



IAB Canada Industry Snapshot

Digital Out of Home, 2021

A Message from IAB Canada's DOOH Committee

Digital out of Home (DOOH) is on a major growth trajectory. The recovery of the pandemic coupled with technological advancements allowing for greater reach and access to inventory, and cross measurement capabilities aligning more closely to other digital channels, is causing marketers to pay closer attention.

With special thanks to IAB Canada's DOOH Working Group (a sub-committee of the DOOH Committee), this resource was developed to help generate awareness on the benefits and best practices that are emerging in this exciting channel.

The materials will be updated as more information becomes available.

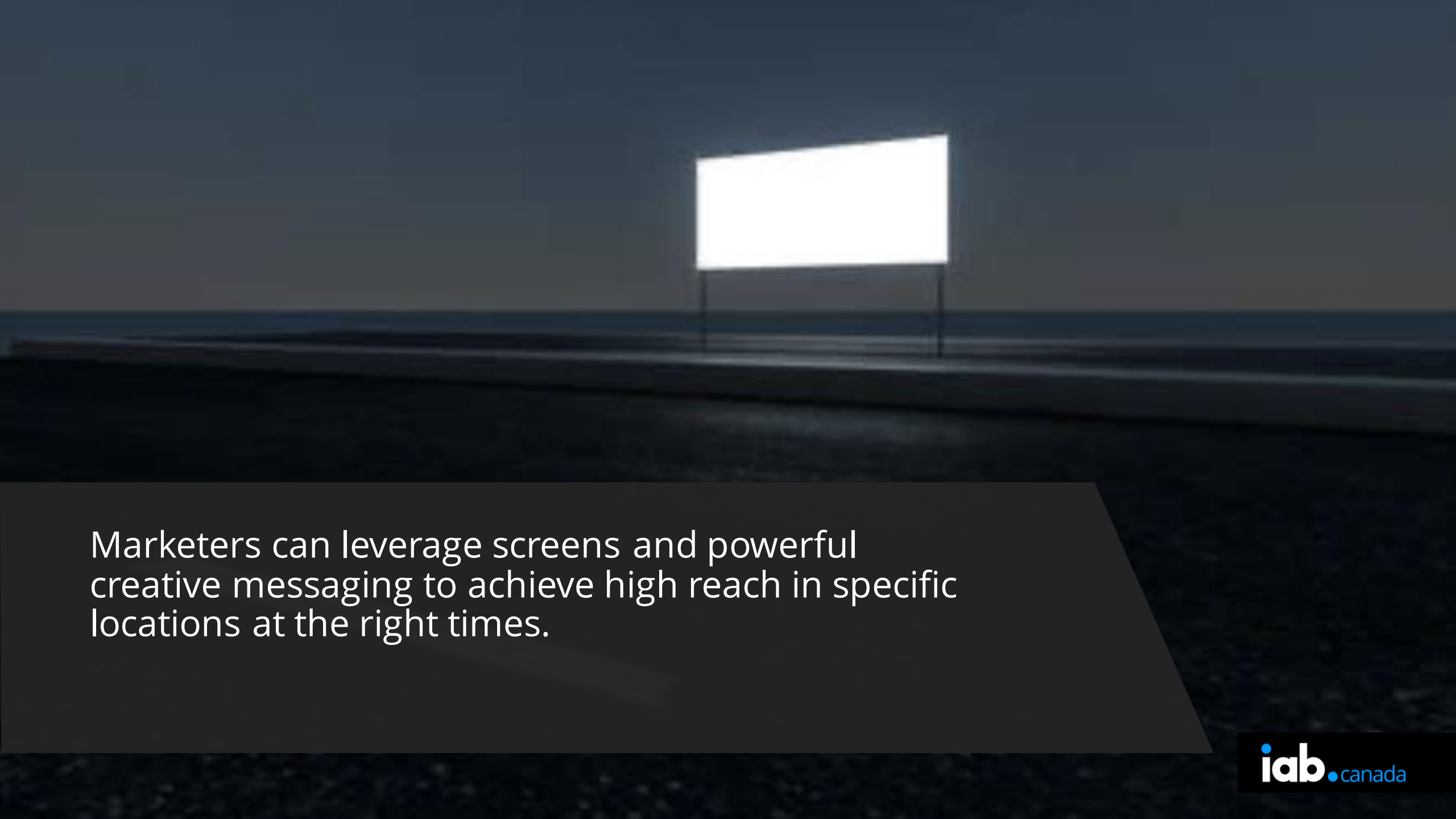
*NOTE: Throughout the guide, reference is made to "screen," which is inclusive to any DOOH screen: outdoor large-format billboards, street-level and transit-shelter ads; as well as indoor, place-based and storefront screens.



