Posterscope OOH conversations

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On Wednesday, 25 July, Posterscope South Africa hosted their annual out-of-home (OOH) media conference a the Exclusive Books Social Kitchen and Bar in Johannesburg, Gauteng.

Welcoming attendees to the conference which attracted industry's top media owners, Koo Govender, CEO of Dentsu Aeg Network South Africa, set the scene for attendees giving them a summary of what could be expected and elaborated on th exceptional growth within Dentsu Aegis Network SA from 2017 to present and illustrated how Posterscope fits into the Den Aegis Operating Model.

Govender then handed over to Donald Mokgale, the Head of Posterscope who then presented the OOH trends across sub-Saharan Africa that have been gaining traction. The rise of large formats, bigger sizes being demanded by clients for greater impact and measurement increasingly being demanded by clients to quantify ROI were just a few of the trends discussed.

Baseline Innovation, 3D prints and illuminated dye cuts are increasingly becoming the norm across SSA. An example of Africa's first frozen billboard in Mozambique was displayed by Mokgale.

"Consumers are also starting to see more commuter focused inventory as well as spend by clients, a big opportunity for containers to be turned into vendor businesses to legitimise street vendors by selling from them," stated Mokgale.

The launch of Daar es Salaam rapid transit (DART) in Tanzania was explored as well as opportunity for Wi-Fi solutions to drive more consumer engagement, and a large opportunity with Matatus in Kenya who are already integrating Wi-Fi and entertainment by mixing music with radio generics which form part of the package with digital logs.

Digital out-of-home (DOOH) growth has proven its effect with Nigeria growing in quantity and size with up to 40% DOOH penetration. A big opportunity expressed by Mokgale was gas station LEDs which are gaining enormous traction in countr such as Ghana. New innovative screens at Kenya's airport baggage claim used self-facing camera's which monitored eyeballs to the screens as well as how consumers engage on their mobile devices while waiting for their baggage, enables for measurement/tracking and a huge opportunity to integrate mobile advertising to drive awareness and even interaction l services such as transport from the airport as an example.

Donald Mokgale closed his section of the conference with the importance of Location Intelligence and stressed how locatio

intelligence is becoming increasingly important to businesses, i.e. understanding all the points of interest, retail spread as well as household income within the radii of sites influencing OOH placements significantly. Overlaying the above-mentioned datasets enabling a more critical and efficient view of business opportunities.

Livia Brown, the head of the Western Cape Posterscope team, presented the proprietary tools that Posterscope utilises, to plan media and how integral data is in that mix.

An example from an alcohol brand was used for Livia to showcase some of the Posterscope tools as well as the importance of location intelligence. In it, she showed the planning process and what Posterscope calls a location data stack, where they overlaid social conversations about the category, then stacked on points of interest data i.e. where the product was available and then geofenced where the two data sets intersected and skewed OOH distribution as well as mobile placement which led to very compelling results for the client.

Posterscope uses social listening data from relative social media sites. A "shot" category was created to identify hotspots and to create a desired target audience. They overlaid the venues that the client wanted them to focus on with social listening to identify key focus area. Traditional OOH billboards and Facebook ad serve were then placed in the identified hotspot area for direct targeting and maximum ROI.

The conference concluded with Brown showcasing a live example of Posterscope's tools using a brief, giving those in attendance a practical example of their offering... She illustrated how a brief is tackled using the tools and the methods available to Posterscope by presenting case studies... in them, she showed how it is the consumer and location data that answers the where question first, before any OOH media is selected, that all the work is done prior to establish where the investment should be happening in the first place by overlaying various datasets and interpreting them to direct media investment in each location.

The major takeout from the conference was that Posterscope is utilising their location data tools to show their data driven approach to planning. Brown, explained how Posterscope uses various layers of data to identify where they need to place campaign messaging to get the best out of clients marketing investment reducing wastage.

The main point of the conference was to reposition Posterscope with their location data tools to show that their approach to planning is data-driven.

Comments from attendees:

"I just wanted to express my thanks for a great OOH presentation last week Wednesday. I really enjoyed it and it was super to hear more from an agency perspective, and equally importantly on how we as media owners need to innovate to move forward to remain relevant in a landscape that is tricky to navigate," Tess Chance, Mood Media Network.

"It was great to see how OOH has become arguably one of the most innovative media platforms in recent years, integrating data with location, demographics and consumer mindsets and intent.

The conversation has shifted, as OOH is now measurable through the OMC's ROAD data, and this, coupled with location-based strategies, are providing marketers with powerful insights and compelling reason to include OOH in their media strategies.

Posterscope also overlays other tools such as Social media data, in order to capture the precise area that conversations are happening in, allowing OOH to be hyper-targeted and even more relevant than ever before," Darren McKinon, JCDecaux.

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