

# Increased Out of Home Share Improves Campaign Effectiveness

Benchmarking Study - Summary

**takeaways.**  
A MediaWorks source *of tasty content.*

# INTRODUCTION

A new study from Benchmarking, a division of Omnicom Media Group, found that **increasing Out of Home's share** of media plan allocations leads to **increased effectiveness**, with measurable impact on sales, brand awareness, consideration, and purchase intent.

The analysis examines the optimal mix allocations for total media and OOH – by category, size of brand and by each of the four KPIs (ROI, brand awareness, consideration & purchase intent). The findings provide data-driven guidance on OOH ad spend recommendations to inform media planning decisions by brands and media agencies.



**takeaways.**

**mediaworks.**

# A LOOK INTO THE AUTOMOTIVE CATEGORY



## FACTORS LIKELY TO AFFECT THE AUTOMOTIVE INDUSTRY IN 2024

### CLEAN CAR REBATE ENDED DECEMBER 2023

There was a surge of Electric car sales in December 2023 as the Clean Car Discount scheme came to an end. For the first time ever, electric vehicles outsold all others in New Zealand.

Battery-electric and hybrid electric vehicles made up 50.8% of December 2023 sales – up 18.1% year-on-year.

### ROAD USER CHARGES ARE BEING INTRODUCED FOR ELECTRIC VEHICLES APRIL 2024

The government has announced that owners of light electric vehicles and plug-in hybrids will have to pay road user charges from 1 April 2024.

EV owners will be charged \$76 per 1000km which on average could cost EV owners around \$900 a year.

**takeaways.**

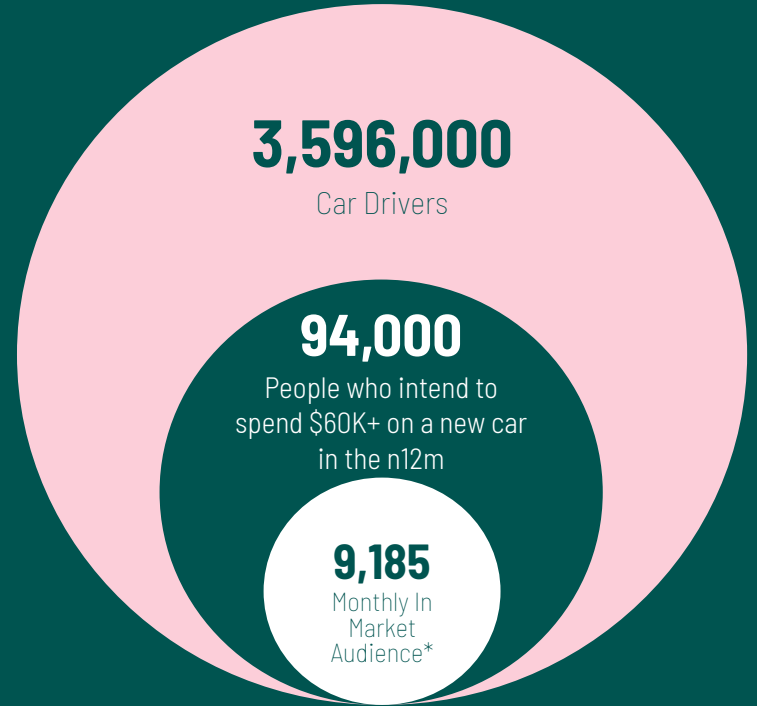
**mediaworks.**

# THE OPPORTUNITY AUTOMOTIVE CATEGORY

Creating future demand will ensure brands are well placed to remain top of consumers minds during tougher sales periods and also benefit as the market rebounds.

'Future demand' is created when new customers become aware of a brand and add it to their consideration set. Brand building marketing can be rethought as creating future demand.

Creating future demand requires the targeting of customers who aren't already in the market, by standing out with engaging advertising, and creating an emotional connection.



**takeaways.**

**mediaworks.**

# UPWEIGHTING OUT OF HOME IN THE AUTOMOTIVE CATEGORY



## Automotive Key Findings from the Study

Increasing OOH share of media plan allocations leads to increased effectiveness, with measurable impact on sales, brand awareness, consideration, and purchase intent.

