



Posterscope

JCDecaux

Clear Channel

global



the point of Search



Understanding the why, where and the how



EXECUTIVE SUMMARY

We know that OOH advertising drives search behaviour.

The purpose of this study was not to prove that, but to better understand the motivations for searching in OOH environments, where and when they took place, the creative triggers that encourage search and how that knowledge can be applied to delivering stronger and more effective OOH campaigns.

In this Whitepaper you will learn more about:



Why

People Search

That consumer search behaviour parallels their need states, and those need states are strongly reflected in the type of category they are searching for. In addition consumers who spend more time OOH search more



Where

People Search

That mobile searches OOH are more diverse and critically they are far more likely to lead to a purchase



How

OOH Advertising Drives Search

That different OOH environments have different priming effects and location-based creative is particularly effective at driving search

The Point of Search has delivered compelling evidence that by understanding OOH search behaviour we can improve not only the efficacy of our OOH planning and creative, but also look to the medium as perhaps the only one that can truly bridge the gap between online and offline environments.

BACKGROUND

Out of Home (OOH) and Mobile share many synergies. Not least that they are both location-based mediums, defined by where people are and their movement, but also the simple fact that they are both ubiquitous. Almost all consumers have a smartphone which they take almost everywhere and nearly everyone spends time across a multitude of OOH environments.

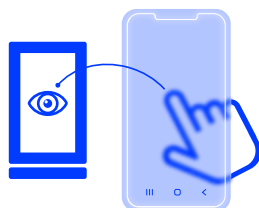
SO WHY DID WE UNDERTAKE THIS STUDY INTO MOBILE SEARCH AND LOCATION

1. The importance of mobile is growing globally



Globally **60%** of all web traffic is now **via Mobile** (Statista 2022)

2. OOH advertising drives people online, often via search, and this is the main way people now respond to OOH advertising



Outsmart research from 35 OOH campaigns demonstrated a **+ 17% uplift** in smartphone brand actions

3. Mobile searches with local intent drive more action, highlighting the importance of location needs



50% of consumers conducting a local search on their smartphone **visited a store within a day** of the search, compared to **34% of those searching on a tablet/desktop**

So, we have a good understanding of mobile search and its synergy with location and that OOH advertising drives consumers to search via their smartphones. However, we felt that there was **limited knowledge and research on the following key areas.**



Why

People search



Where

People search



How

OOH Advertising Drives Search



Therefore, in an attempt to uncover insights in these important **3 areas surrounding Mobile Search**, a three-stage research study was commissioned with Research Partner Panelbase by Clear Channel, Global, JCDcaux & Posterscope, presented at a Webinar on 26th January 2023 with various guest speakers from across the industry.

the point of Search

3 STAGE RESEARCH STUDY

The Point of Search was a combination of different research techniques. These collectively would provide not only an academic understanding of why people search and the link to Need States, but also how these academic insights are presented as real world searches through a Bespoke Mobile Diary Database. We would also identify how to optimise OOH creative most effectively to drive search.



Why



Desk
Research



Online
Survey

Understanding Need States

Search Typologies

Differences by Category

Do people who spend more time
OOH, search more often?



Where



Bespoke Mobile
Search Diary Task

10,000 mobile searches recorded

How mobile searches conducted
"Out-of-Home"
vs "At Home" differ

Need State / Search Typology

Trigger to search

Outcomes e.g. lead to purchase



How



Online Survey
with Stimuli

Priming attributes of the OOH
space that encourage search

Physical & environmental
elements of OOH media that
help drive search

Creative messages on
OOH adverts most likely to
drive search



People Search

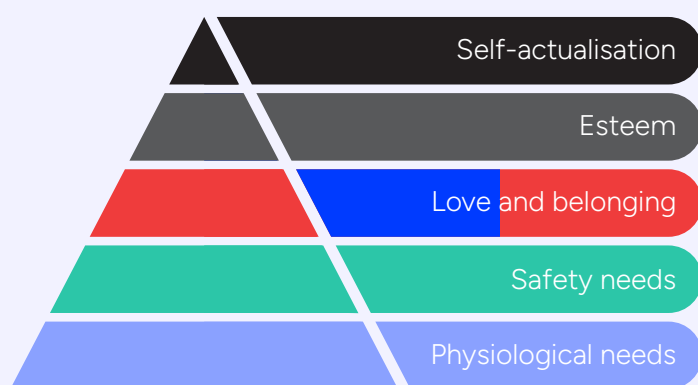
This first stage was conducted through desk research and enlisting the help of Richard Shotton, a behavioural specialist, and author of the book the Choice Factory.

An online research study also took place amongst almost 1,100 GB consumers aged 18-55 and a Bespoke Mobile Diary Tool collating almost 10,000 Mobile searches across 42 different categories.

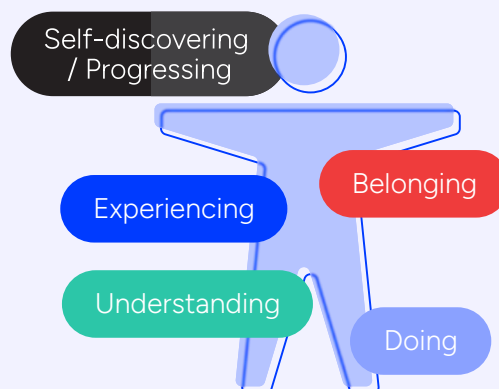
CONSUMER SEARCH BEHAVIOUR PARALLELS NEED STATES

The desk research identified a core need state model namely “**Maslow’s Hierarchy of Needs**” as well as “**6 Google Search Typologies**” categorising different reasons for search. Although not identical and perfectly correlated, there were clear parallels between the 2 classifications. Maslow’s hierarchy was created in 1943, and although it’s 80 years old, our research showed it is still very relevant today with search behaviour being a modern day insight provider on these need states.

