



 **Posterwatch**

**Ambient & Digital
ROI Market Review
2011**

**PML
GROUP**

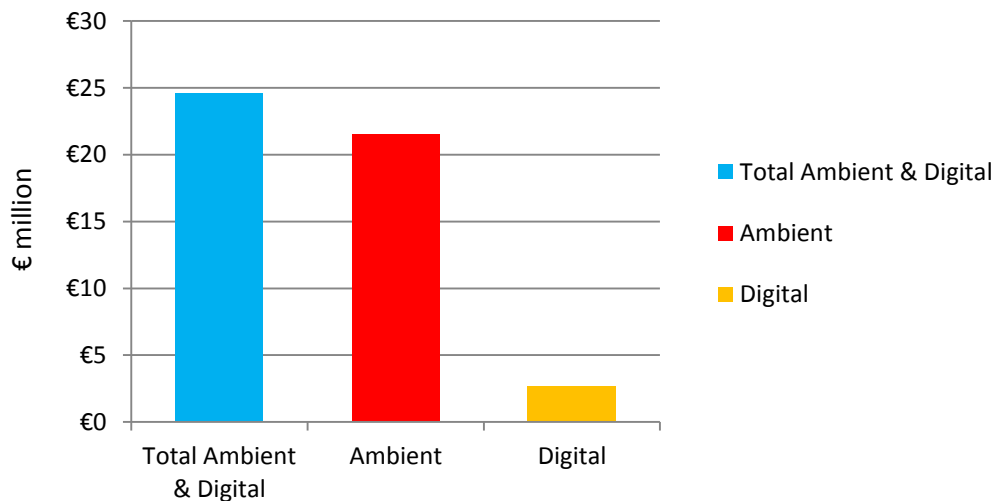

AMBIENTPLUS

 **Digital ooh centre**

Ambient & Digital Market Review 2011 (Cycles 1 - 20, 3 Jan - 25 Dec)



The combined value of the ambient and digital out of home market in Republic of Ireland for 2011 is €24.6m. 'Traditional' ambient media such as trolley handles, Citybox and pub based media accounts for €21.8m of this total with digital out of home media being valued at €2.8m for 2011.



"While it's no secret that 2011 was a challenging year for the advertising industry it is imperative that we embrace the challenge, and there are undoubtedly reasons to look towards 2012 with optimism. 2012 will continue to see the introduction of many new formats. Some of these new formats will further enhance the burgeoning Digital ooh sector, for which 2011 was a landmark year. For our part, Visualise will be introducing some exciting new formats throughout 2012 which will add to our In-Store portfolio and offer new opportunities to drive sales at the point of purchase."

Eoghan Phelan, Business Development Manager, Visualise



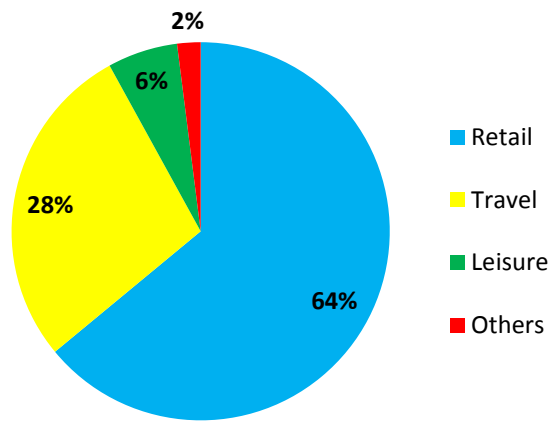
Ambient Media



The Natural Confectionery Company on iLines

Ambient out of home advertising performed relatively well in 2011, delivering an overall display value in excess of €24m. This is approx. 12.5% of the ooh advertising market as a whole in Ireland. As always, it has shown itself to be a dynamic market, with new and innovative formats coming on stream in 2011. For example, iLines in convenience stores (located at eye level behind the counter) are now widely used and more niche markets are now being serviced with opportunities at bookmakers outlets and B&Q Stores.

Some of the older formats made a bit of a comeback in 2011, especially banners and phone kiosks.



