



The Art of Indoor

2. NEUROSCIENCE - THE ART OF OUTDOOR AND BEYOND

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Monika Tomova

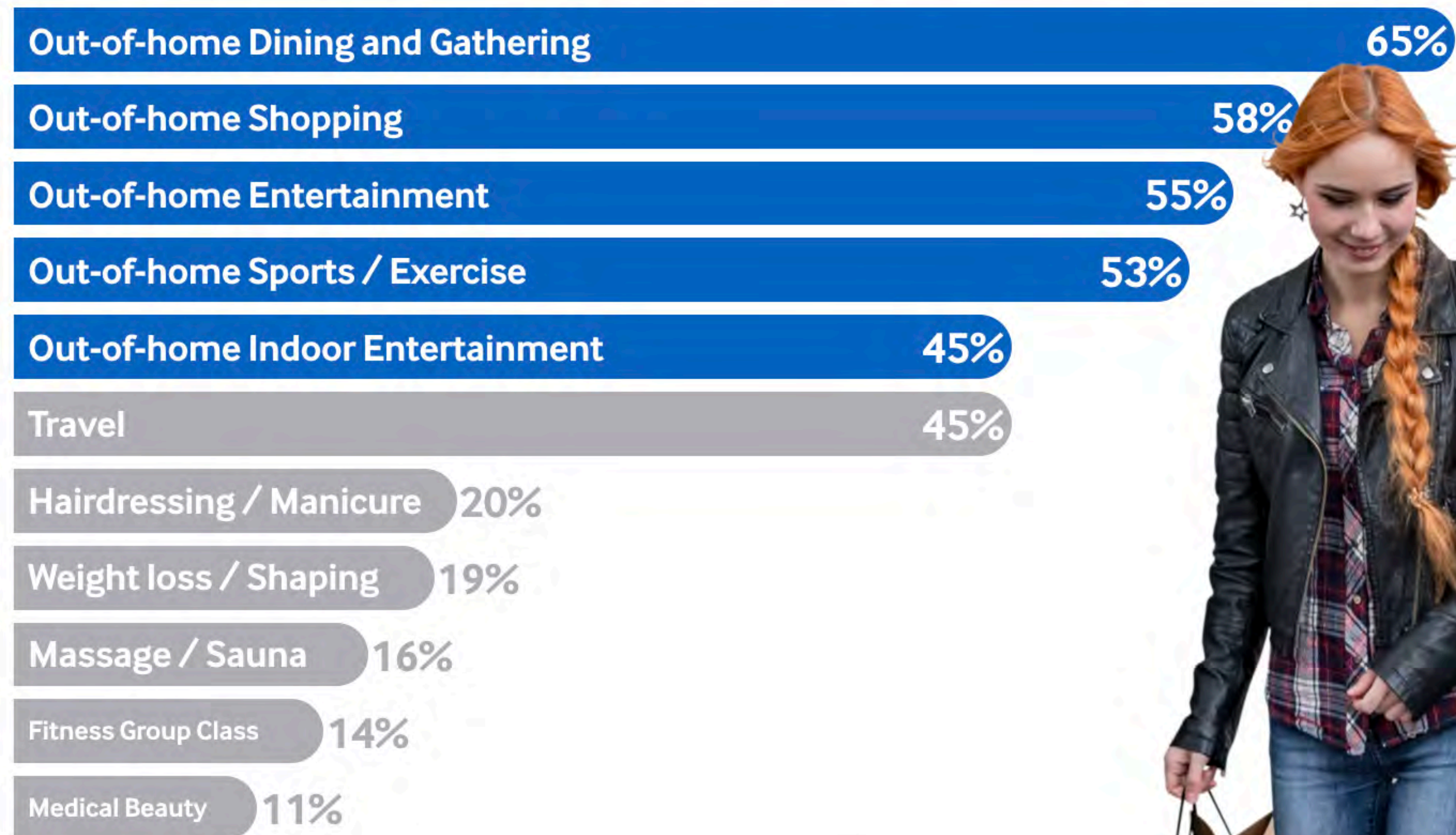
Insight Manager, Ocean Outdoor

PART 1

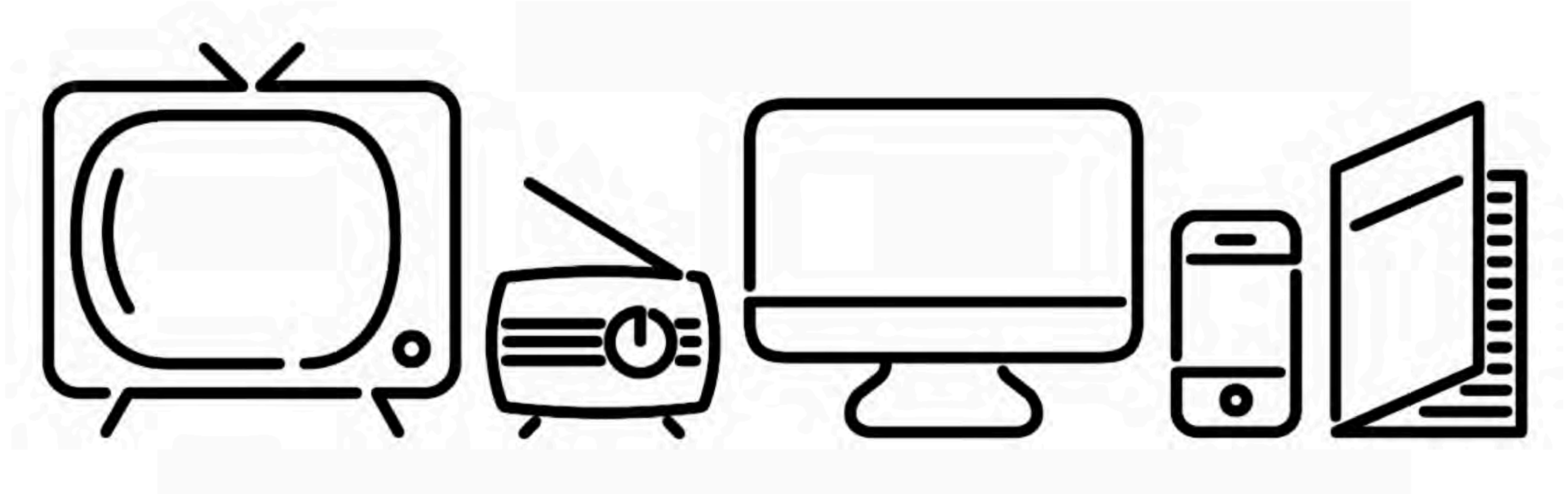
THE SCIENCE BEHIND THE ART OF OUTDOOR



Everyone is Looking Forward to 'Returning' to the New Normal



Outdoor in a cluttered world



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METHODOLOGY

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NEURO-INSIGHT™

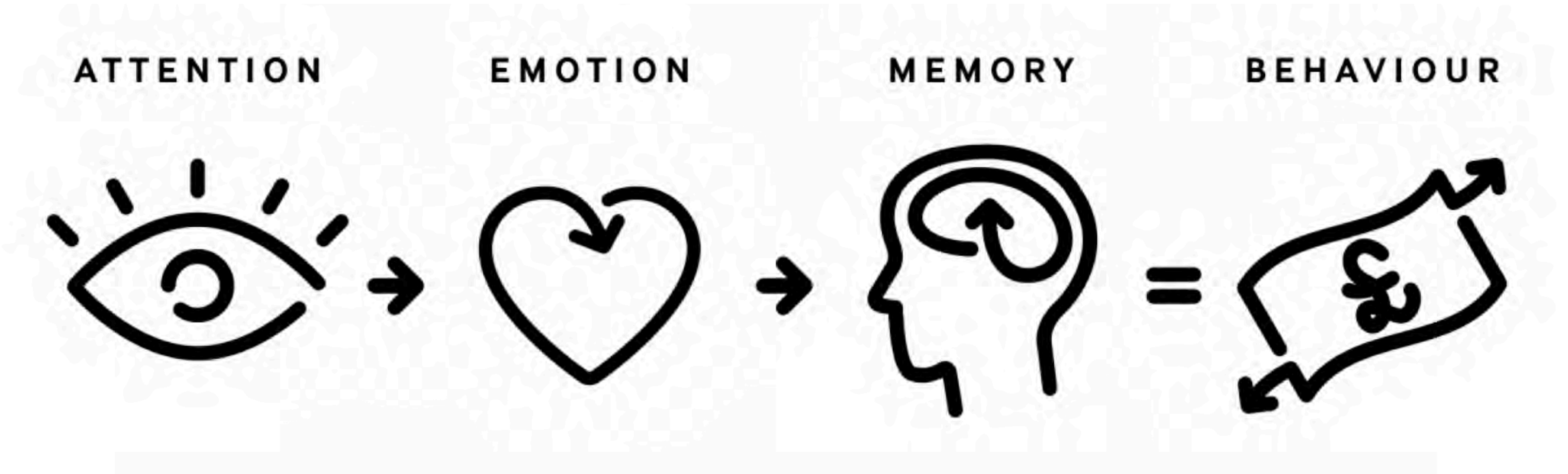
Why Neuroscience?