Maslow’s Hierarchy of Needs



6 Google Search Typologies

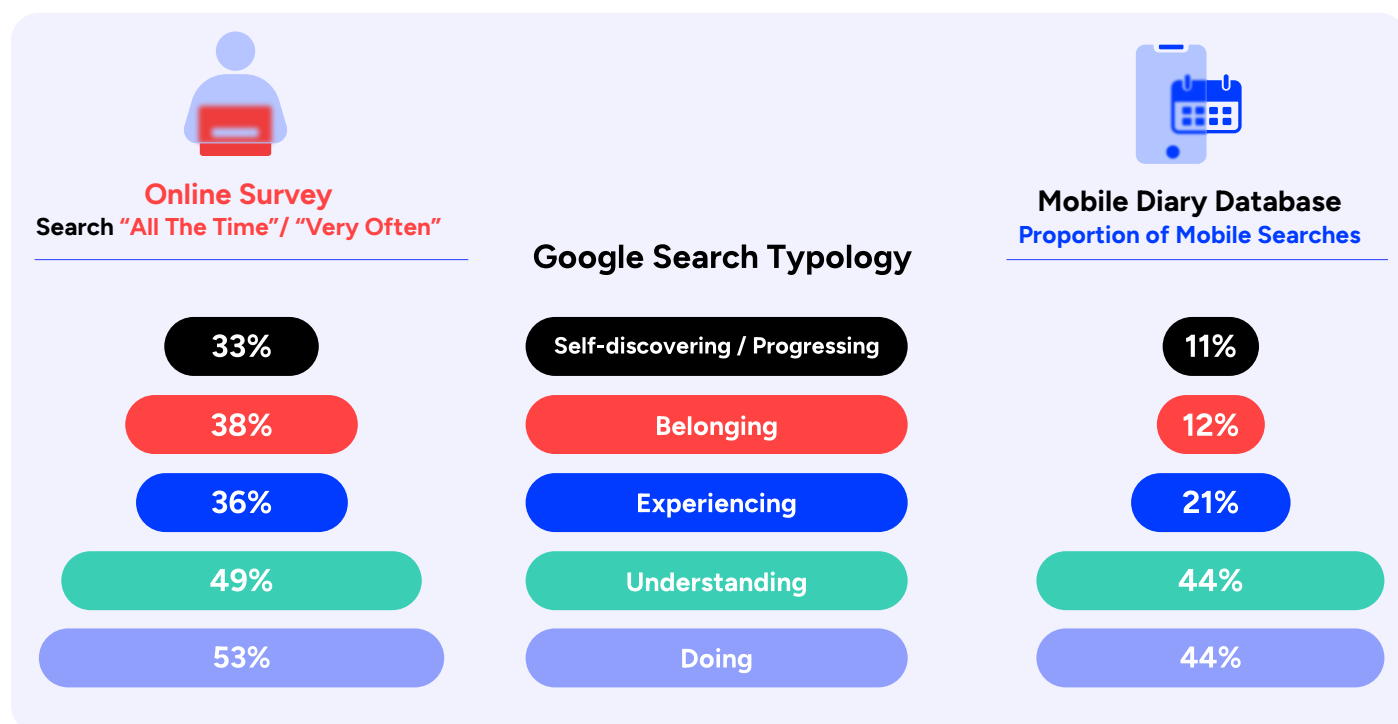


For simplification, we combined the last 2 search reasons (“Self Discovering” / “Progressing”) to create a **5 Search Typologies Classification**. We then conducted our proprietary online research study and Mobile Diary Tool to delve into these search typologies in more detail to understand why and how often people search across these need states and identify category differences.

CORE FINDINGS

1) Maslow's Needs Hierarchy is reflected in the search frequency across the 5 search Typologies

In both the online survey and diary database the frequency of searches mirrored Maslow's Needs Hierarchy and from a research perspective it was re-assuring to see claimed behaviour (online survey) being replicated in consumer's actual behaviour (mobile diary database).



The research showed that **Functional "Doing" & "Understanding"** searches were conducted most often. These are the fundamentals of the internet and mirror the basic functional **Physiological & Safety** Needs which also form the bedrock of Maslow's Needs Hierarchy.

Whilst **"Self-Discovering/Progressing"** searches were the least often conducted, paralleling **Self Actualisation** at the top of the Needs Hierarchy. People do regularly conduct these searches, just not as often.

However, there is growing evidence that these **"Self-Discovering / Progressing"** types of searches are significantly increasing, not least as Covid-19 made many people re-appraise their lives and priorities.

Google highlighted in their **"Year in Search 2022"** how there were many more searches for...

Can I change ... e.g. my life / career

How to be ... e.g. more spontaneous

How to be a better... e.g. parent

2) The Search Typologies highlighted the different needs of consumers by category

The research also identified that consumer needs and the corresponding searches differed significantly by category. For example, category searches for **Food, Homeware** and **Beauty** were more likely to be functional and linked to purchasing, so were more regularly classified as **"Doing"** searches.

Whereas searches for categories like **Health & Wellbeing** and **Personal Finance** were more likely to be **"Understanding"** searches, where people may have less knowledge in the area and were seeking this online.

"Experiencing" searches were more prevalent in entertainment and leisure categories like **Art & Entertainment, Celebrities** and **Sports** where people often search to enhance those real-life moments and conversations, whilst **"Belonging"** searches took place more in categories associated with friendship and communities such as **Charities, Dating** and **Gaming**.

The least frequent, but by no means the least important, were **"Self-Discovery / Progressing"** searches which significantly over indexed for categories such as **Careers** and **Parenting** where people were looking for change and searched to enhance their skills and improve in these important areas of their lives.



Mobile Diary Database 9,548 searches - All 42 Categories

44%

Doing

44%

Understanding

21%

Experiencing

12%

Belonging

11%

Self-discovering / Progressing

INDIVIDUAL CATEGORIES

62%

Beauty & Cosmetics

62%

Food / Drink / Grocery Shopping

73%

Homeware / Furniture

69%

Health & Wellbeing

57%

Personal Finance

67%

Legal Services

28%

Art & Entertainment

35%

Celebrities

30%

Sports

19%

Charities

39%

Dating

21%

Gaming

34%

Job / Career

22%

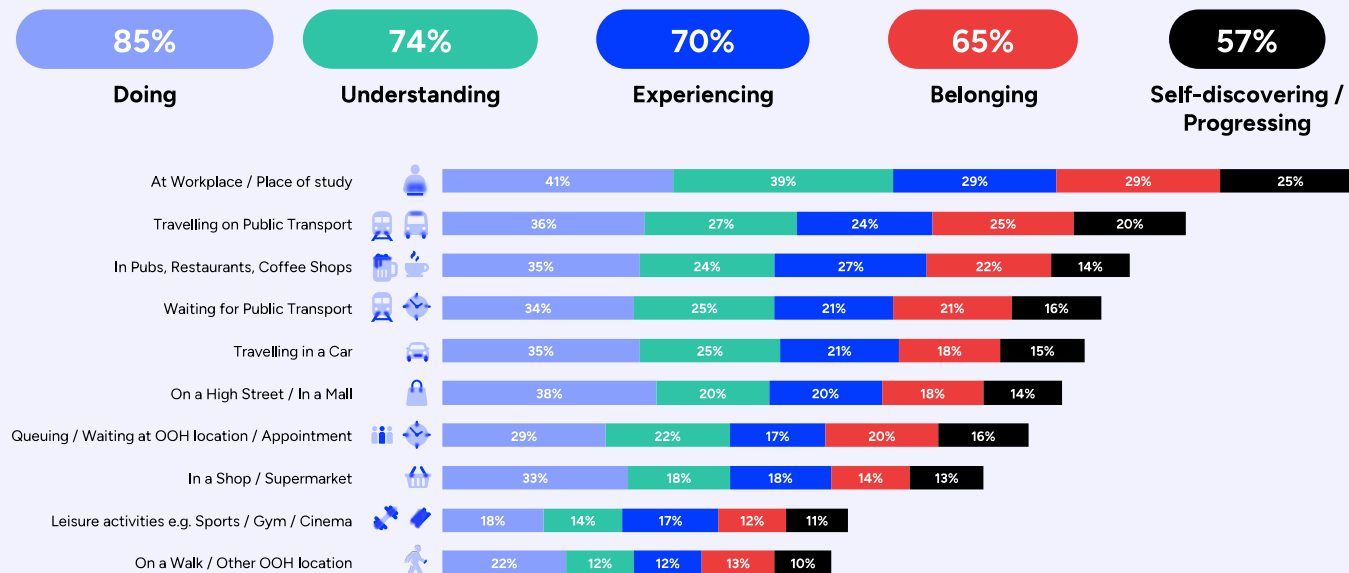
Parenting / Children

19%

Dating

3) All Search typologies were done across the multiple OOH environments, with searches for some typologies more likely to take place in specific locations

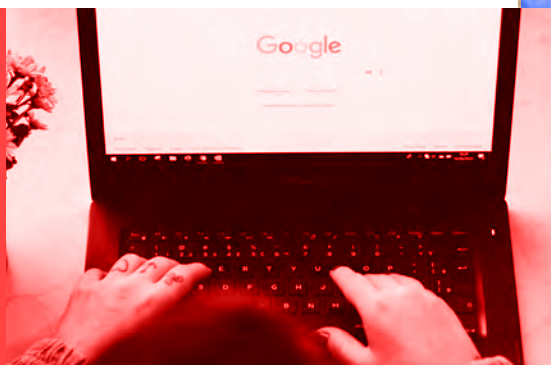
DO SEARCH TYPOLOGY IN "ANY OOH LOCATION"



In which of the following places do you ever carry out your "Doing" / "Understanding" / "Belonging" / "Experiencing" / "Progressing & Self Discovery" searches

What was particularly interesting was that individual locations over indexed for specific search typologies based on the consumer needs in those locations.

