



astral

OUTFRONT

PATTISON
OUTDOOR ADVERTISING

COMM
Canadian Out of Home Marketing
and Measurement Bureau

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COMMB collaborated with industry experts from **Astral**, **OUTFRONT Media** and **PATTISON Outdoor**, to explore the current OOH advertising landscape, including traditional, static, and DOOH. A must-read, we conclude with each contributor's favourite static campaign!

The image features a large, rounded rectangular frame containing a photograph of modern skyscrapers. The word "astral" is written in a bold, white, sans-serif font, centered horizontally and vertically within the frame. The background image shows a dense urban landscape with glass-fronted buildings. The lighting is soft, with a warm, reddish-orange glow at the bottom of the frame, suggesting a sunset or sunrise. The overall aesthetic is clean and modern.

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What are some ways OOH advertisers can incorporate QR codes and contactless interactive elements into static OOH campaigns to engage Gen-Z and the next generation of consumers with information on special pricing and targeted ads?

“As we all know, the OOH industry is converting and adding more digital faces every year. That being said,

static OOH inventory still represents 90-95% of the overall inventory in Canada,

so when an advertiser is looking for a specific area and market to target with exclusive visibility, Static is a great option!

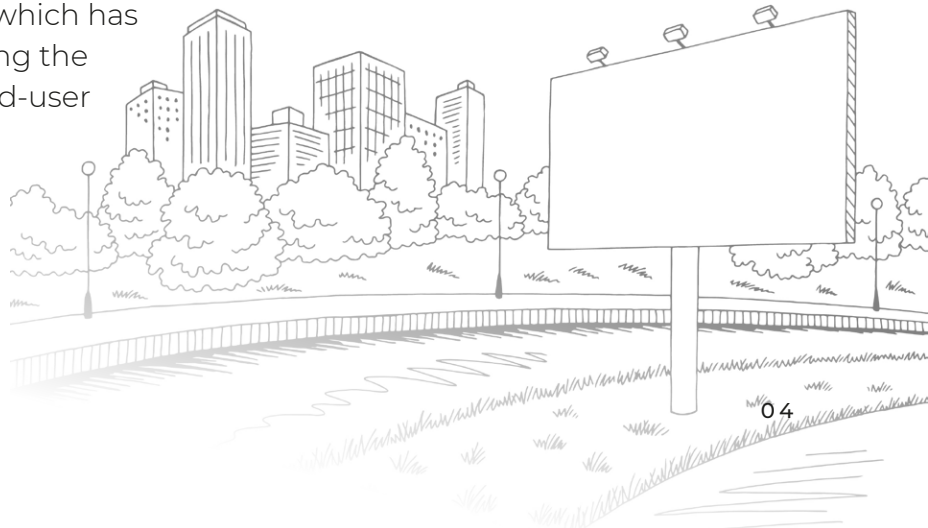
The use of QR codes in OOH is becoming more and more popular for several reasons, including their analytics potential. In fact, based on several studies, more than 30% of adults are using QR codes weekly, and this trend is growing. Adding this component to static inventory can boost the chance of success for advertisers, especially now, with the requirement for touch-free transactions mixed with the deployment of the 5G network.

Astral is lucky to be part of Bell, which has the fastest 5G network, expanding the potential and enhancing the end-user experience.

Several ways of leveraging QR codes include:

- Pushing access to the client’s website with an exclusive discount or new products: this also creates traffic to the advertiser’s website
- Access to exclusive content (i.e., music/services): particularly efficient in ecosystems where people are waiting for extended periods, such as airports and transit
- Providing access to a map of the closest store or even a virtual reality visit of your store

In the end, this goes back to basic OOH. Successful OOH campaigns usually have a few things in common: they are punchy, prompt consumer engagement and curiosity, experiential and are strategically located. QR codes or any engagement triggers on an ad are additional tools to achieve that.”



How can marketers gauge the frequency of their OOH messaging, and what consumer trends, behaviours etc., should they consider?

“The advantage of OOH vs any other medium is that it visually captures people’s attention while they are moving (highway, street furniture) or waiting (airport, transit). So, we only have a few seconds to capture people’s attention. This is why high frequency and repeated exposure are fundamental in OOH. With the evolution of programmatic buying and geo-location data availability, it is now possible to better target audiences while meeting the basic traditional Reach & Frequency measures to get as much efficiency as possible from an OOH campaign. On top of this, we’re now able to measure the effectiveness of specific campaign delivery accurately.

