

# Engaging People

with Digital Out-of-Home Media

Digital Out-of-Home Media Awareness & Attitude Study  
United States 2007

## T O P L I N E S U M M A R Y

This summary reveals the topline results from this groundbreaking study, which confirms the stopping power of digital signage advertising. To receive your copy of the complete report, featuring additional insights on how digital out-of-home media engages people, call SeeSaw Networks at **+1 877 SEESAW8** or email [research@seesawnetworks.com](mailto:research@seesawnetworks.com).



# INTRODUCTION

How effective is advertising on digital signs? Is digital out-of-home media a better way to engage people who are busy and difficult to reach? How does it fit in with other media? To find out, SeeSaw Networks commissioned OTX to undertake a research study. This report shares the results.

Today, people are out and about, living their busy lives. Almost every day we see a new article or blog post about how difficult it is for advertisers to reach these highly mobile and time-starved people with advertising in traditional media.

To better understand how digital out-of-home media can be used to reach mobile consumers, SeeSaw Networks commissioned OTX (Online Testing eXchange)—an independent, global consumer research and consulting firm—to research the role digital out-of-home media plays in today’s media landscape. The study was designed to gain deeper insight into how people engage with and respond to advertisements on

digital signage. This is the first study to compare consumers’ awareness and attitudes towards digital signage advertising with advertising on other media. The results provide compelling evidence on why digital out-of-home media is a critical element of today’s media experience.

The study shows that digital signage advertising engages people, has high awareness, and is a compelling platform that advertisers can use to effectively reach people with their message. Using a methodology developed by SeeSaw called Life Pattern Marketing, advertisers can best leverage this media

by weaving messages throughout the daily routines of their targeted segments where people work, play, and socialize—using digital screens and billboards.

## Research objectives and sample

This study measures awareness, attention, impact, and attitudes toward advertising on digital signage and other media. Further, it explores various consumer segments to see how their life patterns intersect with digital signage touch points.

Online surveys were conducted in July 2007. Respondents were U.S. residents, both male and female, between the ages of 13 and 55. In total, 1,780 people were interviewed to generate a nationally representative sample of 900 adults aged 18 to 55. Additionally, the study was augmented with 200 respondents from each of the following specific life pattern segments:

- **Teens**
- **College Students**
- **Mobile Millennials (18 to 34 years old)**
- **Alpha Moms**
- **Families on the Go**
- **Hispanic Families**
- **Business Professionals**
- **Affluents**

Digital out-of-home media is here, and its influence continues to widen.

## Stopping Power – the ability of an advertisement to grab and hold the attention of the target audience.

This summary focuses on the findings from the adults segment. Participants answered questions about several types of media, including TV, magazine, radio, newspaper, billboard, Internet, mobile phone, and digital signage. For each of these types of media, researchers were able to measure the awareness, attention, impact levels, and consumer response to advertisements.

People were also asked where they had observed digital signage, and how they felt about the advertising being shown in these venues.

In the study, people were provided with this definition of digital signage:

**Digital signage is a type of media that displays videos or electronic images on LCD, plasma, or normal TV outside of the home. Usually the screens show advertising, product information, or special programs. This does NOT include screens that show ONLY text or full-length network or cable television programs.**

### Key findings

#### Digital signage advertising has stopping power

Sixty-three percent of adults say that it catches their attention. This is the highest level reported across all media surveyed, including billboards, magazines, TV, the Internet, newspapers, radio, and mobile phone advertising.

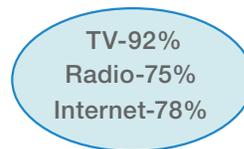
#### Digital signage is more positively rated than any other media

In addition to the fact that advertising on this media catches people's attention, people found it to be more unique, interesting, and entertaining than most media. Additionally, people reported that advertising on digital signage was less annoying than on nearly all other media.

#### Awareness of digital signage advertising is high

Sixty-two percent of adults say they have seen ads on digital signage over the 12 months, and the figure is even higher for young adults between 18 and 24, at 75%. This awareness level is similar to that for advertisements on billboards and in magazines and newspapers, and is better than awareness of advertising on mobile phones.

#### Highest Awareness



Percentage of people who have seen or heard ads on the media in the last 12 months

#### High Awareness



#### Low Awareness



## Understanding the behavior of the customer provides marketers with compelling opportunities for branding.

### Digital signage advertising intercepts people throughout their daily routines

On average, the general population recalled having seen digital signage in six different types of locations during the past week. College-age people (18- to 24-year-olds) reported seeing it even more frequently in eight different types of locations in a week.