Left Brain
Details & Words



Right Brain
Global Picture

The advertising process



How we measure these stages

ATTENTION



Visual Attention

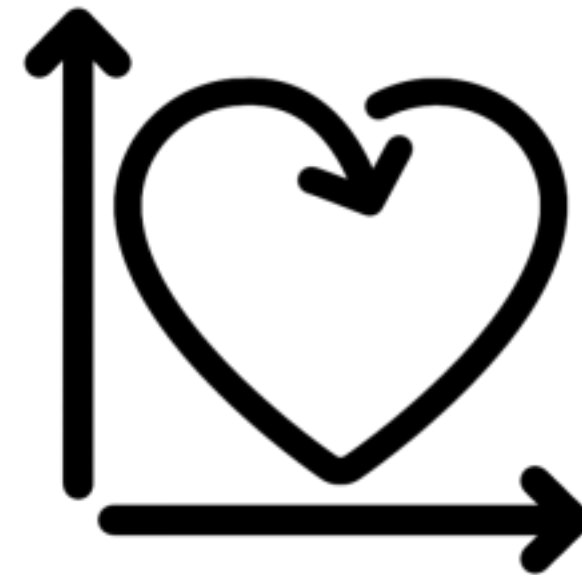
Short-term response; but isn't a strong indicator of subsequent actions

EMOTION



Desirability

Indicating the desire to reach out to an object in the visual field



Emotional Intensity

Strength of emotional response - primes memory encoding

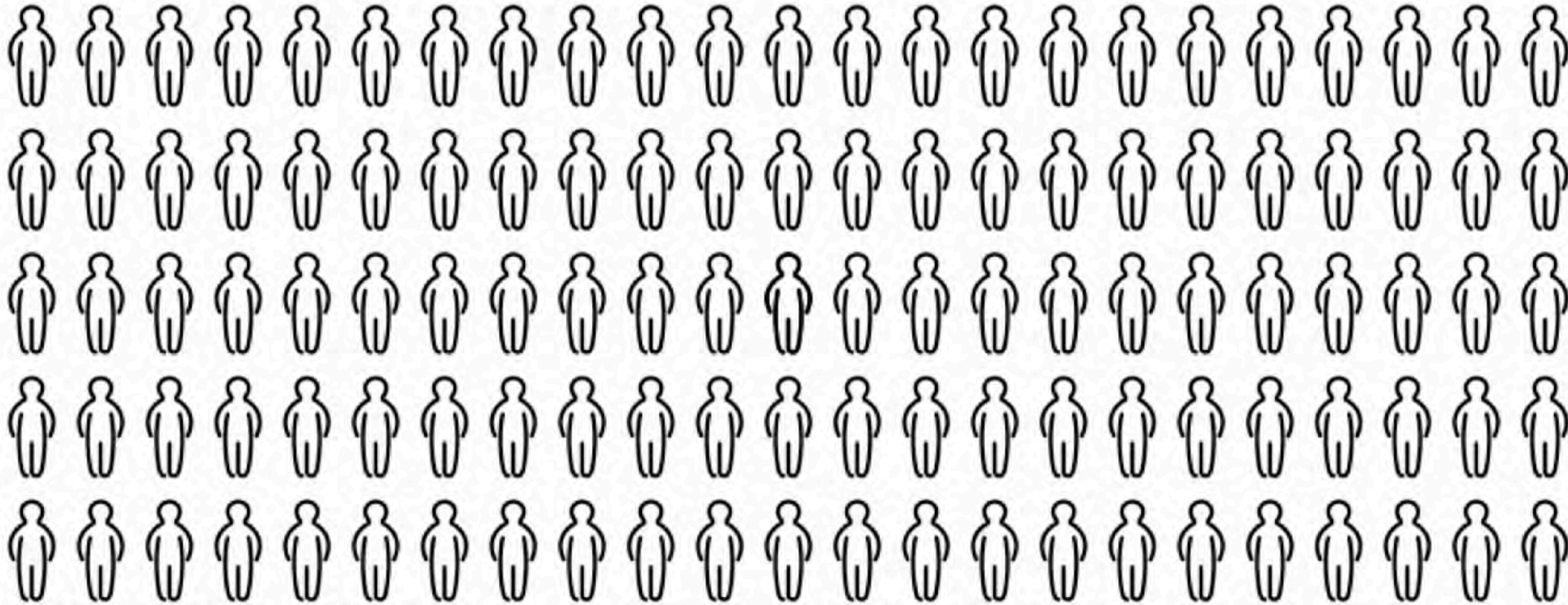
MEMORY



Memory Encoding

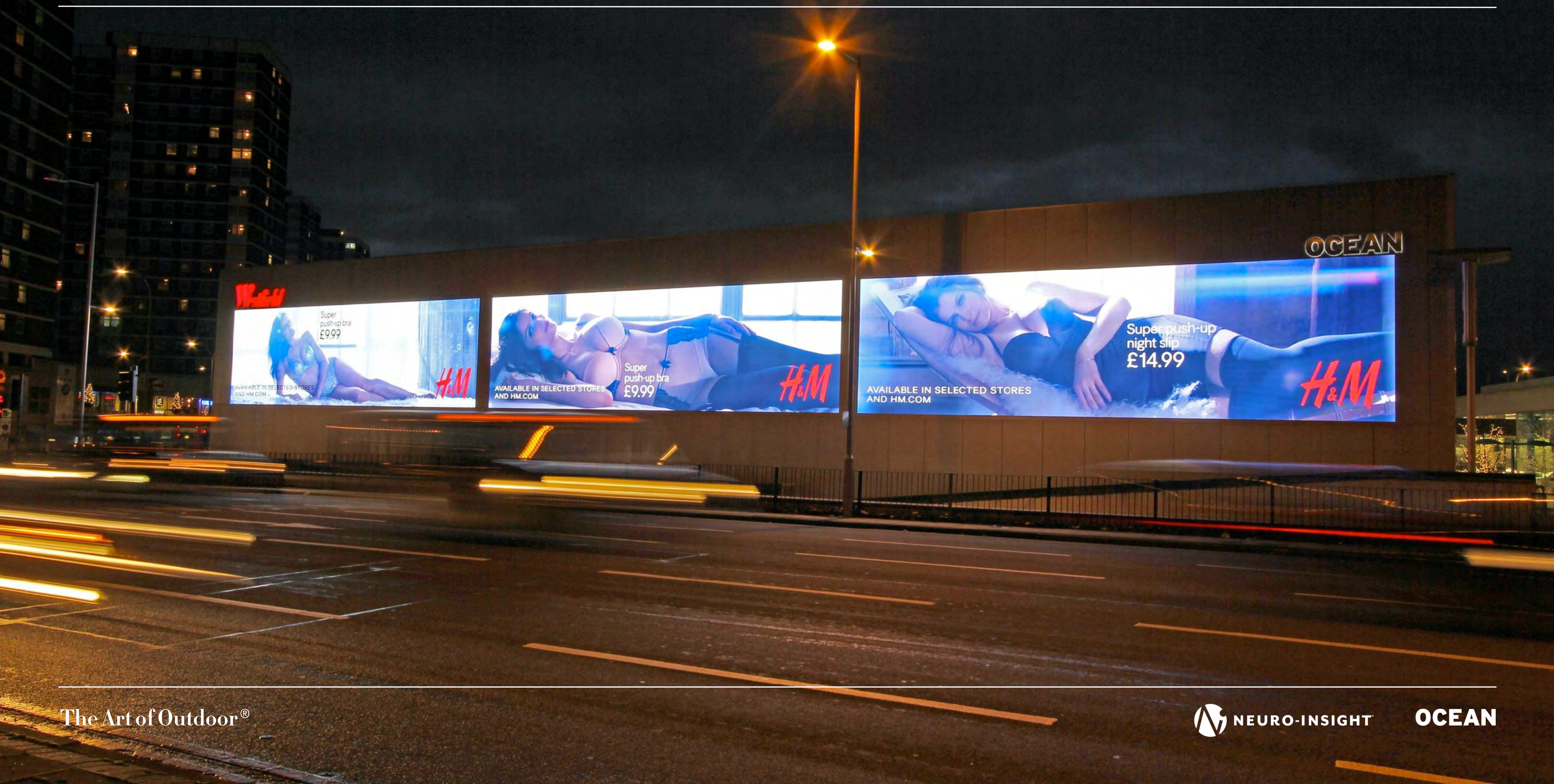
What's being input into long-term memory; correlates with subsequent behaviour

Participants



115 Participants

Participants experienced the journey



Monitoring brain activity

Steady State Topography

An easy to fit, 20-sensor headset is used to take readings, focusing on those regions of the brain known to be relevant to market research.