The most prevalent OOH location for conducting the different search types was at people's **Workplace or place of study**, being simply a reflection of the amount of time spent there.



Searches **On the High Street / In Malls / In shops or Supermarkets** over indexed for **"Doing Searches"** which are often linked to a purchase, whilst **"Experiencing searches"** were more likely to take place in social settings such as **Pubs/ Restaurants** where people search to enhance those moments with others.



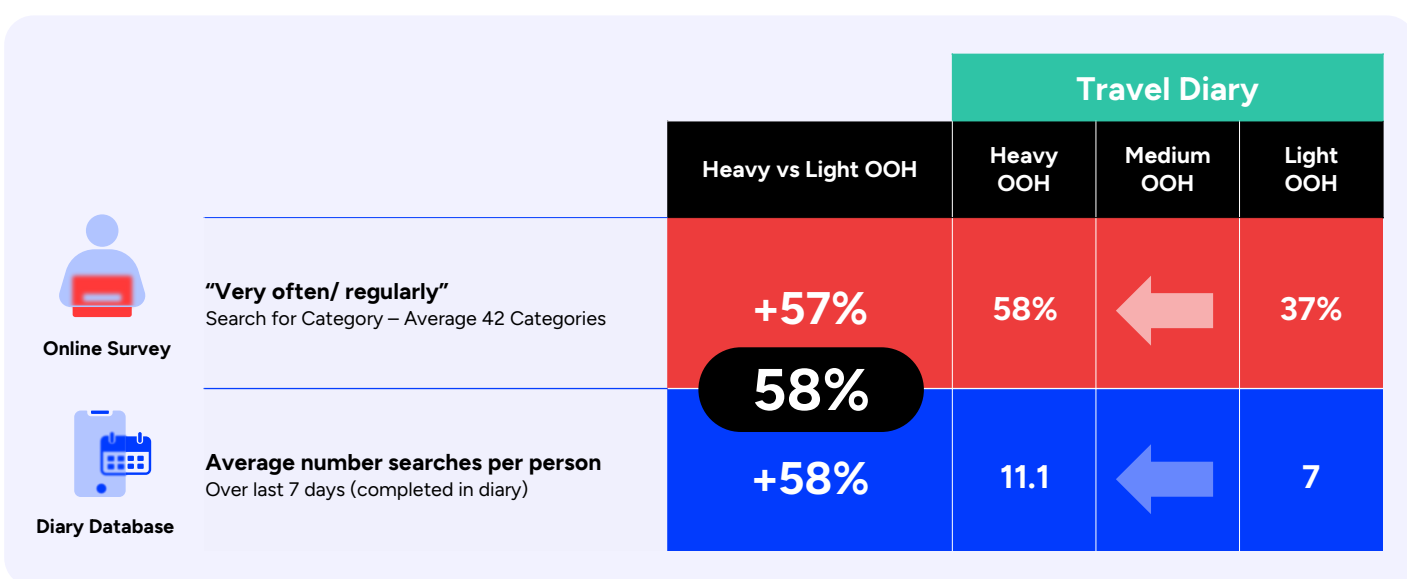
4) The more time consumers spend OOH, the more often they search across different categories

As part of the study, respondents were asked to complete a **Travel Diary** stating the various activities they had done over the last 7 days (e.g. commute, in store grocery shopping, socialising OOH, using public transport etc.) and this was used to categorise consumers into 3 equal sized segments of heavy, medium and light OOH.

When the results from the study were analysed by these segments, it proved that consumers who spend more time out of home i.e. heavy OOH consumers, search **58% more often on average** across all categories than light OOH consumers. This was both the case for the online study for claimed frequency of searches by category

and the average number of searches per person reported in the Mobile Search Diary Tool.

But why was this the case? A closer look at demographics such as age, gender, social grade and working status and even the smartphone browser used was fairly similar between the groups.



WE THEREFORE HYPOTHESISED THAT



Are there more diverse Need States when people are Out-of-Home that encourages search?



Are there more triggers to search when people are Out-of-Home that encourages search?

We cover this in the next section of **Where People Search** and is also reflected over the page in a famous behavioural science study looking at Need States / Motivations and Triggers which bring this to life

SARAH MILNE - MOTIVATIONS AND TRIGGERS BEHAVIOURAL STUDY

In 2002 Sarah Milne from Bath University was interested in studying Motivations & Triggers, in particular, what changes behaviour with relation to exercise. She recruited 248 people and split them into 3 groups.

Control

35%

Participants were brought into her laboratory and asked to record exercise behaviour in a diary. When they returned two weeks later

35% had exercised at least once a week

Test 1

Motivation

38%

Same as control, but these participants were told about the benefits of exercise. They came back two weeks later and even though they were motivated about exercising only

38% had exercised at least once per week

Test 2

Motivation
& Trigger

91%

They showed little increase compared to the control group. Milne argues this is typical and that there is often an **intention to action gap**.

This group was the same as Test 1, but with one extra step. They had to record when and where they were going to exercise. This made a significant difference as

91% had exercised at least once a week

This 3rd group also had a trigger, in this instance the trigger was a time and location people said they would exercise e.g. Tuesday / Thursday lunchtime at the gym near where they work

Milne argues Motivation is a necessary but not sufficient part of behaviour change. You also need a trigger to convert intention to an action which acts as the catalyst



People Search

This stage was conducted through a **Bespoke Mobile Search Diary Tool** collating a detailed account of almost **10,000 searches across 42 different categories.**

IT SOUGHT TO GAIN ANSWERS TO THE IMPORTANT QUESTION OF HOW MOBILE SEARCHES IN “OOH LOCATIONS” COMPARE TO “AT HOME MOBILE SEARCH”



OOH searches

VS



At Home searches

Search Typologies / Need State

Trigger to search

Who were they with

Day of week / time day of search

What was the outcome / actions done

One-off Search

Search completed over a single time period

Category journey search

Ongoing related searches for the same category over several time periods in last 7 days

Respondents needed to conduct the online research survey on their desktops, laptops or tablets as they were given a task to complete using their smartphones. This task involved reading browser specific instructions (e.g. Chrome, Safari, Microsoft Edge) on how to find their smartphone search history.

They were then tasked with scrolling through this search history for the last 7 days and as they did this to record which categories they had searched for from a pre-determined list of 42 categories.

For each category they had searched for they were then asked whether this was a “1 Off Search” or a “Category Journey Search” and having done this, they then watched video instructions on how to use the **bespoke mobile search diary tool** to capture details for each search.



On average consumers completed this diary for **9 searches**, creating a database of almost **10,000 mobile searches**. These searches were then analysed based on 2 groups defined by where the search was conducted – either **At Home** or in an **Out of Home Location**.



10,000 mobile searches recorded

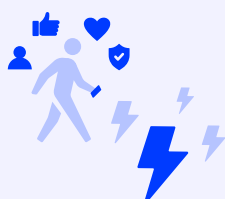


The associated insights were then analysed and highlighted 3 core findings that provided insights for OOH planning.