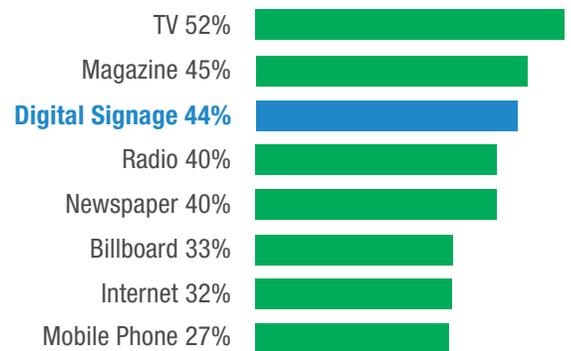
### Average number of different types of locations where digital signage is seen in a week:



### People pay attention to digital signage advertising

In a media landscape where it is increasingly difficult for advertisers to deliver an effective brand message, people report that digital signage advertising cuts through the noise. Forty-four percent of adults said that they paid some or a lot of attention to digital signage advertising, which places this media ahead of billboards, Internet, and mobile phones, and on par with magazines, radio, and newspapers.

### Percentage of people who report that they pay "some" or "a lot of" attention to advertising on the media



Base: Among those that have seen ads in the media in the past 12 months

People rate advertising on digital signage more positively than other media across multiple measures.

- Attention grabbing (63%)
- Unique (58%)
- Interesting (53%)
- Entertaining (48%)
- Less annoying than other media (26%)

Base: Among those that have seen ads in the media in the past 12 months

# DIGITAL SIGNAGE ADVERTISING ENGAGES PEOPLE

Nowadays, when people are busier than ever, advertising is only effective if it engages people. It needs to have stopping power. That's the strength of digital signage advertising. Its messaging is direct and to the point: short and punchy, with real ability to grab and hold attention. And digital signage ads can be placed where they will be seen by people on the go, whether it is while they pump gasoline in the morning, wait in line at the grocery store in the afternoon, or spend time with friends at a bar or restaurant in the evening.

Digital signage offers advertisers the opportunity to intercept the work, play, and social patterns of a particular target audience's daily routines and to then weave a media strategy through those patterns. As people make purchases, wait for appointments, or travel from one place to another, digital out-of-home media intercepts them.

## Advertisements on digital signage have stopping power

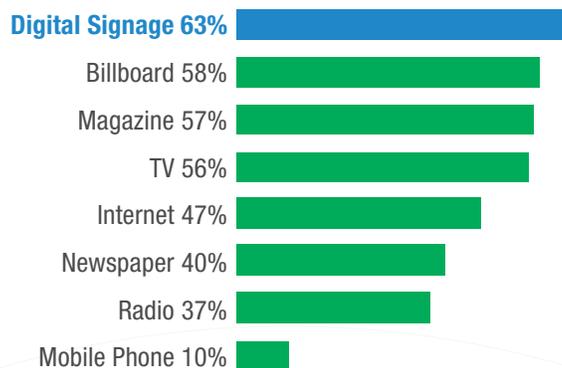
Digital signage advertising catches people's attention and provides a high-impact way of delivering an advertising message. People report that advertising on

digital signage catches their attention better than on any other media.

## People find digital signage advertising to be unique

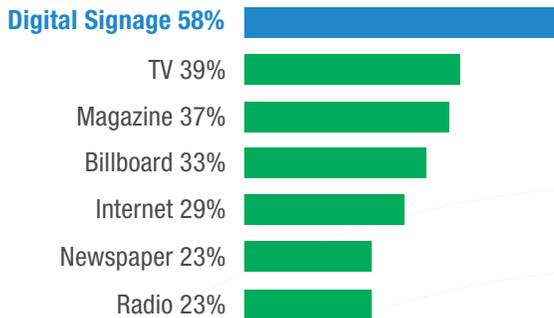
Digital signage often appears in environments that provide content and advertising that is contextually relevant. This relevance, along with the dynamic and interactive opportunities of this media, offers a new experience for many consumers. Among those who have seen advertisements on different kinds of media over the past 12 months, people found digital signage advertising to be the most unique.

Percentage of people who report that advertising on the media catches their attention



Base: Among those that have seen ads in the media in the past 12 months

Percentage of people who report that advertising on the media is unique

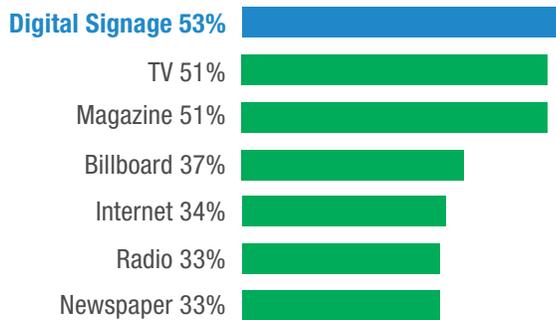


Base: Among those that have seen ads in the media in the past 12 months

### Advertisements on digital signage raise interest

In these times of information overload, it's not easy to pique the interest of an audience. Survey respondents who had seen advertisements over the past year found those on digital signage to be the most interesting.