DOOH – A Powerful Digital Media Channel

"The similarities DOOH has to native digital media channels is driving growth and adoption of DOOH in omni-channel media buys. The impact and reach is combined with data and technology in DOOH making it a compelling addition to the media mix."

~ Amanda Dorenberg, President, COMMB



Marketers can leverage screens and powerful creative messaging to achieve high reach in specific locations at the right times.



Buyers are looking for incremental reach:

- 94% of buyers are interested in leveraging DOOH to extend their reach;
- 92% of buyers found that the inclusion of DOOH helped improve brand metrics.



As a standalone, or part of an omnichannel approach, DOOH can help reach audiences at mass, contextualize content in a highly adaptable way, and integrate seamlessly into an existing media campaign.

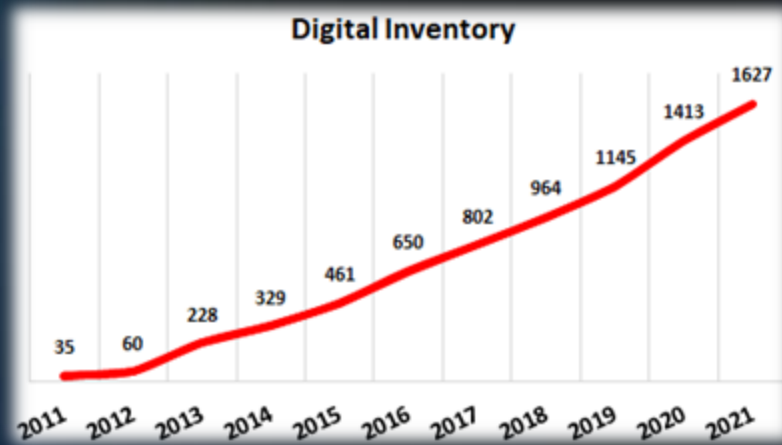
Benefits of DOOH

"DOOH provides massive audience reach and the ability - using data insights to target the identified consumer demographic at the right point of impact."

~ Jordana Fatsis, Chair DOOH Committee, IAB Canada

Digitized Screens

The digitization of inventory continues to increase YoY



Source: COMMB, 2021

Audience Consideration Sets

DOOH reaches real-world audiences through high-impact or multi-format screens, that allow for full viewability, brand safety, and attention.

Audience Performance

With the help of technology, reporting structures go beyond the basics of ad plays, and total impressions as part of performance analysis. This gives buyers the ability to transact in a familiar way across robust audience reporting.

Contextually Relevant

Creative can be dynamic in nature, allowing for strong targeting against ideal consideration sets (at mass), resulting in greater consumer impact due to contextual relevance and integration into a consumer's journey.

Integrative & Omnichannel

DOOH allows for the fluidity of a message. Audiences are 48% more likely to click on a mobile ad after being exposed to the same ad through a DOOH screen, building brands across multiple touchpoints.

Source: Broadsign, Everything You need to Know About Out-of-Home Advertising, 2018

Reach and Incrementality

On its own, or as an extension to other digital channels, DOOH delivers 62% reach after a campaign in-market for four weeks.

Source: COMMB, 2021

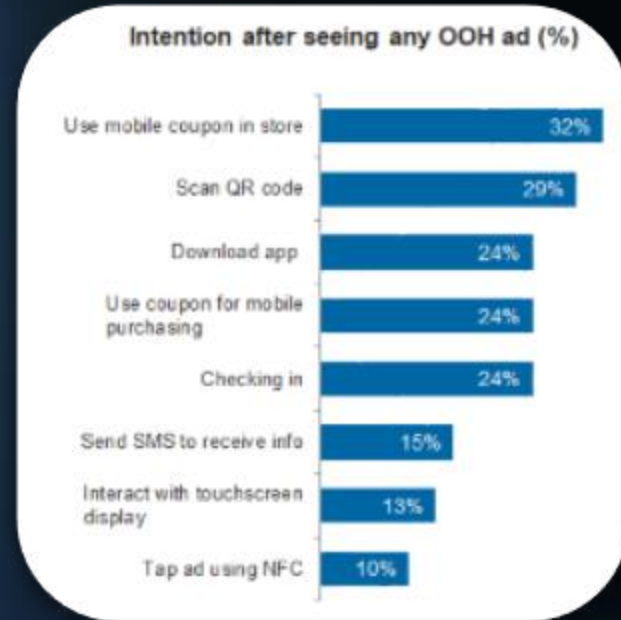
Inclusion of Audio

Extending an emotional connection to consumers by using sound in place-based environments, creates new integration opportunities while embracing technical advancement.