SEARCHES TAKING PLACE IN OOH LOCATIONS ARE MORE DIVERSE AND VALUABLE TO ADVERTISERS

1

Cover more Need States and Triggers



2

More diverse in Time of Day and Day of Week



3

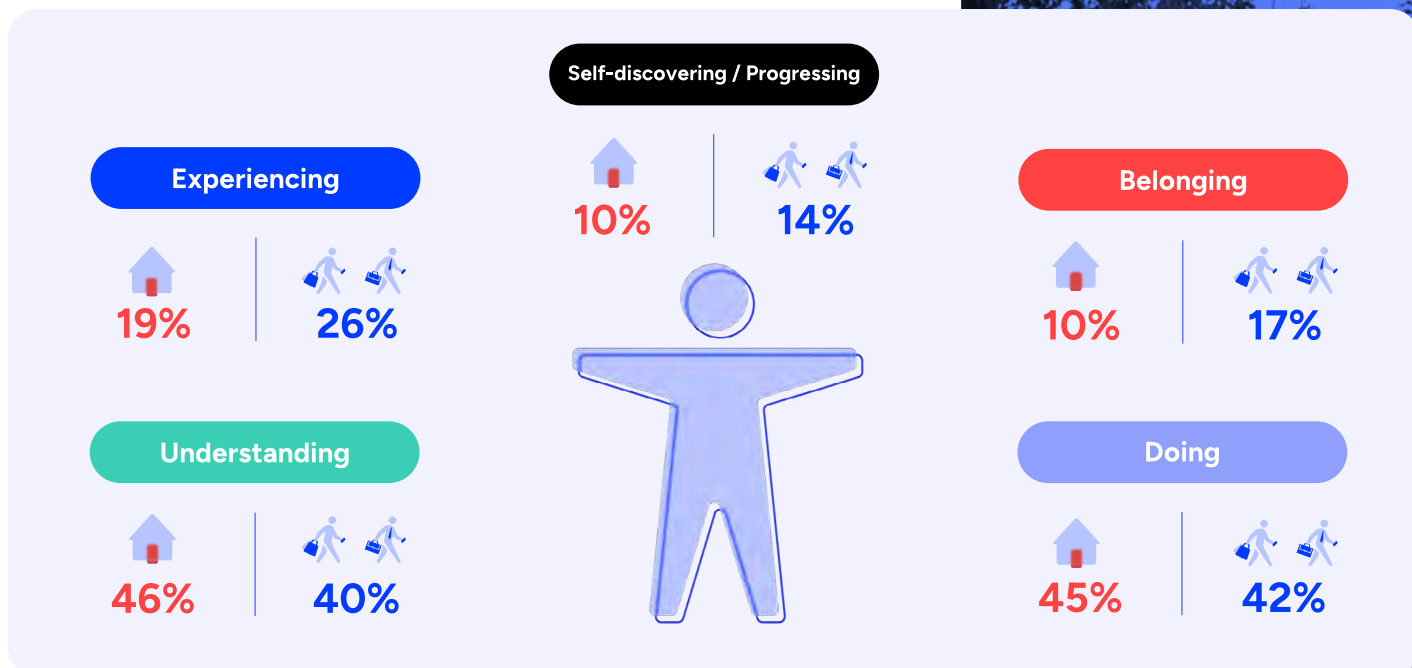
More Action orientated



1) Searches conducted in out of home locations cover more Need States and Triggers

NEED STATES

People search across the different Search Typologies everywhere, but the study demonstrated that searches conducted in out of home locations appear to be more diverse, perhaps reflecting a wider set of need states and triggers when in OOH environments.

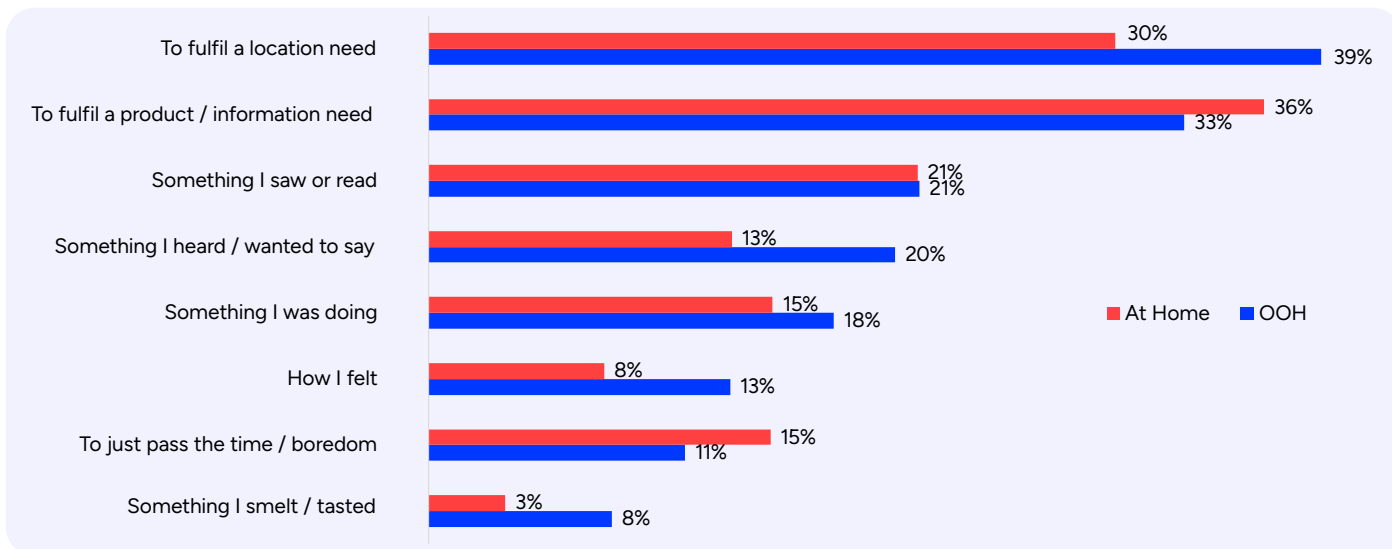


Searches conducted both OOH and At Home are predominantly **“Doing”** and **“Understanding”** searches, however the study highlights that searches conducted OOH are proportionately more likely to be **“Experiencing”**, **“Belonging”** and **“Self Discovering / Progressing”** searches.

For example, **26%** of all OOH searches were classified as **“Experiencing”** searches vs **19%** of At Home Searches. **“Experiencing”** searches being proportionately more likely to take place OOH intuitively makes sense as these searches are often done to enhance real life moments or conversations, which often take place when OOH.

The reasons for **“Belonging”** and **“Self-Discovering / Progressing”** searches over indexing for OOH is perhaps less clear, but could be the result of the fact that there are a wider variety of triggers when in the OOH environment as we explore on the next page.

TRIGGERS



There were 2 triggers that stood out as being particularly important in initiating search which were to **fulfil a location need** and to **fulfil a product / information need**. This was the case irrespective of where the search took place.

The main trigger for OOH searches **was to fulfil a location need** with 39% of searches being initiated for this reason compared to 30% of at home searches. This makes complete sense as when you are outdoors, you have the opportunity to visit a multitude of locations, often in your proximity, so this

will often act as a trigger to get this information.

Searches conducted in out of home locations appear to be initiated by a wider variety of triggers. OOH searches were proportionately more likely to be **triggered by the senses** (something seen, heard or smelt/tasted). In particular, searches OOH were much more likely to be triggered via **conversations** (20% vs 13% at home).

This makes sense as the research identified that **4 in 10 searches conducted in OOH locations took**

place in the company of other people you could talk to, compared to 3 in 10 at home searches. These conversations not only act as a trigger to search but also provide more opportunity for word of mouth and discussing the search.

Searches conducted in OOH locations were also more likely to be triggered by the **activities people were doing** or their **feelings / mood**. On the other hand, searches conducted at home were more likely to be triggered by **product / information needs** (36%) or to **pass the time/boredom** (15%).

At Home

On own

68%

With other people can talk to

32%

OOH

On own

60%

With other people can talk to

40%

2) Searches conducted in out of home locations are more diverse in terms of when they take place

Searches that took place in OOH locations were proportionately more likely to take place on a Monday to Thursday (7 in 10 searches), whilst those taking place At Home took place more at the weekend.