Percentage of people who report that advertising on the media was interesting

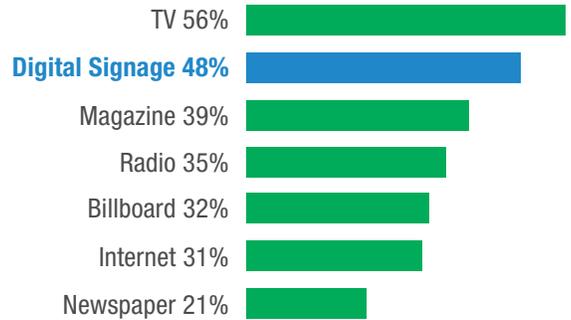


Base: Among those that have seen ads in the media in the past 12 months

### People are entertained by digital signage advertisements

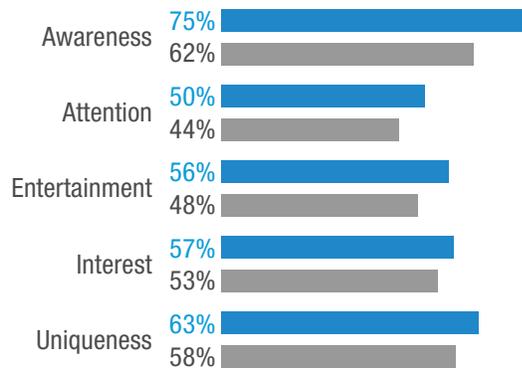
While advertising informs people about a product or service, it can also be entertaining and engaging. People say that digital signage rates nearly as high as TV in entertainment value.

Percentage of people who report that advertising on the media is entertaining



Base: Among those that have seen ads in the media in the past 12 months

Comparison of measures between general adults vs. 18- 34-year-olds (general adults percentages shown in gray)



Base: Among those that have seen ads in the media in the past week

### A great way to reach young people

The survey confirms that digital out-of-home media is particularly effective at reaching people aged 18 to 34 years old, and here's why. Always on the go, and out-of-home more than in, this audience spends less time with traditional media. When they head to school or work, go out shopping or go out with friends, digital out-of-home media is proving to be an effective way to intercept and engage them.

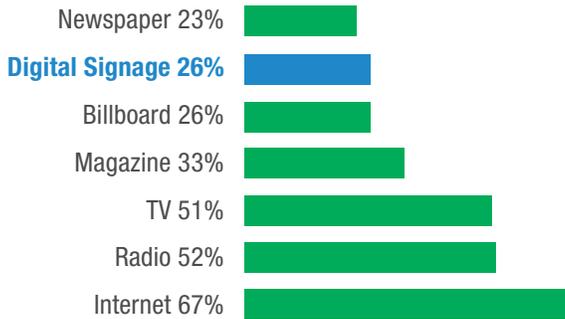
# ACCEPTANCE OF DIGITAL SIGNAGE ADVERTISING

People say that they find digital signage advertising unique, entertaining, and attention getting. They also find it less annoying than nearly all other media. In a world where people are shaping their own media experiences, acceptance is a critical component of effective media.

## A Better Experience During Dwell Times

So many daily activities involve waiting, and digital signage advertisements provide people with something relevant to watch while they are on the go: a very effective way to deliver a targeted message alongside programming of interest to the audience.

Percentage of people who report that advertising on the media is annoying



Base: Among those that have seen ads in the media in the past 12 months

Location	Feeling	Responded Yes
Gas Station	Bored	42%
Medical Office	Likely to pay attention to ads	63%
Hotel	Relaxing	52%
Bank	Likely to pay attention to ads	40%
Stadium/Arena	Relaxing	60%
Airport	Bored	44%

From the gas station to the medical office to the airport to the hotel, digital signage advertisements are being seen as a welcome addition to daily life. No matter what a person is doing—whether they are relaxing, waiting in line, socializing with friends, browsing for a product or service, or simply out and about—they notice digital signage advertising. Given that the customer experience in many digital out-of-home media environments involves dwell time, the mood state of consumers creates a favorable opportunity to deliver a brand message.

“It catches your eye immediately. Makes you pay attention.”

— Survey respondent

# DIGITAL SIGNAGE ADVERTISING DRIVES ACTION

Digital signage advertising is effective in driving action. Whether people purchase or use a product or service, look for more information, visit a store, go to a website, or recommend a product or service to a friend or family member, digital signage advertising has impact.

Digital signage has impact, particularly with young adults.

Percentage of people who reported taking an action as a result of seeing ads on digital signage.

Total adults (gray) compared to 18- to 24-year-olds (blue)

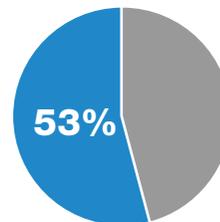


Base: Among those that have seen ads in the media in the past week

## Interactive Opportunities

Nearly eight out of nine respondents say that they use cell phones on a regular basis, and among young adults, text messaging is increasingly favored over email and phone calls.