Video As An Extension

As an extension to a video strategy, DOOH not only drives cost efficiencies, but helps drive awareness and captivate audiences.

Enhancing Social



Source: Comscore

Flexible By Design

Full programmatic access with the ability to leverage dayparting or location-sensitive change-ups - on the fly, and in real-time (i.e.: RRS and weather data feeds), while finding *audiences in the right place at the right time, enabling bigger storytelling.*

Programmatic DOOH

Flexible means to apply digital capabilities and lower funnel tactics, granting access to multiple inventories and markets in a data-first way.

- Data sets and reporting
- Pause and/or budget adjustments
- Full campaign measurement
- Attribution metrics
- Mobile Re-targeting

*Refer to Q&A Section for More on Programmatic

Strategy & Tactics

"As a premium reach channel, digital out of home provides advertisers a unique opportunity to engage with audiences. It is a key driver for brand recall, and an exceptional tool within the media mix for its easy integration with mobile & social platforms."

~ Jennifer Bidwell, Chair DOOH Committee, IAB Canada

Think of the Medium First



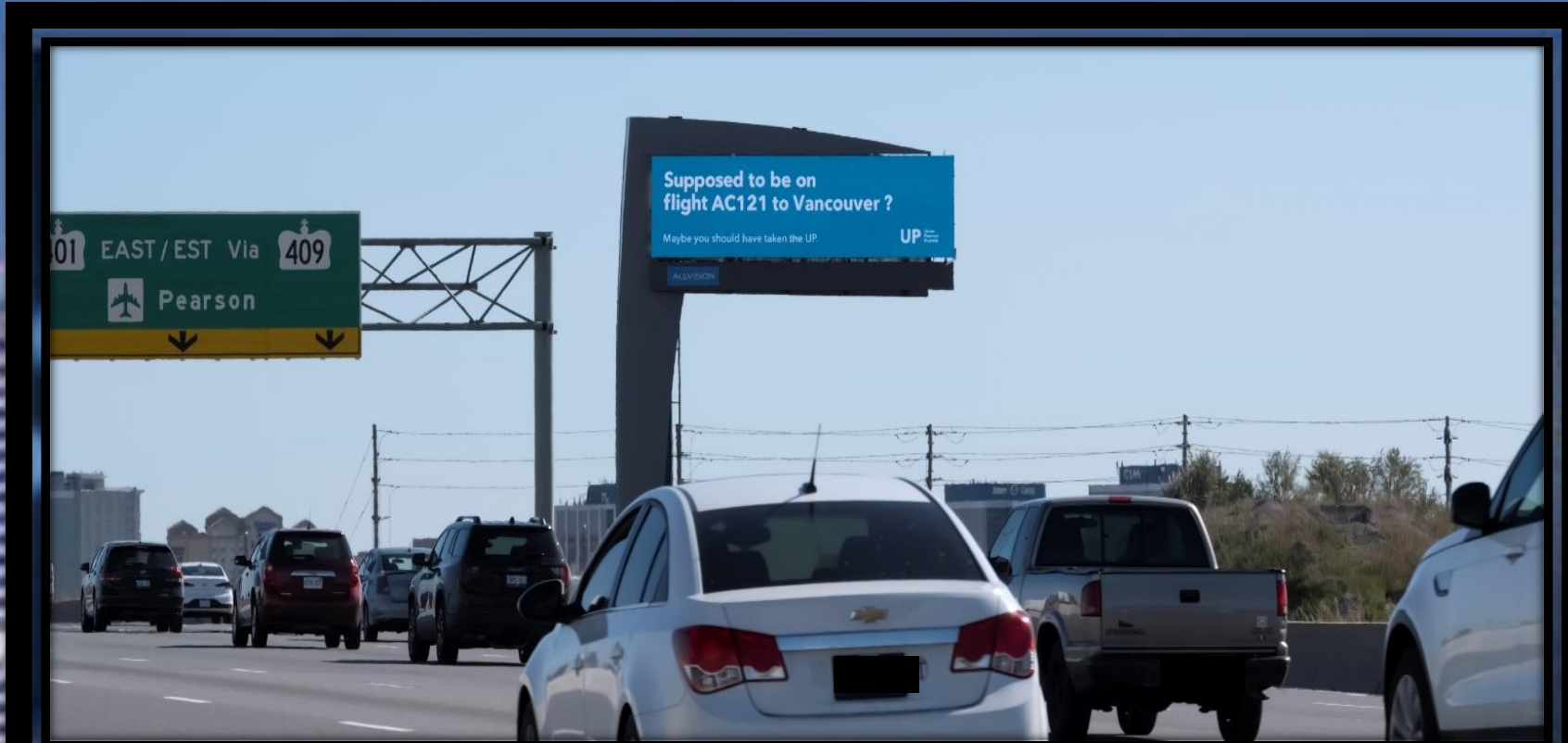
Using the right creative/tactic for the right screen means that taking an online video and placing it into the DOOH channel may not work. Think of the screen first and change the graphic to reflect the environment.