Kung Fu Panda 2 on Phone Kiosks

The chart above shows that 40% of spend in the ambient sector came on point of sale formats. These would include formats such as Store Points, POPAds and Citybox. The Leisure sector, including locations such as cinemas, pubs and restaurants was the next biggest sector, at 29%. Travel based formats, like those found in airports made up 18% of the display value.

Advertisers 2011

Rank	Name	2011 Value
1	Heineken Ireland	€ 2,234,029
2	Vodafone	€ 2,132,058
3	Nestlé	€ 1,001,026
4	PepsiCo	€ 872,719
5	Diageo	€ 785,126
6	DAA	€ 640,282
7	Mars	€ 565,108
8	Coca Cola	€ 484,062
9	Unilever	€ 435,392
10	GSK	€ 252,218

Heineken Ireland ended the year as top advertiser on ambient in terms of display value. The vast majority of this display value (over 90% in fact) was from in-pub ambient advertising on long term A1 and A2 format holdings. It is a similar story with Vodafone in second place who use a lot of long term sites at Dublin airport and these contribute heavily to their overall display value.



7UP Free on POPAds

So, apart from those with long term bookings, Nestlé are the most active ambient advertiser in Ireland. Point of sale formats such as i-Lines, POPAds, Store Points and Floor Graphics play a major role in their overall out of home mix. As stated above, ambient media make up around 12.5% of the ooh market. For Nestlé, it would make up around 25% of their display value.

Other major advertisers on ambient in 2011 included PepsiCo, Diageo and Mars. The top 10 advertisers on ambient media in 2011 accounted for 39% of the entire ambient market.

Categories 2011

Rank	Name	2011 Value
1	Beers & Ciders	€ 3,542,890
2	Telecoms	€ 2,900,634
3	Food	€ 2,775,867
4	Soft Drinks	€ 1,554,753
5	Tourism & Travel	€ 1,191,143
6	Health & Hygiene	€ 1,143,150
7	Confectionery	€ 929,327
8	Films	€ 833,443
9	Spirits	€ 763,358
10	Finance	€ 689,849

The top categories on ambient media are more or less in line with the top categories on out of home as a whole. This is to be expected as ambient media forms a part of most major ooh campaigns. The order however, is different and in the case of ambient the top 2 are the opposite to the top 2 in the out of home sector as a whole.

Foods and Soft Drinks are also major ambient players. With 40% of spend on the retail formats it's no surprise that these categories feature heavily. On a similar note, confectionery is also among the top 10. The film sector features at number 8 in terms of ambient investment in 2011. These advertisers are switching money to digital formats, as can be seen in the digital section of this report.

"All the latest research is showing that the attention span of the consumer has depleted to record lows. You now need to advertise in the areas where your customer is actively making decisions. At, or as close to, the point of purchase as possible. With trends showing more of the same in 2012 we're confident at Citybox that we can even further increase our ability to target exact demographics, influence purchasing behaviour, increase sales and offer true brand presence nationwide."

Paul Murphy, Sales Director,
Citybox



Digital out of home

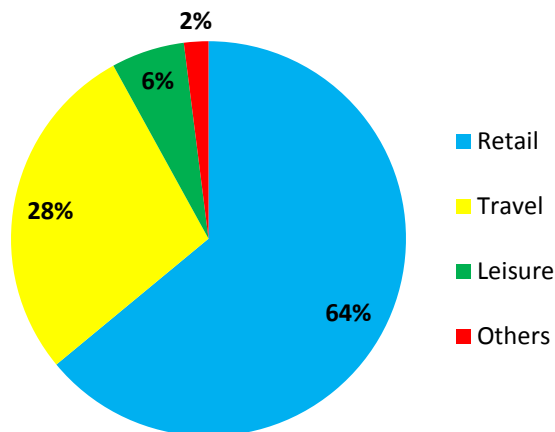


Kellogg's on SuperValu Scrollers

2011 has been somewhat of a breakthrough year for digital out of home media. Although still a relatively small spend in overall terms, digital out of home opportunities and investment is growing rapidly.