How we categorised the types of sites



**NON-OCEAN
STANDARD**



**ALL
NON-OCEAN**



**NON-OCEAN
“PREMIUM”**



**ALL
OCEAN**



**OCEAN
“UNIQUE”**



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RESULTS



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“A great story for outdoor”

What we found...

ATTENTION



Visual Attention

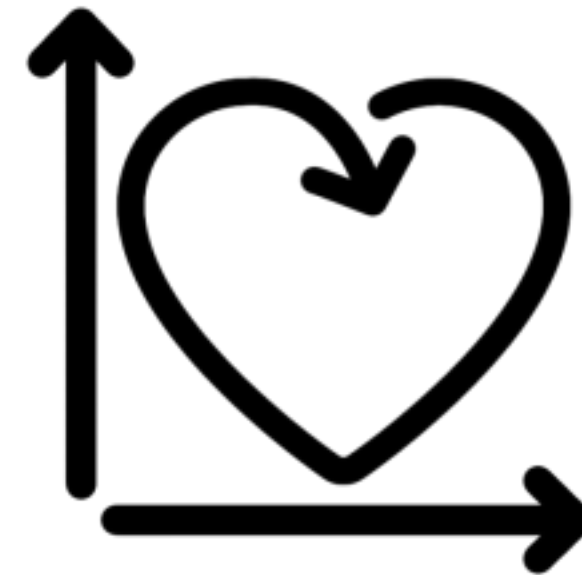
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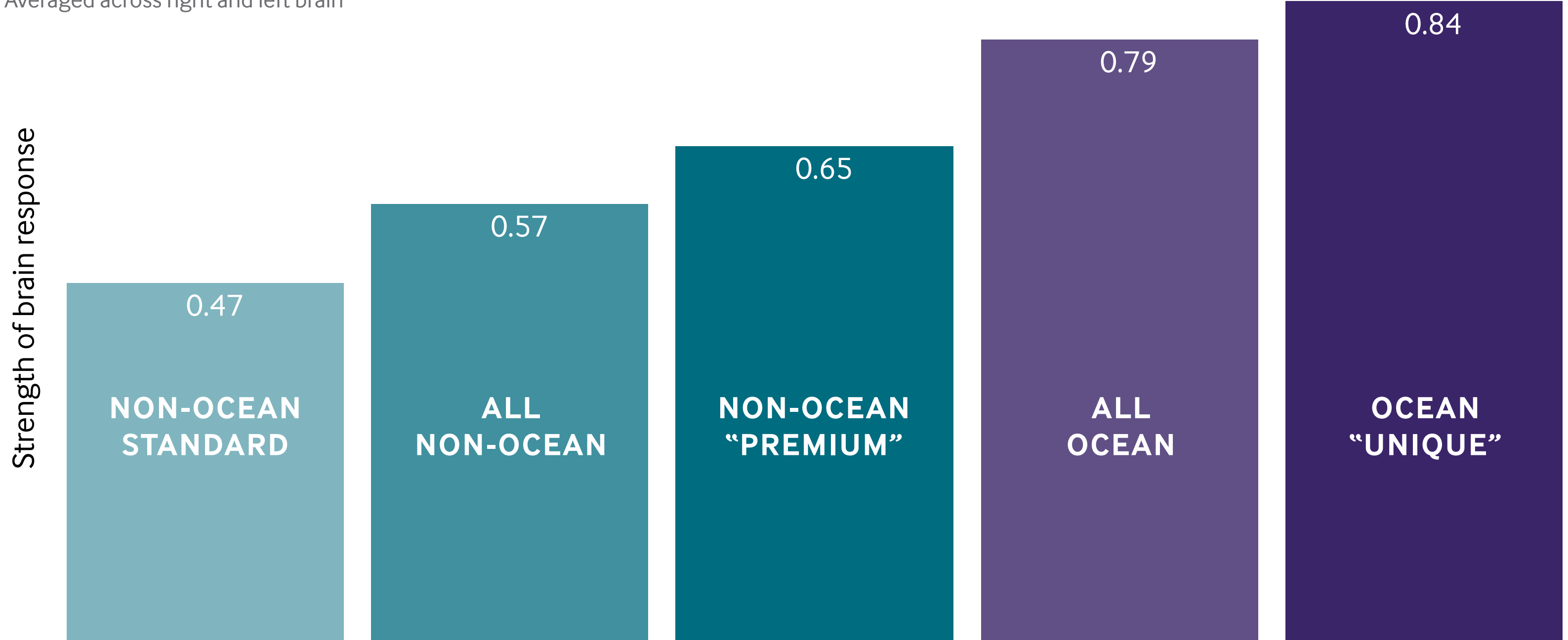
Memory Encoding

What's being input into long-term memory; correlates with subsequent behaviour

Visual Attention



Visual Attention: Peaks of response
Averaged across right and left brain



But Visual Attention isn't enough

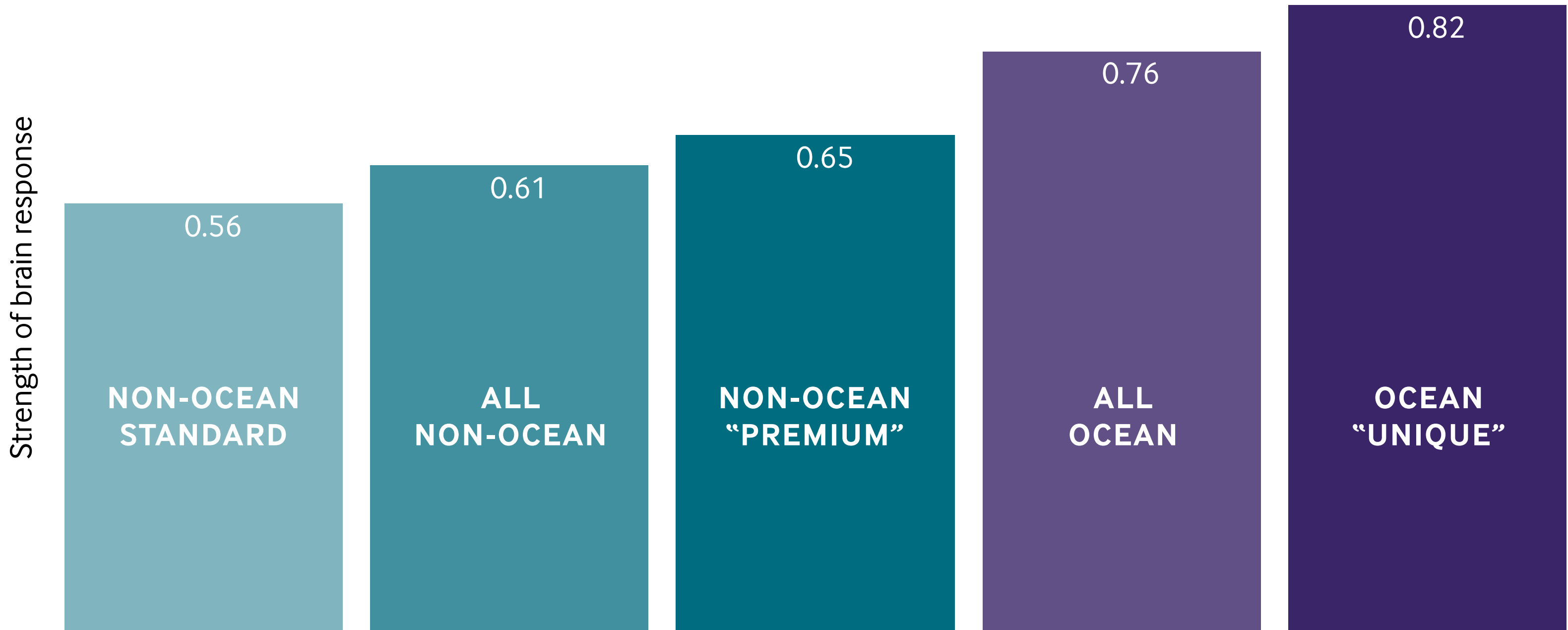
Visual attention has no correlation with subsequent decision-making or purchase behaviour



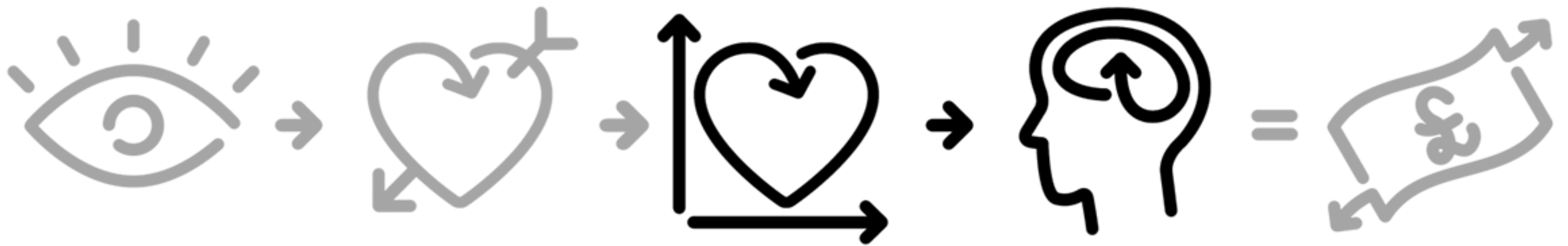
Emotion - Desirability



Desirability: Peaks of response
Averaged across right and left brain

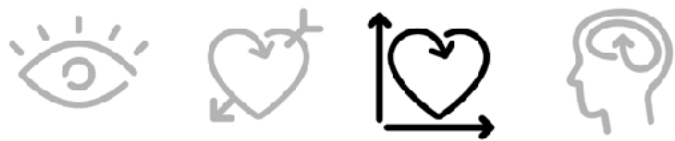


But was the emotional powerful?