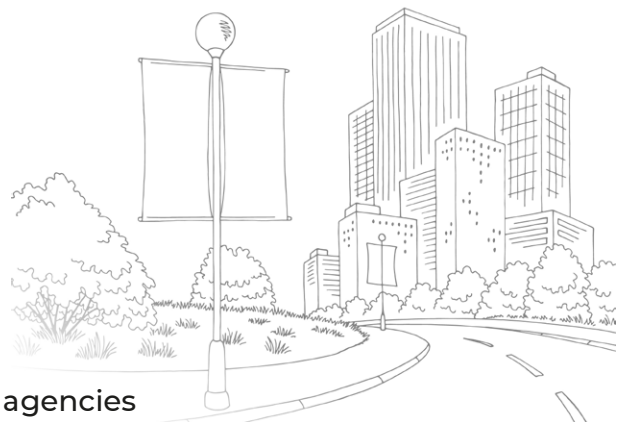
As for consumer trends, OOH is all about movement. I think we will go out of this pandemic with a few observations that might translate into permanent changes in behaviours:

we learned to buy more locally and online, lots of hyperlocal road trips, we equipped ourselves at home (gyms, home improvement, hardware), we experienced food take-out services (although we all miss meetings in restaurants and bars) and, as per stats can 2021, 32% of the population worked from home. Once lockdown measures are over, some of these behaviours might stick, although I’m pretty sure that the pleasure of meeting with friends, peers and travel to other countries will quickly come back!”





OUTFRONT



What are the advantages of marketers and agencies integrating both static and digital OOH in their channel planning?

“We see the decision to use static or digital as a strategic one that should be made based on the campaign’s objectives. Digital is an excellent option for campaigns wanting to run multiple creative messages with lots of flexibility to adjust the creative and/or want to take advantage of an ability to daypart their campaign.

Static remains an excellent choice for campaigns that want 24/7 exposure for an entire posting period.

These two needs can be blended in some cases, combining a base 24/7 message complemented by a more dynamic messaging option. And, beyond that, as has always been the case with Outdoor – location is critical. Building a campaign that incorporates the best locations to target the desired target with adequate coverage may be the driving factor that could then trump the creative considerations mentioned earlier.”

What role does creative have in driving OOH’s effectiveness, and how do static creative opportunities differ from digital creative opportunities?

“Good creative is critical, while great creative can amplify impact massively. Simplicity is key regardless of whether creative is being designed for static or digital.

Good contrast, good legibility, an engaging message that resonates and sticks with the target audience is key to an effective campaign.

The key difference relates to the rotation and duration. For static, the creative should sustain exposure 24/7 for at least 4 weeks; with digital, the message can be changed frequently. Static locations offer the potential to truly activate creative with extensions both 2D and 3D creating a compelling visual driving recall within an audience/community.”



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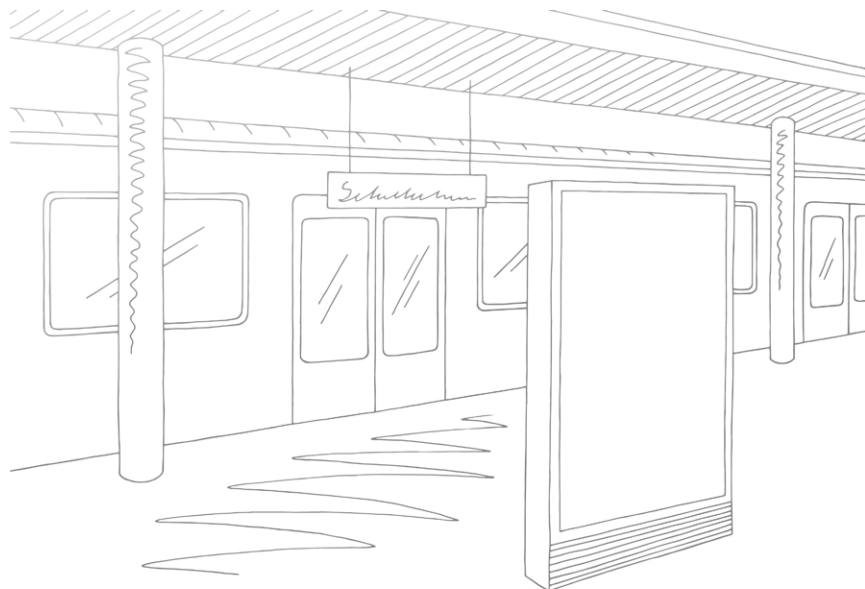
How can marketers and agencies harness location data capabilities to optimize their OOH messaging & measure relevance for traditional OOH assets such as static and transit?