Engagement



Environments capture audiences. High dwell times help drive ad retention and recall, boosting brand engagement.

Data Feed Integration: Dynamic Creative and Contextual Relevance



Change creative based on messaging, location, environment, screen, and time of day, and trigger ads to play when they will make the most impact by strategically integrating data feeds.

Mobile Integration for Extended Campaign Impact



A call-to-action captures attention and encourages engagement on mobile devices, while driving store visits. 1 in 2 people conduct a search online after being exposed to a DOOH ad.

Source: OOH Online Activation Study, Nielsen, 2017

Social Connection



Being a part of a consumer's journey has an impact on a brand; consumers post messages on social media, or visit brands social feeds following exposure to an OOH ad (25% to Instagram; 23% to Twitter and 38% to Facebook).

Source: OOH Online Activation Study, Nielsen, 2017

Creative Messaging

Short and legible headlines enhance creative appeal. Use clean, simple, bold fonts and catchy messaging.

Creative should include 7 words max, a powerful image, and remove all other unnecessary elements.

***Note:** high dwell time environments allow for more content to be placed within the creative message

Doing it Right. Creatively.

"Creativity takes courage."

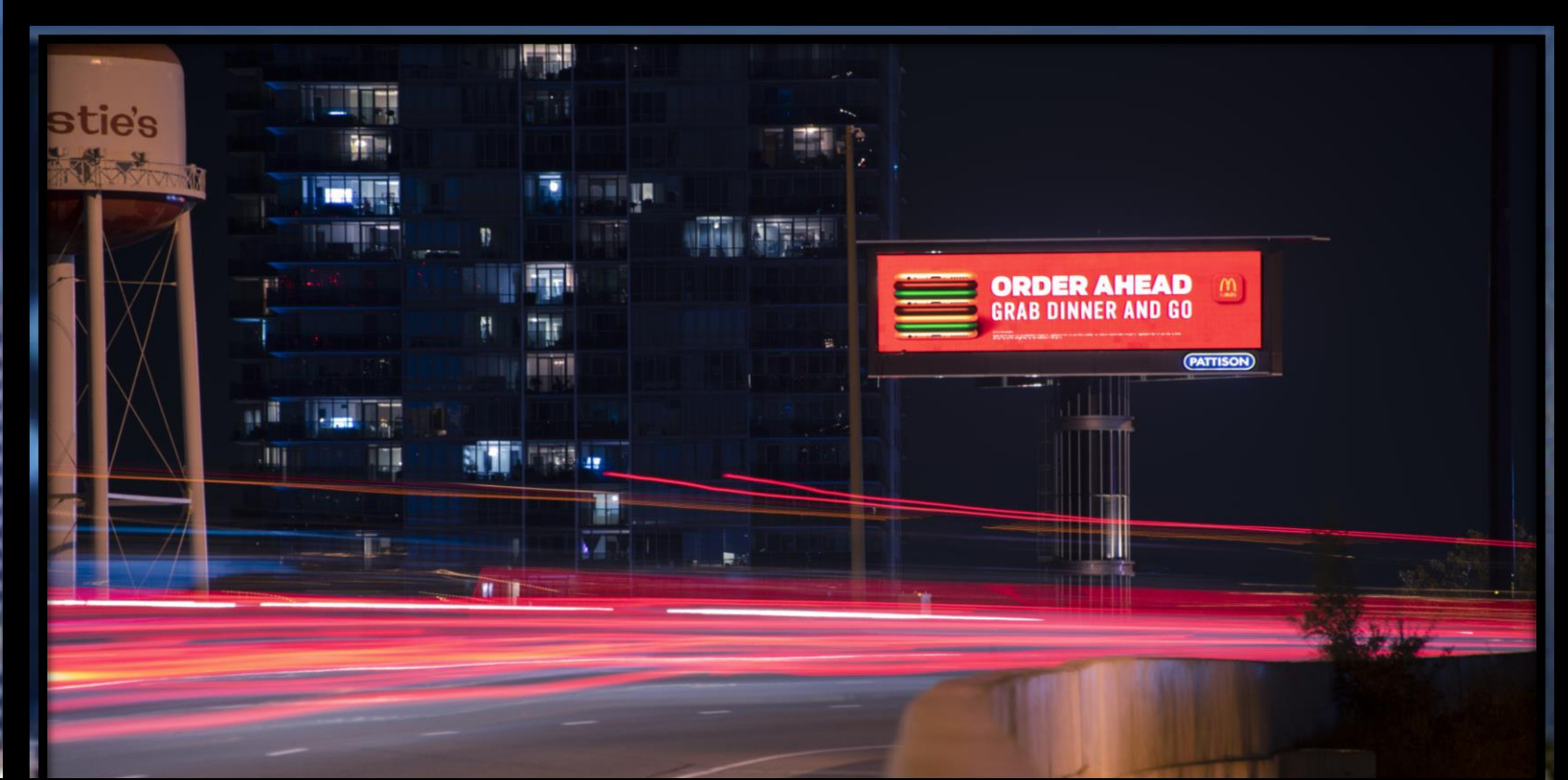
~ Henri Matisse

Creative Execution Matters

Understanding the medium and its unique capabilities, as well as the parameters available to you is key in delivering excellent user experiences and interactions. The following slides speak to some important considerations.



Colour Contrasts



Vibrancy is afforded when creative is tested with dayparting in mind, and colour contrasts help enhance legibility. The stronger the contrast, the easier it is to read text from a distance.

Clear Messaging. Clear Branding.

Having trouble
reading this?

Let us get you seeing more *clearly*

You only have a few seconds to convey a message and identify your brand. The correlation between the two impacts brand recall – message & brand wisely.

Leverage Distance Testing



Leverage free industry tools (available through your DOOH partners), to test your ad's legibility before going live, to ensure that nuances are not overlooked.

Important Considerations

Language, Audio & Video

"Know how to win by following the rules."

~ Arnold Palmer

Language & Audio