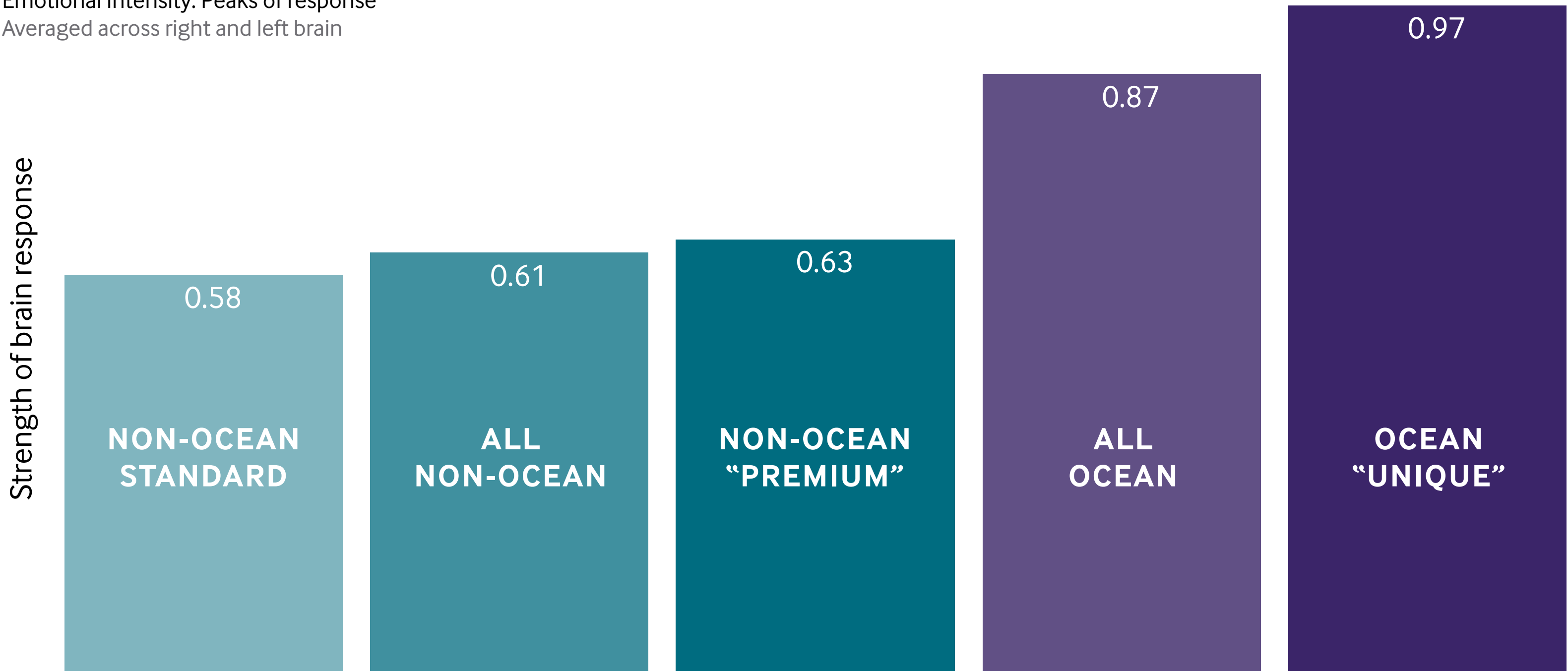


It's the strength of an emotional response that prompts us to remember something

Emotional Intensity



Emotional Intensity: Peaks of response
Averaged across right and left brain



So what was the impact?

