

Attribution/MMM

Taking OOH to the next level

Roundtable Summary

OOH advertising was one of the channels that was hit the hardest during the pandemic and is now recovering again. With highly reduced mobility of consumers (car and foot traffic), brands had no other choice than to cut and reallocate its investments in 2020. But just like with any kind of crisis, when everything is falling apart, there is a chance to build it back up again – stronger and better than ever before.

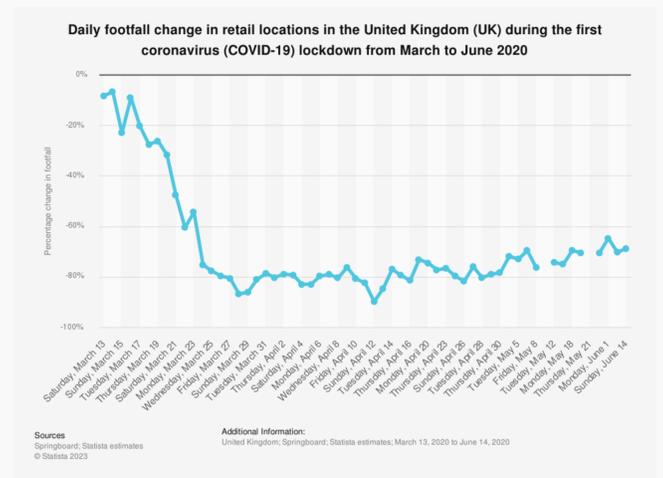
During this roundtable, we will take a look at the OOH project run for McDonald’s UK in collaboration with Talon and OMD. The outcome of this project has a massive impact on how OOH media is being planned and executed now, leading to increased efficiency. By integrating variables such as message type, proximity to store, or format of the ad, this roundtable should provide attendees with new ways of looking at OOH and clear planning principles.

OOH – a channel to watch?

We believe that in times of uncertainty, brands should not just drop their pens and freeze or blindly cut budgets. They should start experimenting and look into test & learn approaches to navigate their way through them. The project conducted with McDonald’s, Talon and OMD is a great example of how to look beyond the obvious.

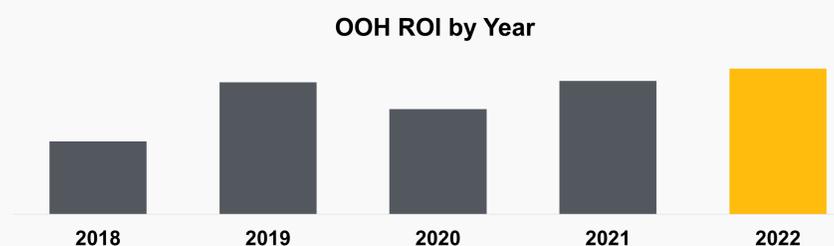
Usually, MMM projects start with a media plan that is supposed to be used in the most profitable way. But instead of looking at it from the sales side of “How do I sell a million cups of coffee”, the conversation was shifted to focus on the consumer journey to purchase: “How do we get the majority of the commuting population to make a McCafé part of their morning routine?”.

This shift in focus from purely media-led, to consumers-centric allowed for new ways to measure and optimize and led to universal planning principles.



Key discussion points of the roundtable

- Experiences with OOH pre-COVID
- How has COVID impacted OOH?
- How are you planning your OOH now?
- The questions to ask when planning OOH for the future
- Planning principles from the McDonald’s UK OOH project



Roundtable Chair



Kevin O'Farrell
AVP, Analytic Partners

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Kevin is Associate Vice President of the Analytic Partners EMEA team, based in Dublin. He brings 17+ years of analytics experience to the table, helping major brands grow across the globe. Coming from an academic background of Economics and Sociology, he’s interested in going beyond the revenue impact of Marketing by looking at a bigger picture and taking traffic or brand metric impact into consideration. A specialty field is his work with electronic brands on measuring and improving launch-and-sustain strategies. Next to his daily work, Kevin sits on the I-COM Incrementality council and is actively involved in global discussions on methods for measuring incremental impact of marketing.

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