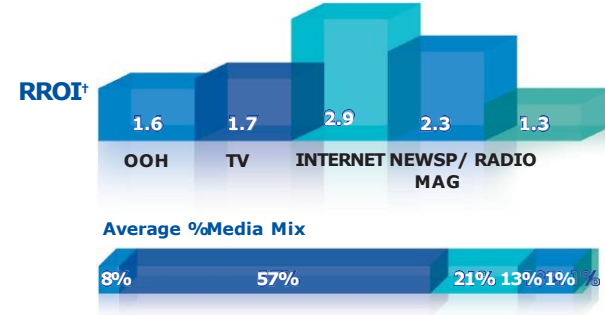


Travel



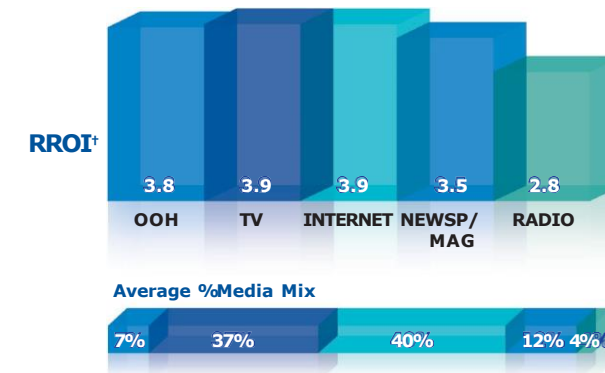
OOH is the second most efficient medium for travel brands.

Financial Services



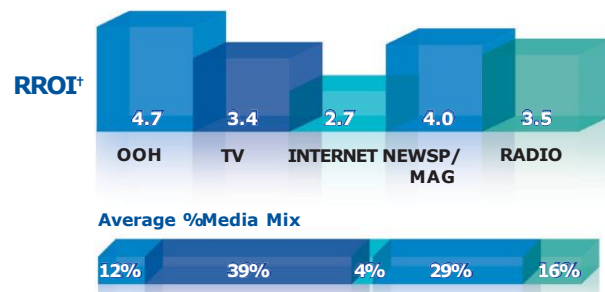
Within the Financial Services sector, OOH delivers RROI comparable to TV but with only 14% of TV's budget.

Retail



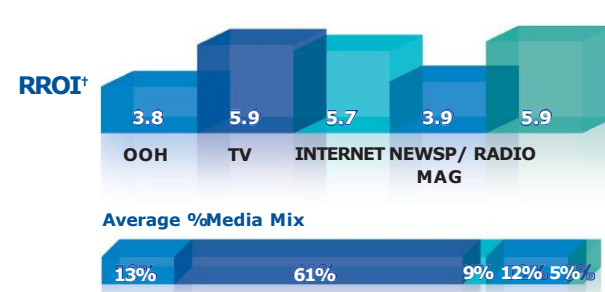
In the retail services sector, OOH is the second most efficient medium, with only 7% of the overall budget.

Telecommunications



OOH is the most efficient medium for telecommunications brands, generating the highest RROI of all media.

Leisure*



OOH delivers two thirds of TV's RROI with one fifth of TV's budget.

* Includes DVD/ Video/ CD/ Gambling/ Restaurants and Theme parks.

SUMMARY

1. The research reinforces the effectiveness of using multiple media to create connect points that engage consumers at relevant times throughout the day and on the path to purchase.
2. Out-of-Home's revenue return on investment is increasing over time whereas other media are at best flat. This is due in part to the audience erosion that has occurred in other media as well as the high level of disengagement from media such as TV and online. Technology has had a positive impact on Out-of-home leading to the growth of digital networks, mobile and other interactive opportunities that engage active consumers who spend over half their time outside of the home.
3. Despite lower advertising budgets, Out-of-home advertising is shown to perform better than other media and in a media mix, improves the performance of the other media.

RROI: revenue return on investment or incremental sales revenue for each dollar of media cost.

For more information on the Brandscience study contact COMMB:

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