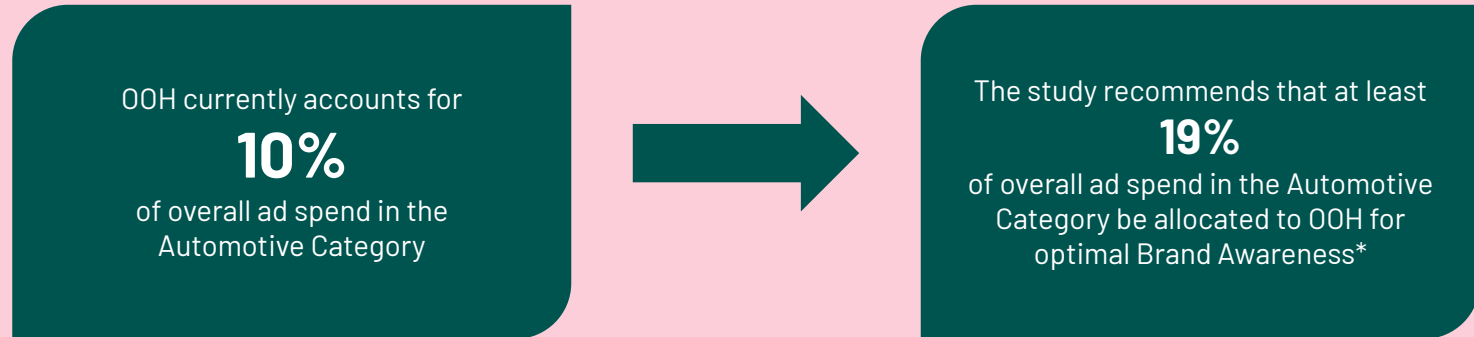
- Automotive has the strongest improvement in driving **brand awareness** when the media mix is optimised to at least 19% and generates brand score increases of up to +19%.
- When looking at **brand consideration** in the automotive category, the analysis showed the greatest improvement in consideration with brand score increases of up to +11% when OOH budget allocation is optimised from its current 1% to 14%.
- We also see improvements in **brand purchase** intent when OOH is optimised, the analysis shows brand purchase intent improves up to +19% when OOH is optimised

takeaways.

mediaworks.

# UPWEIGHTING OUT OF HOME IN THE AUTOMOTIVE CATEGORY

NZ Current Spend on Out of Home vs Recommended Optimised Spend on Out of Home



takeaways.

mediaworks.

# KEY FINDINGS FROM THE STUDY



**The study shows that OOH has higher consumer ad recall than other media and drives consumer action. OOH offers effectiveness and value. Increasing OOH share of media plan allocations leads to increased effectiveness, with measurable impact on sales, brand awareness, consideration, and purchase intent.**

- OOH delivers a strong revenue return on ad sales (RROAS) that can improve overall campaign RROAS for the total media mix.
- OOH drives improved brand perceptions throughout the marketing funnel.
- Underfunding OOH prevents total media plan optimisation because share is being allocated to other channels beyond their point of diminishing returns. TV and digital tend to be over-spent and print typically does not perform well for improved sales or brand metrics.

**takeaways.**

**mediaworks.**

# When Utilised Effectively, Our Media Portfolio Can Supercharge Your Ad Performance

With MediaWorks, you can use our Audio, Digital and Outdoor products to boost your reach and engagement throughout the day.

Audio provides the brand voice to the brand image displayed on outdoor, and digital closes the loop! And when done in harmony, campaigns that use these channels can drive up to **70% stronger engagement**, up to **40% stronger ad memorability**, and can drive **19% greater ROI on average**.



## REACH

**+80%**  
awareness



## RESONANCE

Tailor messaging across radio, digital and OOH at key moments through the day.

**+70%**  
engagement

**+40%**  
ad recall



## ROI

**+19%**  
greater ROI

takeaways.

mediaworks.





# takeaways.

A MediaWorks source *of tasty content.*