From an OOH Media Planning perspective this mirrors how much time is spent OOH across the week and the corresponding OOH impacts delivered.

Day of Search (Fri – Sun)

Some OOH Locations over-index at the weekend

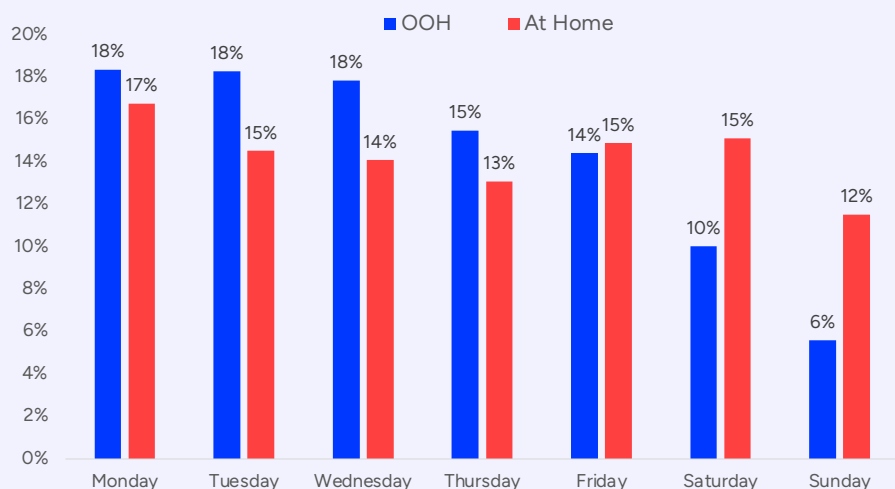
All OOH environments **30%**

High Street / Malls **37%**

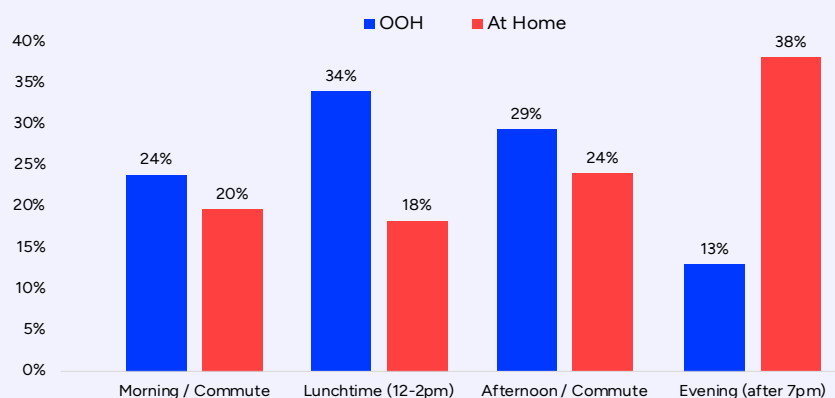
Pubs, Cafe Restaurants **45%**

Leisure activities **36%**

However the diversity of OOH environments means that individual locations can be selected and upweighted on specific days e.g. Leisure Locations like Malls / High Streets at the weekend when more impacts are delivered in these locations.



Searches conducted in OOH locations were also more spread out across the day, particularly peaking at lunchtime from 12-2pm. Conversely searches conducted at Home were much more dominated by one time period post 7pm, with 4 in 10 At Home searches taking place in the evening.



From a media planning perspective this helps OOH (predominantly daytime reach / impacts) compliment TV (more evening reach) and is yet another synergy between the two broadcast reach channels.

Another key synergy being seasonality and the weather, where people spend more time OOH (and less time at Home watching TV) during the summer months when the weather is sunny! BARB's "Blame It on the Sunshine" report is the best indicator of this, where it highlights that 71% in the variation in TV viewing is due to the weather.

3) Searches conducted in out of home locations are more Action Orientated

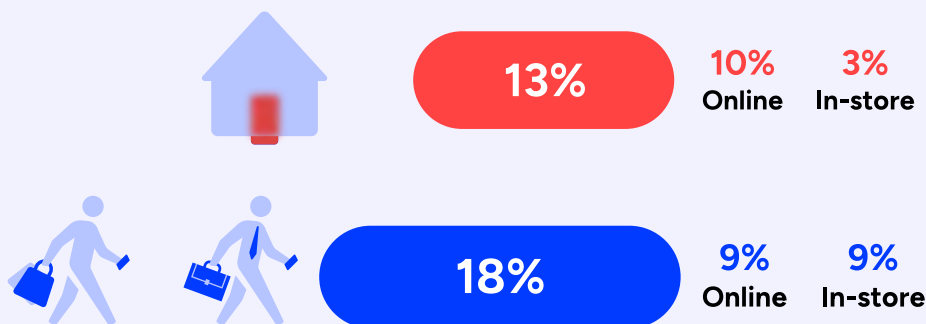
The final question in the diary, asked consumers to tell us what the outcome of the search was based on a predefined list of actions / outcomes.

For **1 Off Searches** (searches conducted at a single moment in time), the study demonstrated that searches conducted in out of home locations were proportionately more likely to lead to a wider variety of outcomes / actions and most importantly a purchase.

13% of Mobile Searches conducted at home lead to a purchase, the majority of these being done online.

However **18% of Searches conducted in out of home locations** lead to a purchase with a more equal split of in store or online.

MADE A PURCHASE IN-STORE OR ONLINE



This gave us our headline figure of Searches conducted OOH being **38% more likely to lead to a purchase.**

+ 38%

And there were many actions people did as a result of their Mobile searches. The majority of searches conducted both At Home and OOH lead to the outcome of visiting a website, talking to someone or thinking about and informing themselves on the category or brand. However, searches conducted out of home were proportionately more likely to lead to a multitude of other actions.

Visited a location / store



Looked at a product



Contacted a business

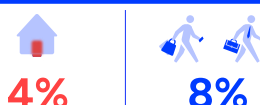


These included **visiting a location / store** with **18% of OOH Mobile searches** leading to this outcome compared to **7% of at Home Mobile searches**. And then the subsequent action of actually **physically looking at a product** that a store visit might entail again being much more prevalent after an OOH search. Searches conducted OOH were also proportionately more likely to lead to someone **contacting a business**.

Searched / posted on social media



Downloaded / accessed app



Noticed advertising for brands in category



But OOH Mobile Searches were also more likely to lead to many online actions such as **Searching / posting on social media** or **Downloading / accessing an app**. And from an advertising perspective it was very interesting to hear that when people conducted mobile searches OOH, they were also more likely to have subsequently **noticed advertising for brands in the category**.

The actions taken as part of a **Category Journey Search** (Multiple ongoing related searches conducted for the same category over several time periods in the last 7 days), was recorded in a different way in the diary.

Consumers were presented with an “**Outcome Location Grid**”, which asked respondents to complete all the actions they had done as part of this category consumer journey and the specific location they were in when they did this action.