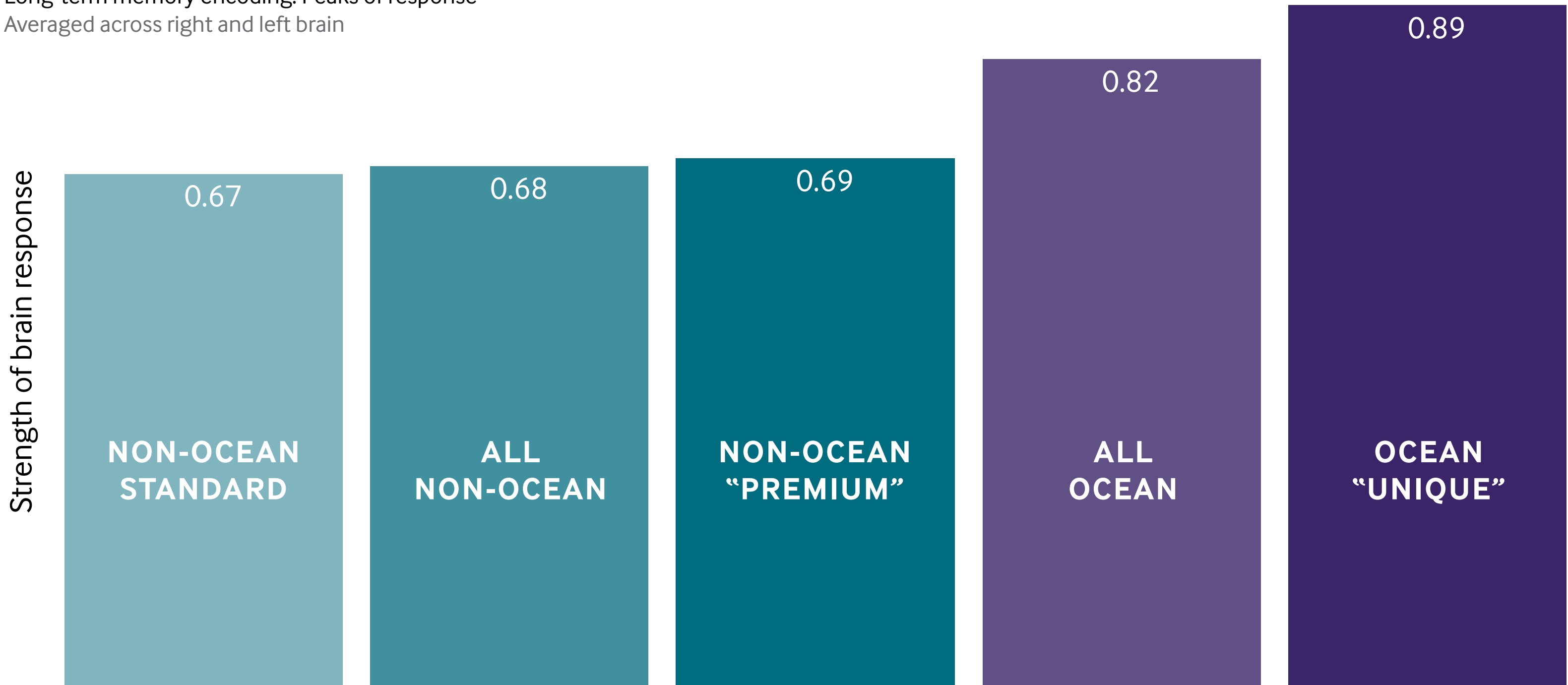


Ultimately, it's memory that really counts

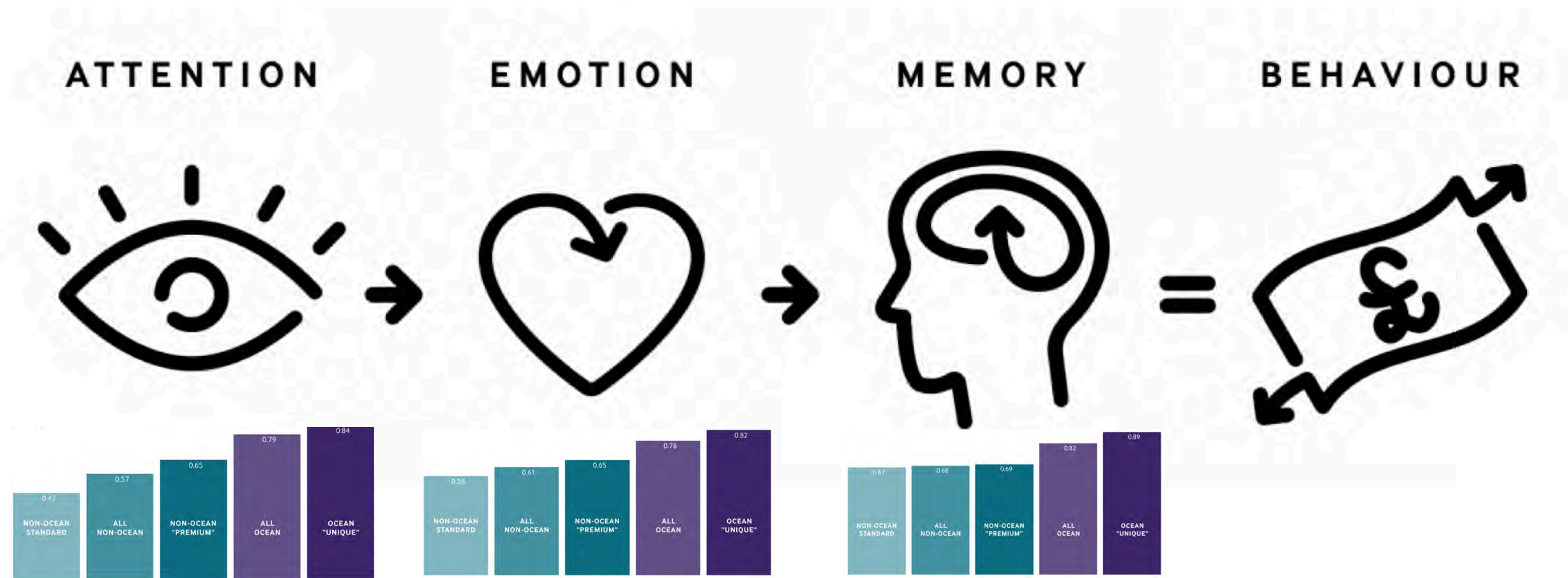
Memory Encoding



Long-term memory encoding: Peaks of response
Averaged across right and left brain



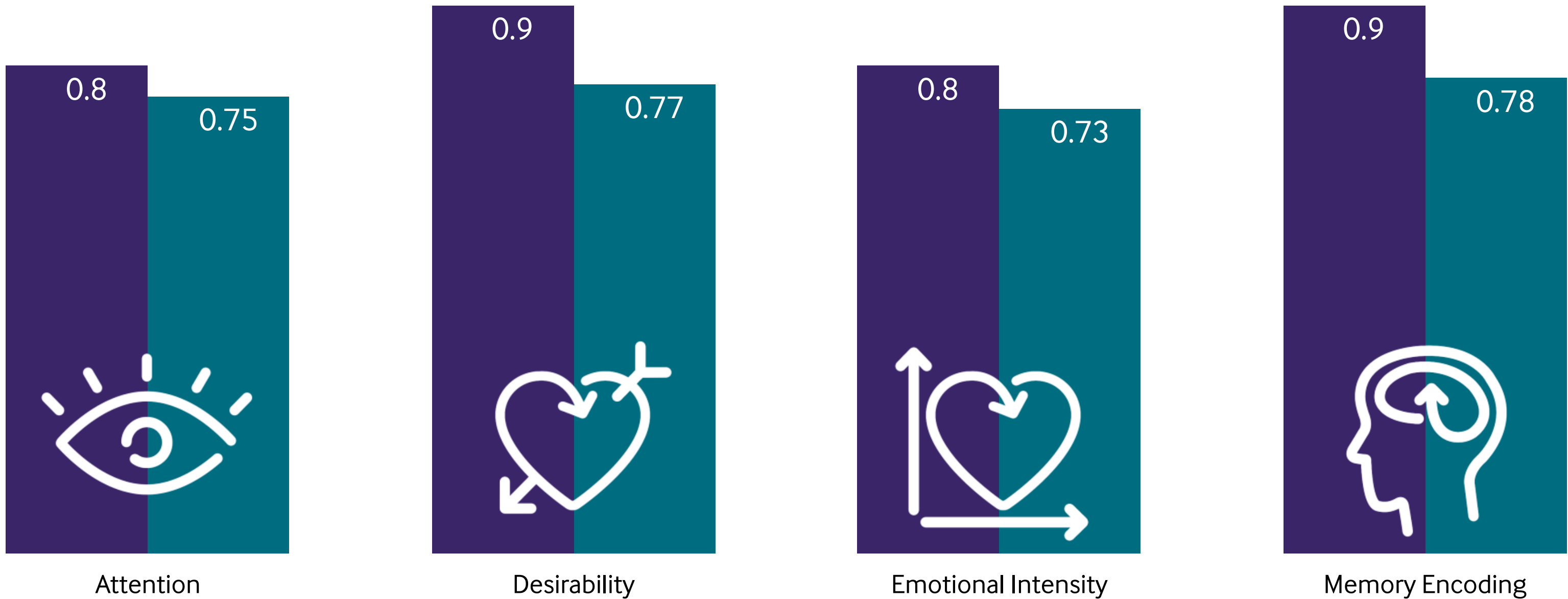
The advertising process - what did we learn?



Digital sites outperform static across all key metrics

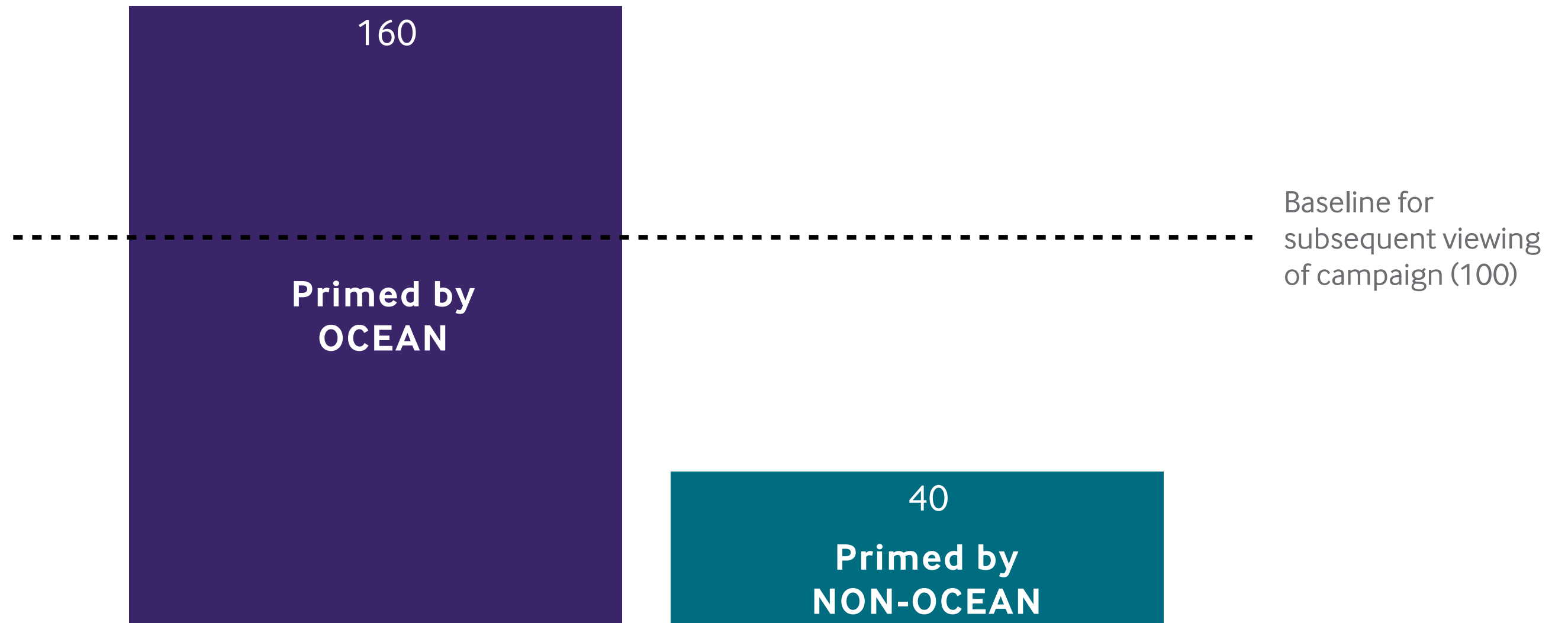
Digital Sites
Static Sites

Brain responses to key metrics – Digital vs. Static sites



Measuring the Priming Effect

Relative priming effects of Ocean and non-Ocean sites (same campaign)