In 2011, there were some noticeable changes to the digital ooh environment. Cycle 10 saw the introduction of dPods into Dundrum Town Centre. This was seen a significant new format and has appealed to many advertisers to date. Further evidence of this is in the fact that similar pods have now been launched in the Pavilions in Swords and will be available from cycle 4 2012. We also saw Centra TV being made available for commercial purposes, bringing a whole new aspect to point of sale advertising. Screens were also introduced into shopping centres such as Douglas Court and Douglas Village. As a result of these new developments, the number of screens within Ireland has risen from 820 to nearly 940 screens across the 32 counties. 2011 also the roll out of WiFi into up to 40 pubs in Dublin city centre, incorporating splash screen advertising opportunities.

As can be seen from the chart below and as referenced above, the digital market is very much point of sale orientated at the moment. 64% of digital display value is at point sale. Most of the remaining percentage is at travel hubs such as airports, train and bus stations.



So that explains where the digital formats are but what advertisers and what categories of advertisers are using these relatively new media formats? The category table (next page) shows the top 5 categories on digital out of home media in Ireland in 2011.

Digital Categories 2011

Rank	Name	2011 Value
1	Retail	€ 654,940
2	Films	€ 411,075
3	Food	€ 276,900
4	Beers & Ciders	€ 233,021
5	Soft Drinks	€ 189,410

Although the retail sector is number one category on digital, it should be noted that retail outlets themselves are often using their own media (e.g. SuperValu on SuperValu scrollers) to advertise their products. In these cases, although there is a display value, the display will not necessarily have been paid for. The film category is the one that has been most active on digital in 2011 in terms of the number of campaigns that have been on display. 23 different films (virtually one per cycle) used digital ooh during 2011, combining to a display value in excess of €400k. The Transvision format at major train and bus stations is particularly popular for this category as they attempt to target a young, mobile audience.

With the film category so prominent on digital ooh it is unsurprising that both Universal and Warner Bros feature among the top advertisers on the format in 2011.

“Pavilions Swords is a premium retail destination and this development allows us to continue our strategy of delivering relevant audiences for our advertisers in a medium that keeps pace with audience expectations in our digital world.”

Colin Leahy, Managing Director,
CBS Outdoor



Digital Advertisers 2011

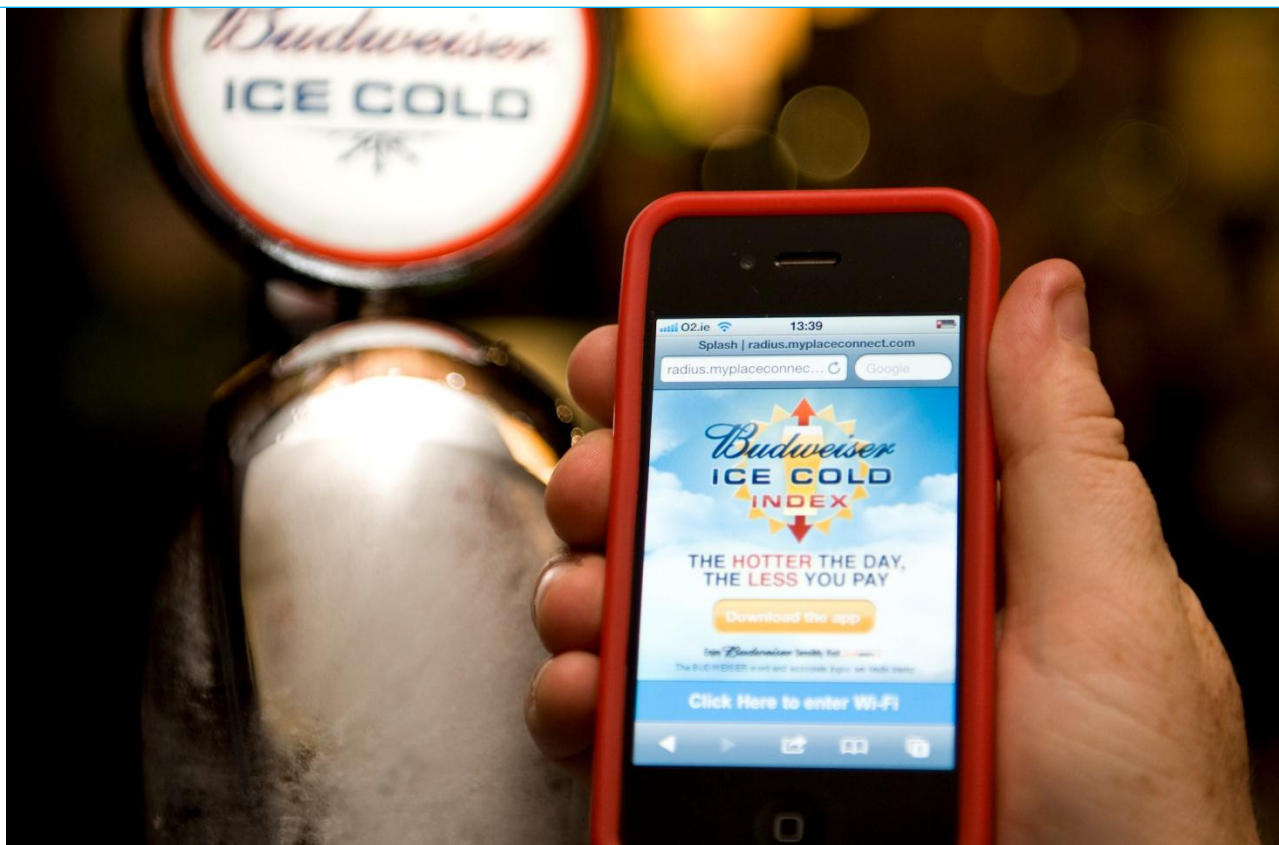
Rank	Name	2011 Value
1	Universal Films	€ 188,750
2	Unilever	€ 175,150
3	Diageo	€ 155,034
4	Warner Bros	€ 148,875
5	Nestlé	€ 82,790