Outcome Location Grid

Locations where action was conducted

List of
Actions /
Outcomes



At Home



OOH locations



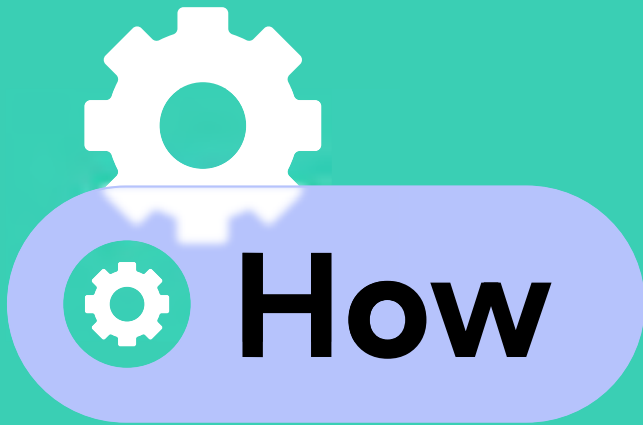
In this analysis, we were not interested in the location in which the searches were taking place, but **the locations of any actions done as part of this consumer journey.**

This identified that irrespective of where a search took place, **6 in 10 consumers did an action as part of this consumer journey** in an out of home location and demonstrates that there is often an opportunity for OOH advertising to interrupt at multiple stages of the consumer journey

6 in 10



Consumers did an action in
OOH locations as part of
the consumer journey

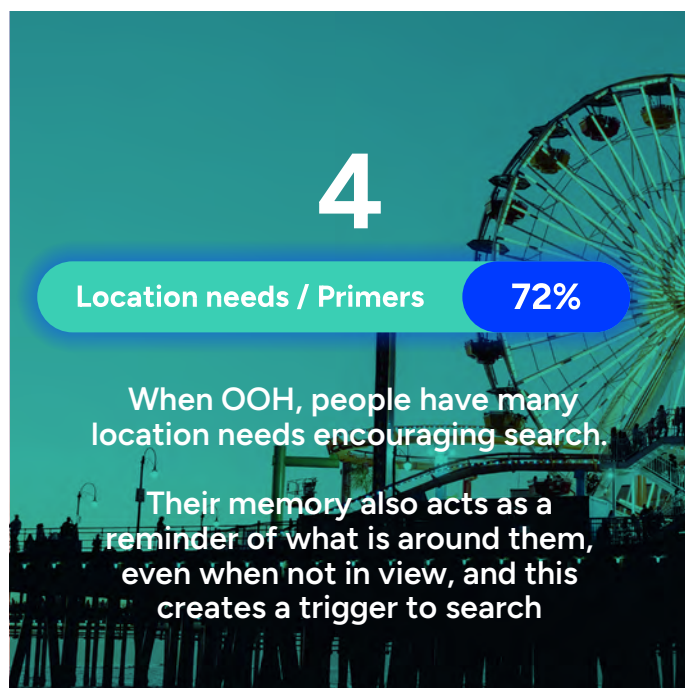
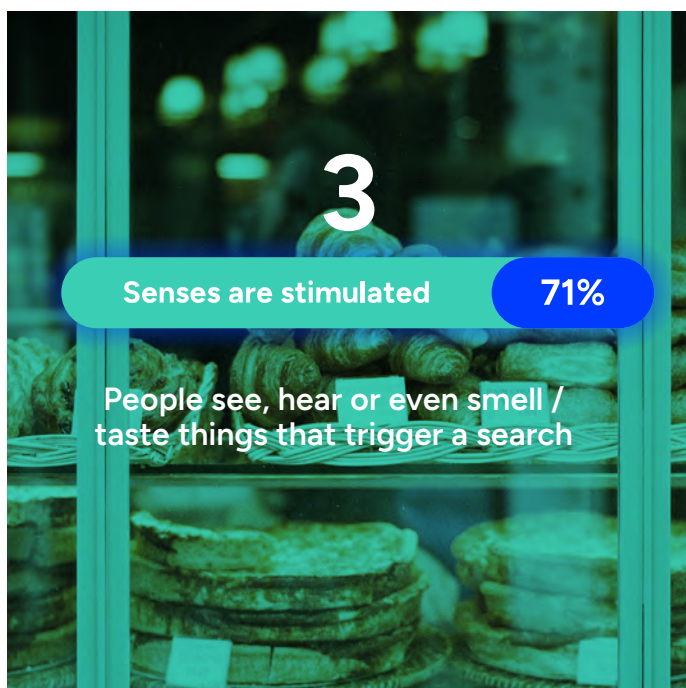
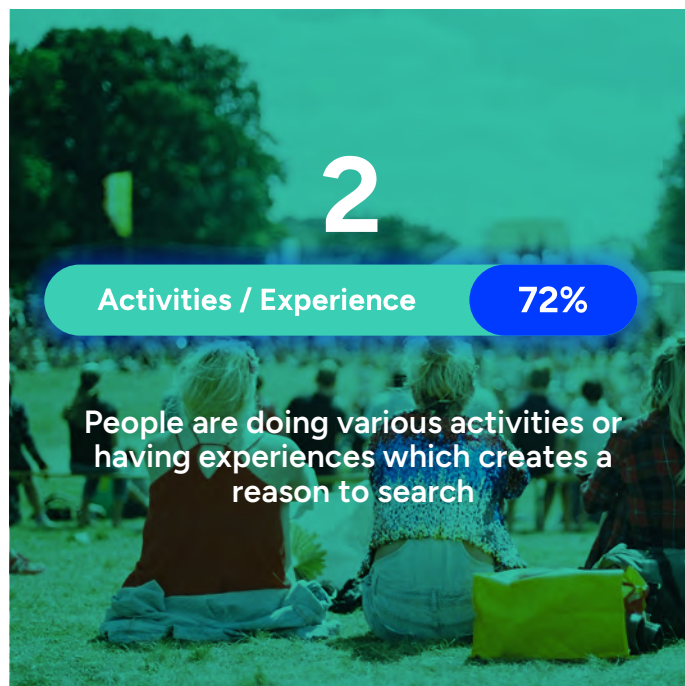
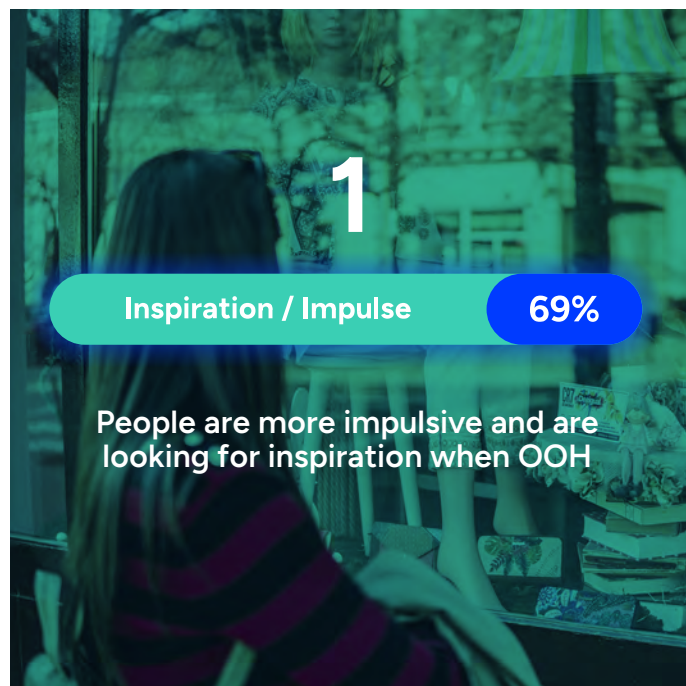


OOH Adverts Drive Search & Creative Best Practises

Having established a far better understanding of **Why** and **Where** people search, in the final stage of the research, an online survey of 1,100 people used creative stimuli to delve deeper into **How** OOH adverts drive search and the best practises for OOH creative.

MANY PRIMING ATTRIBUTES OF THE OUT OF HOME SPACE ENCOURAGE SEARCH

The research identified that there were many priming attributes of the out of home environment that encouraged search which are highlighted below and they particularly focused on **4 core areas**:



BEHAVIOURAL EXPERIMENT:

In 1975, Duncan Godden and Alan Baddeley, two psychologists from the University of Stirling conducted an experiment.

They recruited a large group of scuba divers and asked them to learn 36 words.

Half of the scuba divers learnt the words on a beach and half of them learnt the words underwater.

The psychologists then waited a day, invited the study participants back and then mixed up the groups. They then asked them to try and remember the words they had learnt. Half had to recall the words underwater and half on the beach.