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LEARNINGS PART 1

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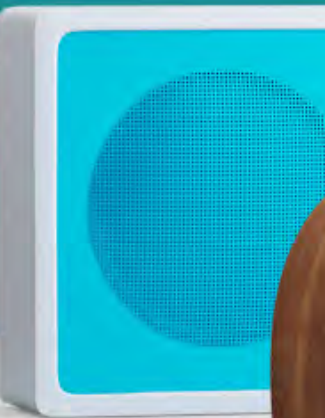
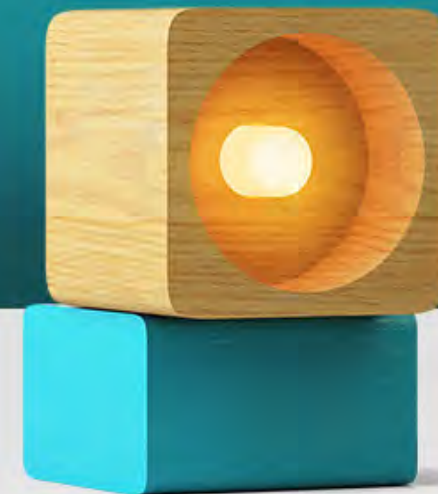
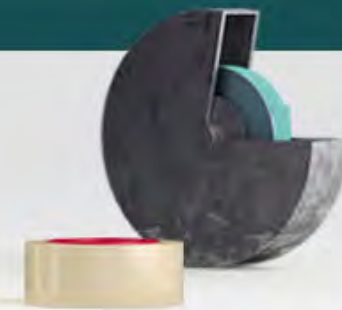
Great news for premium outdoor

- ▶ Premium outdoor sites generate stronger emotions and are better encoded into memory
- ▶ The most spectacular sites impact the right brain in particular; demonstrating the Wow factor
- ▶ Digital sites cut through because our brains are programmed to respond to changes in our environment
- ▶ The most iconic sites have a powerful priming effect on other sites



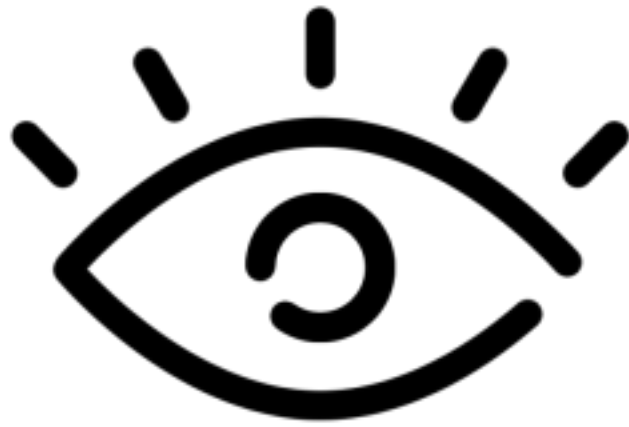
PART 2

PRIMING EFFECTS OF DOOH



The advertising process and what we measured

ATTENTION

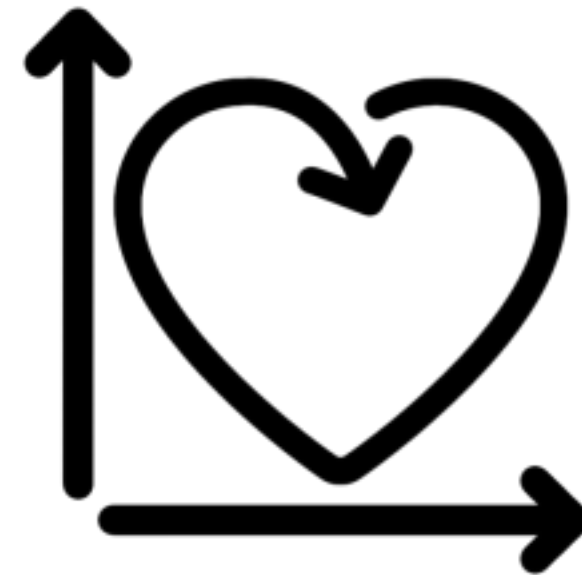


Visual Attention

EMOTION



Desirability



Emotional Intensity

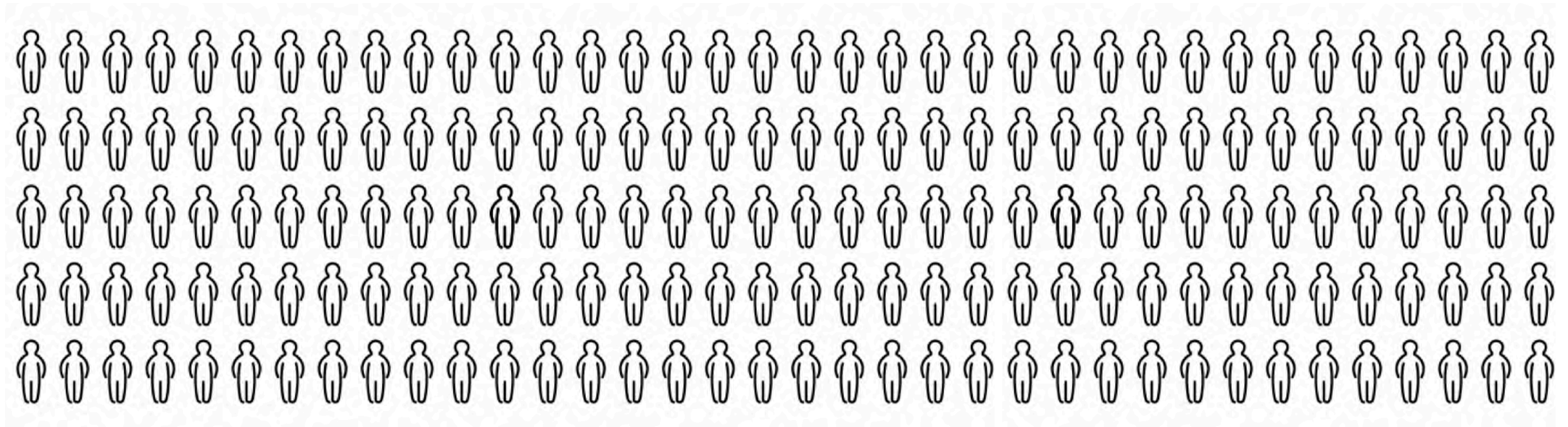
MEMORY



Memory Encoding

What's being input into long-term memory; correlates with subsequent behaviour

Participants



192 Participants (50% Male & Female)

18-65 year olds

Priming mediums

Walk past **DOOH** site
running ad for **Lynx**



Walk past **DOOH** site
running ad for **Peugeot**



OR

Watch **TV** with ad for **Lynx**

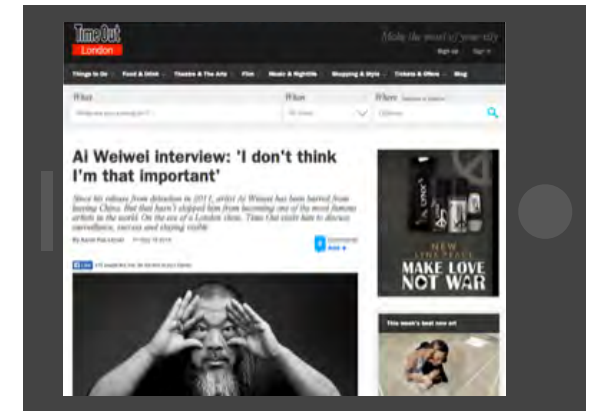


Watch **TV** with ad for **Peugeot**



Primed mediums

Read magazines with ads for Lynx or Peugeot embedded
AND browse websites with the same ads embedded



This allowed us to compare

- ▶ Responses to magazine and mobile online ads amongst those who had previously been **exposed to DOOH advertising**
- ▶ Responses to magazine and mobile online ads amongst those who had previously been **exposed to television advertising**
- ▶ In each case we could look both at responses to **unlinked advertising** and responses to **ads from the same campaign**