With many of the digital formats being located at point of sale, FMCG brands tend to feature regularly. Unilever are number two on the list above with brands such as Persil, Surf and HB Ice Cream using formats such as SuperValu Digital Scrollers on a consistent basis. Nestlé brands are also often seen on point of sale format such as the screens in the Square, Tallaght and C-Store screens.

The other member of the top five, Diageo, has an ongoing digital presence within the pub environment.

"We are very pleased with the way planners and brand managers have embraced the concept of smartphone advertising communications and offered us repeat business, particularly given we can now quantify levels of Digital ooh engagement on "MyPlace Connect". We believe by providing advertisers with solid case studies that shows results and hard data, point of Wi-Fi entry location based communications platforms like MyPlace Connect can change the face of digital out of home as we know it."

Adrian O'Connor, Director,
MyPlace Media



Looking Forward



RTÉ Two on TransVision

Although the climate is difficult, we expect a continual increase in spend towards digital ooh formats. We also anticipate the growth in numbers of screens as more networks and formats are brought to market. As previously mentioned, plans are in place for screens to be introduced to the Pavilions, Swords in Q1 of 2012.

There is also a plan to increase the number of Transvision screens to 9, incorporating the other main cities around Ireland to complement the existing network in Dublin. In conjunction with this expansion, we will also see the distribution of WiFi to these stations which will allow advertisers to brand the splash screen as people log into WiFi.

We may also see an extension to the existing C-Store Screen network, which would see the number of stores double to 200 across Ireland. Several more screens have been added to the touch screen network that can be incorporated into 6 sheet formats for interactive purposes. The screens are touch enabled and so many forms of advertising/interactivity opportunities will be made possible. These units can also be free standing and would be useful for placing at events or within a certain environment.

New mobile units are also set to enter the market in early 2012 and will help to increase business in this area. These will be ideal for targeting large sporting and musical events, with many of these events taking place in the evening time. This will enable advertisers to target an audience with a bright, illuminated presence.

For more information on Digital out of home advertising please contact Michael O'Mahony or Conor Quinn at our dedicated digital division, The Digital out of home Centre.

"The proposition of selling Transvision on a daily & even daypart basis has given the format a new lease of life & has very quickly shown how flexibility is key when it comes to DOOH. This flexibility has opened up the medium to a raft of non-traditional Outdoor advertisers & strongly equips us when targeting budgets from other forms of media. Furthermore, by expanding the Transvision offering to all the main cities in 2012, we will be able to offer advertisers a truly national, large format digital network"

Aidan O'Dwyer, Account Director, Bravo Outdoor

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