“Location data propels traditional OOH assets to another level.

Advertisers can use it to understand their target audience better while they're in motion and on their consumer journey. These insights allow for more thoughtful and efficient OOH campaigns from a geo-location and creative messaging standpoint.

What used to be informed intuition about who a static billboard was reaching is now validated and often enhanced by location data. I've seen location data turn static billboards or transit stations that weren't feeling advertiser love due to misperceptions or even biases into golden opportunities because of audience analytics.

Taking things a few steps forward, the same mobile location data that gives such rich audience insights can be used to measure offline to online or in-store (FTA) attribution and understanding by OOH location, which creative message is driving more conversions. Location data has been the key to proving OOH's relevance, something we always instinctively knew but can now finally validate.”





In your opinion, what trends will advance OOH advertising in 2021 and beyond and what is the impact on traditional OOH assets?

“The excitement and giant steps forward the industry experienced when location data and attribution metrics came to static outdoor is now happening with moving transit advertising.

And it’s relatively new, so

we’re at the forefront of bringing this fusion of mobile location data, real-time GPS vehicle data and dynamic planning tools.

We’re at the stage now with various pilot projects happening with transit systems globally, including here in Canada, where it’s possible to plan a bus, streetcar or subway campaign using data that captures the viewshed of exterior transit ads tied back to census and affinity data. Clients will be able to see the variances in impression delivery that was never available before. For example, with this new fusion of data, we can see the difference in impressions for a transit ad that passed through a part of the city when an NBA game was being played, and there was an influx of audiences in the area.

With these new tools, we can extrapolate that increase in audience back to persons exposed to the transit ads that

passed through. We’re really on the verge of exploding in innovation and opportunity and are by far the most exciting development to happen to transit advertising in years.

Another notable development in 2021 and leading into 2022 will be the opportunity that the end of 3rd party cookies and heightened consumer privacy measures will

open up for the OOH industry. Because our location data is aggregated and anonymized, and use for audience profiling, that will still be available. But marketers will need to rethink their media mix given the limitations and complexities they’ll now face with online advertising and reporting. Discussions of the role of OOH in this new era are already happening, as is the re-appreciation of what the medium can do for brands from awareness, prompting consumer actions, elevating brand affinity and delivering strong creative resonance. Marrying these strengths with the capabilities that aggregated and anonymized location data provides for audience insights does catapult OOH to a seat at the omni-channel table.”



Let's hear from all 3
OOH operators:

**| What is your favourite static OOH campaign
and why?**



Francois Deschenaux,
Astral:

“There are a lot, but I find this experiential execution is one of my favourites.

SEPAQ wanted to take advantage of the summer’s tourist influx to attract people to Québec City’s Aquarium, which hosts more than 10,000 marine animals on 16 hectares. Ig2 and Astral’s Special Projects Team came up with the idea of bringing a sensory experience to the users of the RTC to encourage public transit users to visit the Aquarium.

Bus shelters in Québec City were transformed into a jellyfish aquarium!

Ambient lighting with UV LEDs – a black-light type of lighting commonly used in aquariums of this type of marine animal – was installed in the bus shelters, giving users the impression of literally being immersed in an aquarium with these phosphorescent and hypnotic creatures!”





Michele Erskine,
OUTFRONT Media:

“This is tough. I’m in this business because I love Outdoor. I love the challenge of an impactful, simple message and I love the impact that an Outdoor campaign can have. So – on that basis – I’m going to pull out a couple of older campaigns that I still remember and love: Kraft Peanut Butter and Kraft Miracle Whip.

I think they’re both clever, humorous and campaigns that I enjoyed seeing throughout their posting. They also both did several creative executions that kept them fresh.”





Mary Ventresca,
PATTISON Outdoor:

"I've been planning, selling and marketing OOH for almost 30 years, so there's no shortage of favourites that come to mind. Early on in my sales career with Pattison, there was a horizontal billboard campaign for Shreddies.

It's become legendary for the fact that an agency intern came up with the idea to coin it "New Diamond Shreddies" by simply tilting the Shreddie on its side.

Some executions showed the old square Shreddie with the word "boring" underneath and opposite of the new "Diamond" and hence the exciting shape. It was cheeky and visually memorable – a great combination."



THANK YOU!

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