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RESULTS

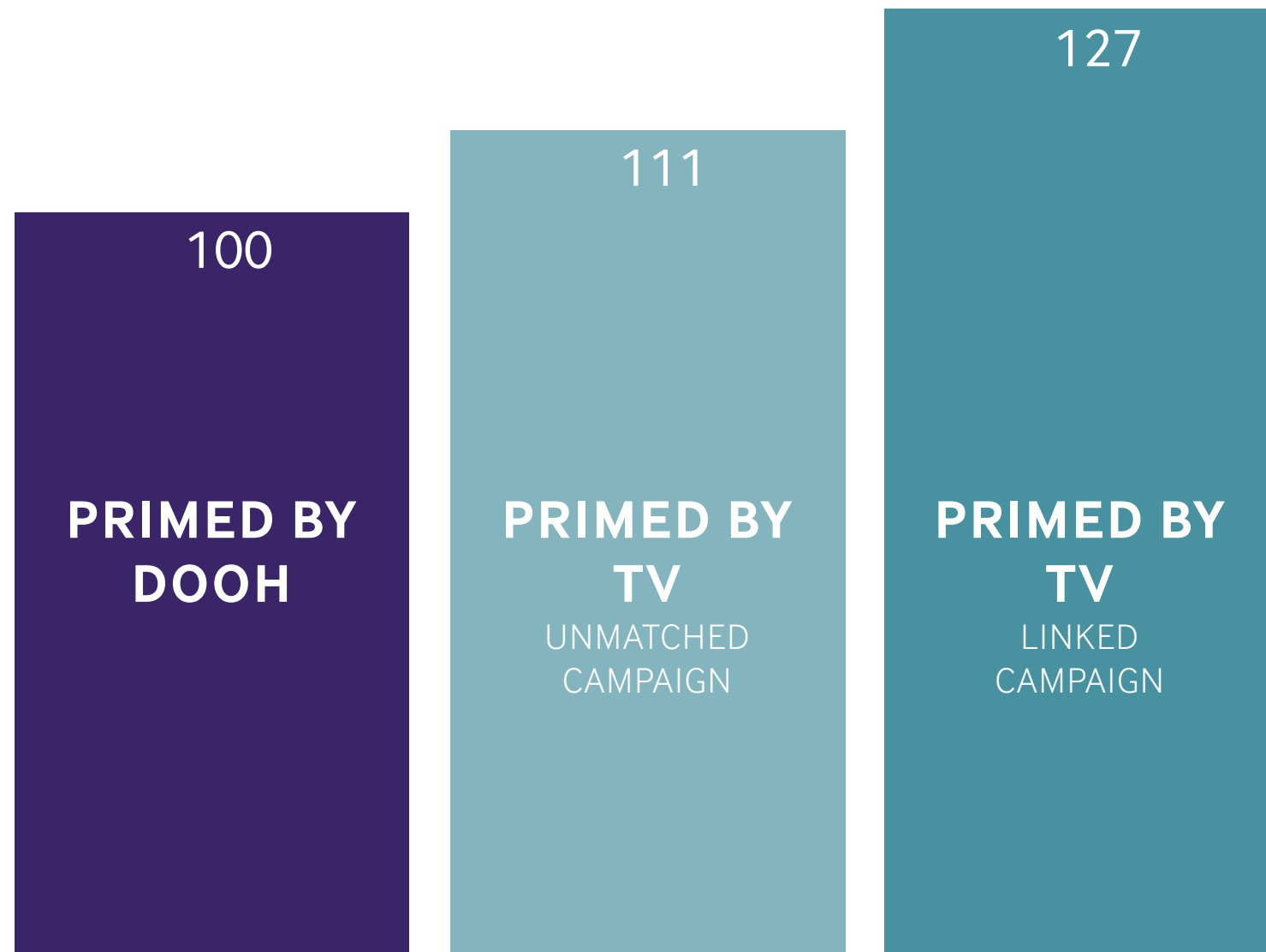


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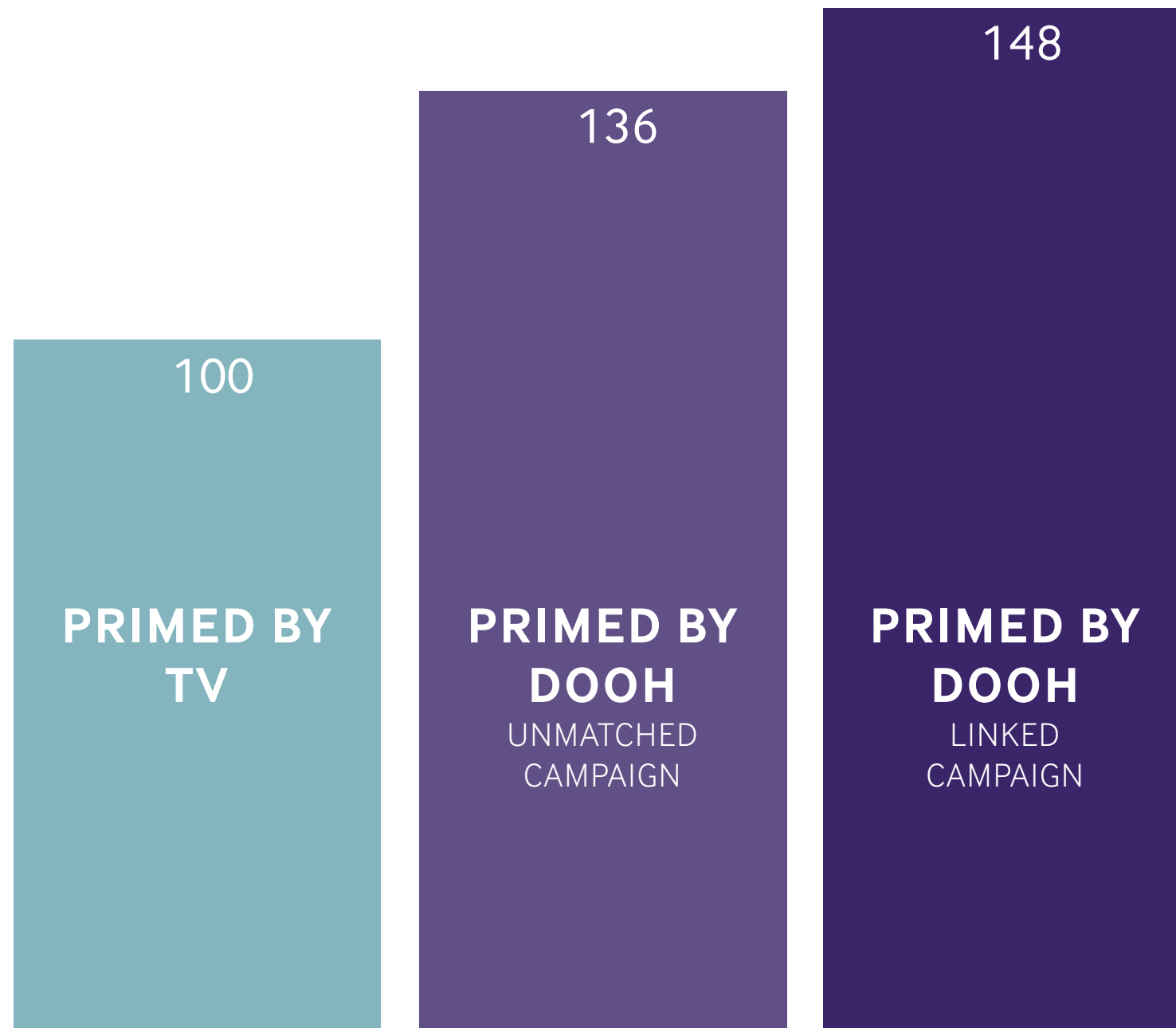
Priming Magazines



If people had seen either brand on TV first, they responded more strongly to the **magazines** as a secondary medium, than those who had seen **DOOH**

- ▶ **11%** higher for unmatched campaign
- ▶ **27%** higher for matched campaign

Priming Mobile



If they had seen either brand on **DOOH** first, they responded more strongly overall to the **mobile** secondary medium, than those who had seen **TV**

- ▶ **36%** higher for unmatched campaign
- ▶ **48%** higher for matched campaign

The Congruence *Effect*

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LEARNINGS

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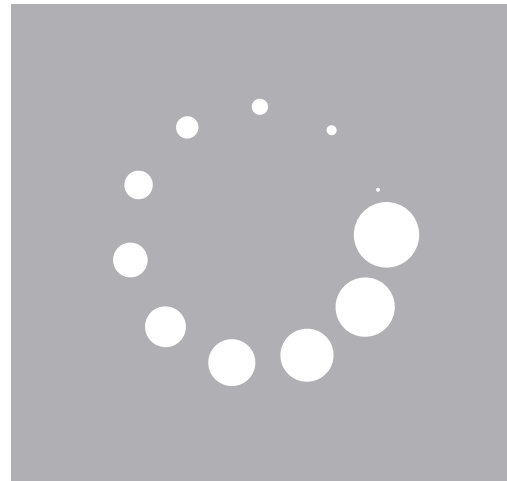
NEURO-INSIGHT™

ICONIC



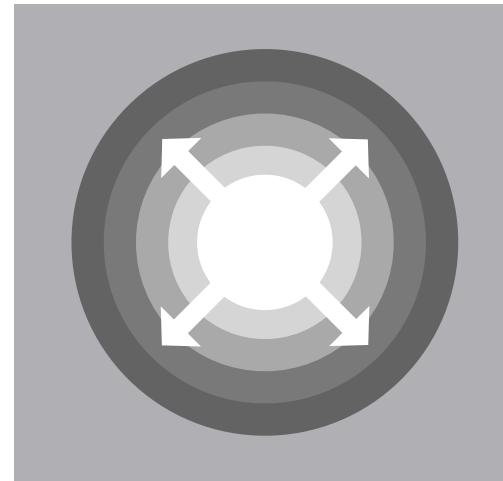
Iconic large format advertising delivers **strong emotional responses**