Godden and Baddeley found that when learning and recall location were the same (e.g. both underwater), **46% more words were remembered** than when the learning and recall location were different (i.e. dry land and underwater).

THE STUDY PROVED THAT MEMORY IS LOCATION DEPENDENT.

"It totally makes sense that consumers are more likely to remember things in a similar environment to where they experience them and this has practical implications for point of sale (POS) advertising. We tend to underestimate the priming effect of POS as we focus on measuring how it drives immediate sales - when in fact it can drive much longer term memory associations as we often see in sales studies that there is not only an uplift in sales during a campaign, but also a continued uplift in the post campaign period"

KATY HINDLEY, GROUP INNOVATION
DIRECTOR POSTERSCOPE

THE PHYSICAL AND ENVIRONMENTAL ASPECTS OF OOH MEDIA DRIVE SEARCH FOR MANY REASONS

Classic / DOOH / Experiential

Seeing advertising for a product or brand on **outdoor posters / digital screens**

52%

Seeing **promotional events** for products or brand e.g. sample tasting, interactive opportunities

58%

Dwell Time

56%

56% respondents agree that seeing adverts in locations where they are waiting / have time to fill tempts them to search.

Frequency

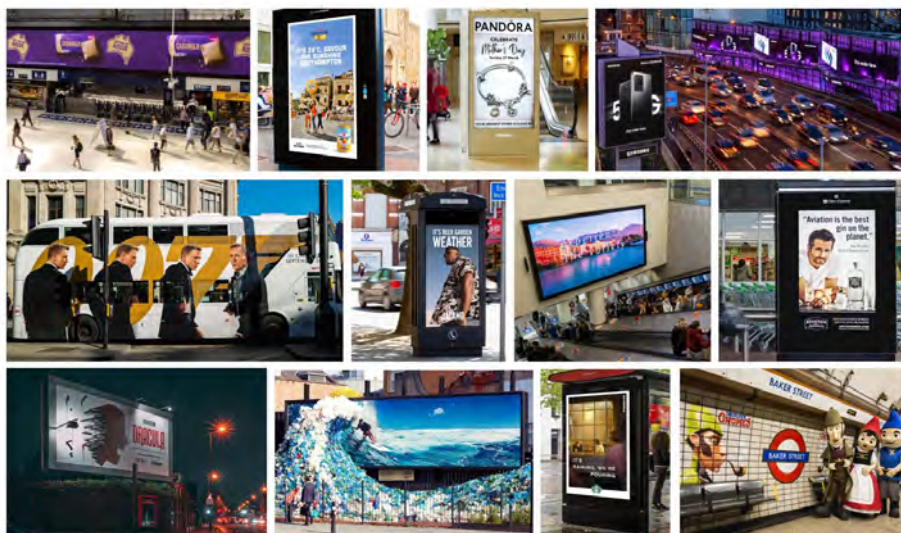
52%

52% respondents agree that seeing advertising for a product / brand multiple times on posters or screens encourages search.

Size & Stature

48%

48% of consumers agree that the size and stature of OOH can be a trigger to search online.



The research also demonstrated that **Physical** and **Environmental** aspects of OOH media drove search for many reasons. These included both advertising on posters and digital screens as well as promotional events.

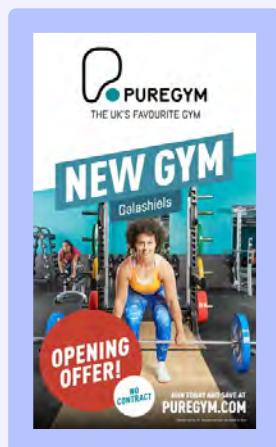
And there are various other factors about OOH media, such as affording dwell time, frequency and size & stature, that encourages search.

"Dwell time is an amazing opportunity for a creative to tell a story. Frequency is often overlooked, but can really entertain by keeping a campaign fresh. Size is an interesting one as we are all very used to watching things on small screens ... TV, laptop, mobile, but when you have the opportunity to bring a message to a large screen, all of a sudden your canvas expands and so do the creative opportunities"

ANTO CHIOCCARELLI - CREATIVE SOLUTIONS PARTNERSHIPS DIRECTOR, GLOBAL

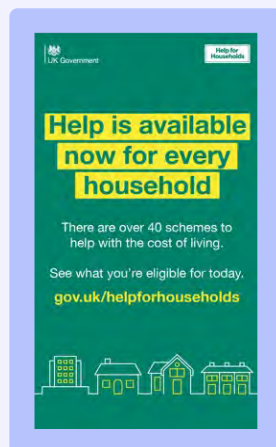
CREATIVE MESSAGES SPANNING ALL SEARCH TYPOLOGIES & NEED STATES DRIVE SEARCH

ASKED CONSUMERS ACROSS 24 DIFFERENT CREATIVE MESSAGES THE MOST LIKELY TO ENCOURAGE SEARCH



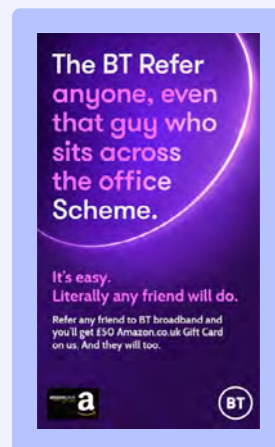
63%

Doing



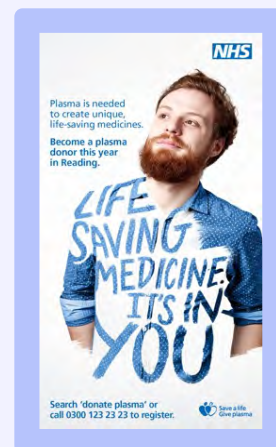
54%

Understanding



52%

Belonging/Experiencing



44%

Self-discovery / Progressing

The research asked respondents about **24 different creative messages that can feature on OOH and if they would encourage them to search.**

Each message was categorised to a specific need state / search typology. For example there were 7 creative messages that aligned with a more functional **"Doing"** search typology such as **"price promotions"** or **"limited time**

offer" and there were 7 creative messages that aligned more with an **"Understanding"** search typology such as an **"information message"** or **"critics ratings & reviews"**.

The study identified that all creative messages encourage people to search and so there is a clear opportunity for creative to be aligned to different search typologies at different moments.

But what was also interesting is that the ranking of the messages, in order of those most likely to encourage search, was directly correlated with the frequency of searches by typology. **"Doing"** creative messages were most likely to encourage search with an average of 63%, whilst as you went up the hierarchy the numbers declined slightly with **"Self-Discovery / Progressing"** messages still encouraging search but to a lesser extent at 44%.