Language: be aware of cultural and legal requirements across all markets (i.e.: creative content displayed in Quebec must be in French), and make sure the language used in the creative reflects the environment.

Audio: though sound is being integrated into play-spaced environments, in some other environments (i.e.: a doctor's office), it could act as a distraction and is not suggested.

***Best Practice** – speak to your DOOH partners to better understand the integration of audio into media plans.



Video (Animation)

Consider the location of the screen - is the video intended for indoor and high-dwell locations or outdoor?

Some outdoor locations have high dwell times which allow for, and encourage the use of, animation.

There are also laws in place (i.e.: the highway act) that prohibit the use of video.

***Best Practice** – speak to your DOOH partners on cultural and legal requirements across all markets.



DOOH – Our Members Ask

“The art and science of asking questions is the source of knowledge.”

~ Thomas Berger

Frequently Asked Questions

Q: How can I buy DOOH?

A: DOOH can be purchased direct, through Private Marketplaces (PMP), or Open Exchanges.

Q: Should I only consider programmatic if interested in proximity targeting?

A: Proximity targeting has always been offered within DOOH and can be layered into any campaign – with or without leveraging programmatic buys.

NOTE: Reference [IAB Canada's Programmatic Landscape](#) to see what common SSP's are Integrated with DOOH suppliers.



Frequently Asked Questions

Q: When should I think about leveraging Programmatic for DOOH?

A: Programmatic makes sense when you are looking to understand audience movement and patterns, campaign performance over time, or the impact of a campaign against elements such as the path to purchase, the holistic consumer journey, and/or ease of seamless integration.



On the Horizon

"Digital out of Home is in its infancy. We imagine the incredible potential of integrating the power of site, sound and motion with advanced AI and next-level user experiences. Ads built for whatever environment we live in, have innovation written all over it."

~ Sonia Carreno, President IAB Canada

Thinking Ahead – 2022 Planning



From advancement in measurement, to innovation being made in technologies that support binaural audio, VR implementation and 3D capabilities, the DOOH channel will continue to be an exciting space to explore in 2022 and beyond.

Further Resources:

DOOH [IAB Canada Case Study Library](#)
Join [IAB Canada DOOH Committee](#)