FULL MOTION



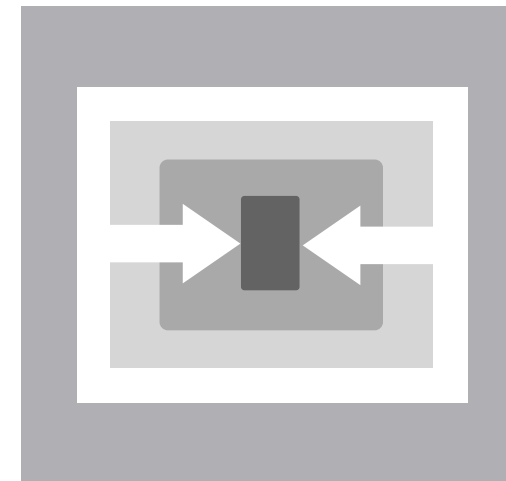
Full motion screens increase **positive emotional intensity & memory encoding**

OOH PRIMING



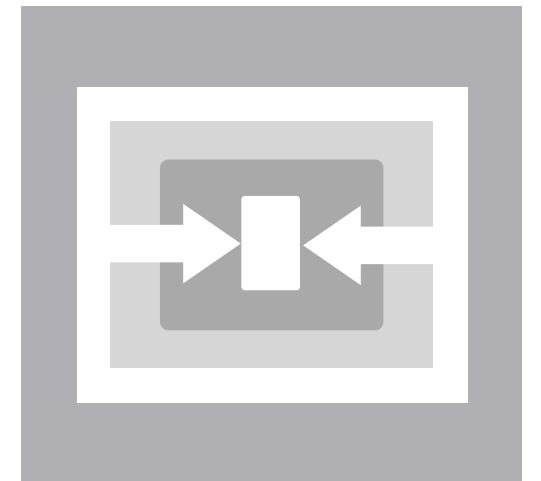
Iconic **OOH** has a **priming effect** within OOH

MOBILE PRIMING



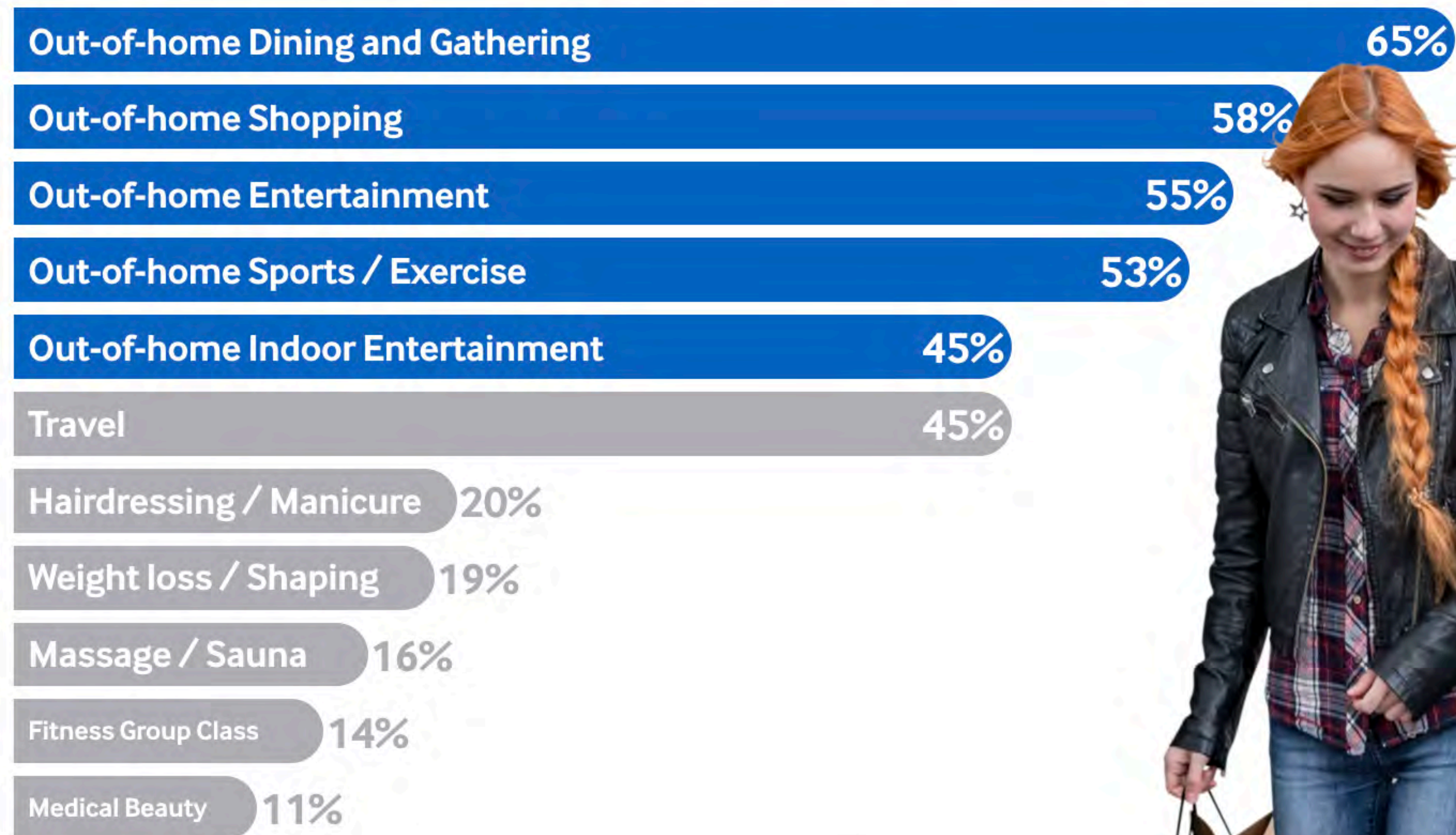
DOOH is more **effective than TV** in priming responses to advertising on mobile devices

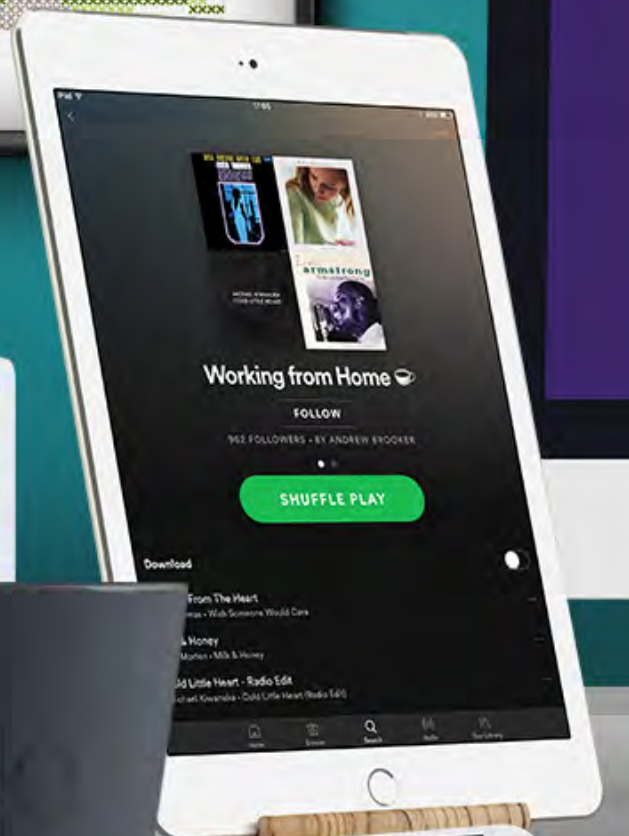
LINKED CREATIVE PRIMING



The **priming effect of DOOH** on mobile devices dramatically **increases with matching creative**

Everyone is Looking Forward to 'Returning' to the New Normal





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**HOW DOOH
WE COME OUT
STRONGER?**

**NEUROSCIENCE -
THE ART OF
OUTDOOR
AND BEYOND**

**DOOH &
CONTENT -
THE PERFECT
PARTNERS**

**UNLOCKING
DOOH'S
EFFECTIVENESS**

**DIGITAL CITIES
FOR DIGITAL
CITIZENS**

**CREATIVITY &
INNOVATION
DRIVING HUMAN
ENGAGEMENT**

PLUS GUEST SPEAKERS





The Art of Indoor Webinars
GUEST SPEAKER

UNDERSTANDING THE IMPACT OF CORONAVIRUS

THURSDAY 30TH APRIL

Hosted by Molly Maclean & Jordan Wood
Senior Research Executive & Research Manager, Opinium

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OCEAN



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3. NEUROSCIENCE - THE ART OF OUTDOOR & BEYOND PART 3&4

TUESDAY 5TH MAY

Hosted by Monika Tomova

Insight Manager, Ocean Outdoor

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