"Search is a great source for insight, often used from the data perspective and the digital footprint it leaves ... but this is just one side of what it can offer. It can be a great live source for how people are naturally expressing their needs, which can inform and shape creative concepts and the language used in messaging that will resonate and have an emotional connection with people. Search also helps keep a finger on the cultural pulse and moments that might be appropriate for your brand, which can be activated around and enhanced with dynamic creative"

SAMANTHA REDMOND – BEHAVIOURAL INSIGHT DIRECTOR, MGOMD

OOH CREATIVE ELEMENTS CAN BE OPTIMISED TO ENCOURAGE SEARCH

ASKED CONSUMERS ACROSS 24 DIFFERENT CREATIVE ELEMENTS THE MOST LIKELY TO ENCOURAGE SEARCH



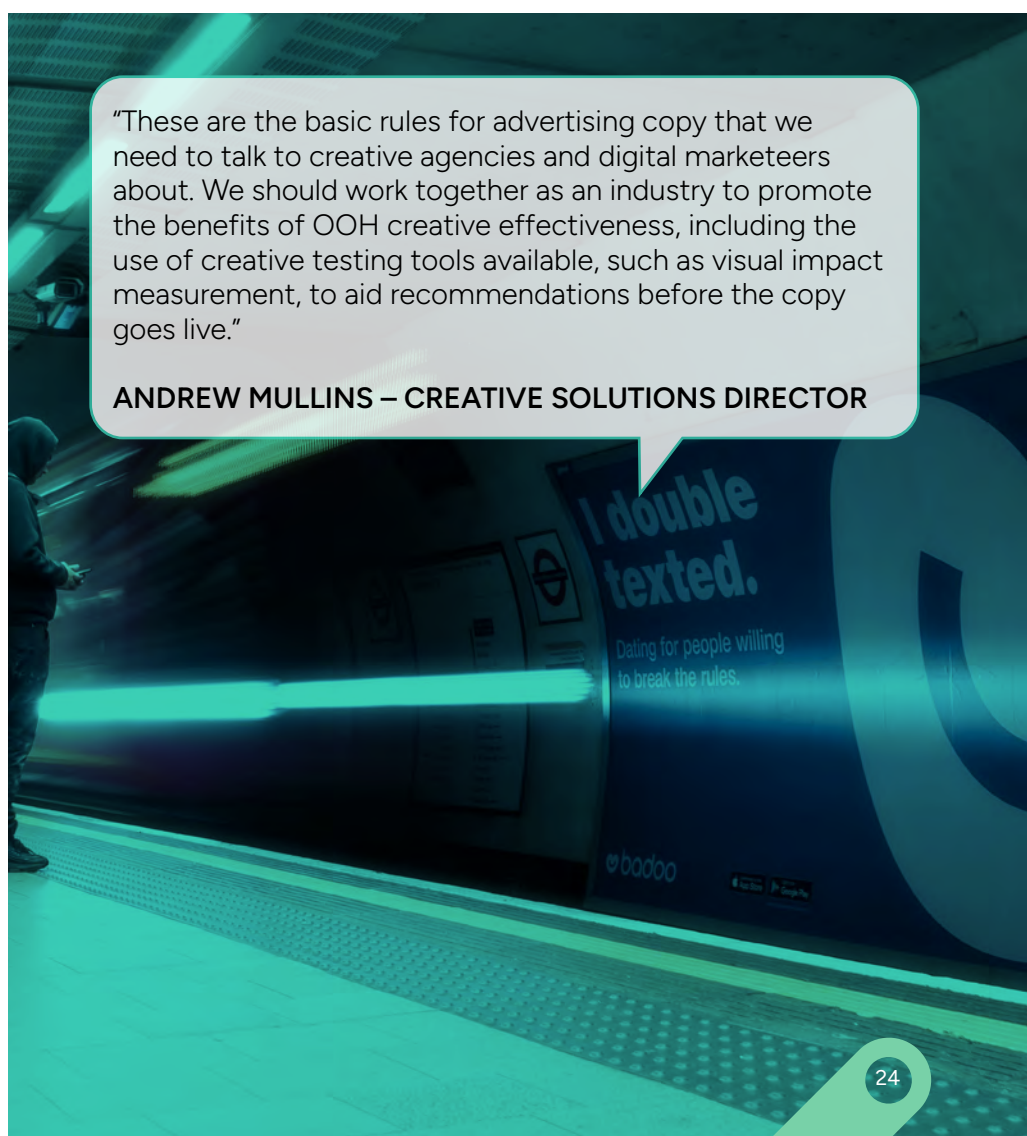
It has long been established that there are various creative elements that can be optimised to make creative work harder in OOH environments. Posterscope's **"Creative Elements"** research demonstrated that some of the most important elements are the use of bold, short copy, the use of humour, featuring large product shots and the use of a prominent brand logo.

And what this research found, was that from a selection of **24 different creative elements**, these same core elements are the ones that consumers state are most likely to drive search.

But an addition to these was **featuring a website**, as even though consumers know the main way they will respond to an advert is by going online, the presence of a web address acts as another trigger for this action.

"These are the basic rules for advertising copy that we need to talk to creative agencies and digital marketers about. We should work together as an industry to promote the benefits of OOH creative effectiveness, including the use of creative testing tools available, such as visual impact measurement, to aid recommendations before the copy goes live."

ANDREW MULLINS – CREATIVE SOLUTIONS DIRECTOR



DYNAMIC DOOH WILL ALSO HELP OOH DRIVE SEARCH EVEN MORE

ASKED CONSUMERS ACROSS 11 DYNAMIC DOOH TRIGGERS THE MOST LIKELY TO ENCOURAGE SEARCH



Location

62%



Time of Day

57%



Weather

57%



News

63%



Seasonal event

54%



Countdown clock

54%



Day of week

51%



Activities doing

50%



Stock availability

49%



Live sports

47%



People's opinions

42%

A previous Posterscope award winning collaborative research study called the “**Moments of Truth**” demonstrated that contextually relevant DOOH increases brain response, advertising recall and sales. In this Point of Search study, it was clear that Dynamic DOOH also encourages consumers to search.

Respondents were shown various videos and examples of Dynamic DOOH and they overwhelmingly agreed that dynamic messages would encourage them to search, whether they were messages relevant to the time of day, weather, a countdown clock or references to a live sporting event.

But it was **Location** based messages that resonated most with consumers and were the most likely to encourage search. This is particularly pertinent as we have already seen that “**Location Needs**” were the number one trigger for searches when people were OOH and that the linking of a **Location** or moment can act as a trigger to change behaviour.

“More OOH creatives should feature a reference to a location. Working in the industry, we appreciate that campaigns might be planned based on proximity, but the average consumer won’t... so highlight this on the creative. Showcasing distance to store e.g. 250m is effective, but other opportunities exist, such as a great example from a Pandora Christmas campaign where a map on their copy helped direct consumers to store.

OOH is a one to many medium with infrastructure in the heart of communities. Location call outs make people feel part of something and bind communities together. However, selecting the most appropriate location call out is also important for consumer engagement. For example, I live in Romford in the borough of Havering, and many brands call out Havering ... but it is Romford that people have a much greater personal connection to.”

HOLLY SCARBROOK – AGENCY GROUP HEAD,
CLEAR CHANNEL





the **point** of Search

The Point of Search study has delivered many new insights on mobile search behaviour, particularly in out of home locations.

- 1) Providing understanding on **why** consumers search, based on category specific need states.
- 2) That **where** this search takes place is vitally important, as mobile searches conducted in out of home locations are different and more diverse than at home mobile searches, in terms of motivations and triggers, when they are conducted, with whom and importantly they are more action orientated.
- 3) We now have a far better understanding of **How** the priming attributes of out of home environments and specific elements of OOH creative encourage search.

Lindsay Rapacchi, Research & Insight Director at Clear Channel UK, said: "Les Binet recently demonstrated that increases in share of search lead to increases in market share. Thanks to this new research collaboration, we also know that a huge volume of search takes place in out of home environments - clearly a target location for any brand wishing to grab hold of their share of search as and when it happens."

Chris Forrester, Director of Commercial for Outdoor at Global added: "The results of this groundbreaking, collaborative study provides unequivocal proof that combining creativity, technology and data can really supercharge growth for brands."

Mark Bucknell, Chief Commercial Officer at JCDecaux UK continued: "Out-of-Home advertising has been shown to amplify engagement with digital Online and this new 'Point of Search' insight now shows the powerful effect it has on Search, prompting people to purchase when they are outside the home."

Russell Smither, Head of Research and Insight at Posterscope concluded: "This research proves people who spend more time OOH search more frequently on their mobiles and across a wider variety of categories. Searches conducted in OOH locations are more action orientated with consumers being encouraged to search in response to what they are doing, the environment around them, and by the many attributes of the OOH medium."