Topping the list of advertisements they said they would respond to were messages about contests, promotional offers, and invitations to special events.



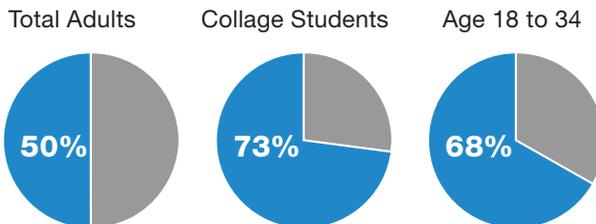
Percentage of total adults likely to text a response to a compelling offer seen on digital signage

Base: Among those who use their cell phones for text messaging.

## Online Purchasing

Not only do consumers notice advertisements on digital signage, but they also go home and use another form of interactive digital media, the Internet, to act on what they saw. Sixty percent of the adults surveyed spent more than 20 hours a week online, and 84% spent more than 10 hours. Thirty percent of the study's adults said they make an online purchase more than once a month.

Percent of cell phone users who report using text messaging



Base: Among people who have active cell phones.

## Online Purchase Frequency - Total Adults

Weekly or more often	8%
A few times a month	22%
About once a month	24%
About once every three months	19%
About once every six months	9%
About once a year or less often	12%
Never	7%

Over 50% of text-savvy respondents were interested in sending a text message in response to advertising on digital signage.

# THE ARRIVAL OF DIGITAL SIGNAGE AS PART OF THE MEDIA LANDSCAPE

---

Americans are spending more and more of their time away from home. Nearly everywhere they go during their daily lives, there are opportunities where digital out-of-home advertising intercepts and engages them. Digital signage is everywhere people are—in places such as bars and restaurants, retail stores, elevators, gas stations, and college campuses, to name a few—and people report that the advertising shown on it is exceptionally effective at engaging them.

“In today’s media landscape, advertisers are challenged with efficiently and effectively reaching people with their brand message,” said Peter Bowen, chief executive officer of SeeSaw Networks. “Combining digital out-of-home with traditional media is an excellent way to leverage this media’s unique ability to intercept people who are increasingly on the go and weave a brand’s message into their daily routines—at SeeSaw we call this Life Pattern Marketing.”

The ubiquity of digital out-of-home media allows for precisely targeted advertising campaigns that engage people based on their life patterns. Whether an advertiser is trying to reach an Alpha Mom or a Mobile Millennial, digital out-of-home media reaches and engages people throughout their daily routines.

The high awareness, stopping power, engagement, likability, and ubiquity of digital signage advertising makes digital out-of-home a must-have for today’s media mix

## **Learn More About the OTX Digital Out-of-Home Media Awareness & Attitude Study**

We hope you found this summary report to be of interest. If you would like to review the complete findings from this study

call **+1 877 SEESAW8**

email **research@seesawnetworks.com**

or visit **www.seesawnetworks.com**

to request a presentation and delivery of the full report.

---

“The OTX study confirms that digital signage has reached critical mass as a component of an advertiser’s media mix... And I think there’s more we can do with this medium every day.”

**Greg Smith**

**COO Neo@Ogilvy**

*A digital and direct media company  
of OgilvyOne Worldwide*

## About OTX

OTX (Online Testing eXchange) is a global consumer research and consulting firm that has established itself as a leading provider of online-based research. The company specializes in providing innovative, cutting-edge online technology, products and analysis to the marketing, entertainment, and advertising communities. OTX has developed the most innovative products available for online research today—products that work to uncover deeper and more profound consumer insight. Today the company is one of the fastest growing research companies in the United States and has offices in Los Angeles, New York, Cincinnati, Miami, Chicago and London, with strategic partners in Japan, Australia, Russia and China.

## About SeeSaw Networks

SeeSaw is the most extensive network of digital out-of-home media with more than 16,000 venues nationally and growing. Through its network of affiliates, SeeSaw currently delivers over 30 million weekly gross impressions—more than most prime time TV spots at a fraction of the cost. SeeSaw operates SeeSawAds.com, a media service that enables agencies to easily plan, buy, and measure digital signage. On SeeSawAds.com agencies customize campaigns across different venues, markets, and demographics with unprecedented precision. With SeeSaw, advertisers can reach people where they are.

SeeSaw Networks is headquartered in San Francisco. For more information on SeeSaw Networks, please visit [www.seesawnetworks.com](http://www.seesawnetworks.com).

## Learn More About Life Pattern Marketing

Advertisers and media planners interested in learning more about SeeSaw's Life Pattern Marketing methodology can download a free whitepaper at

<http://www.seesawnetworks.com/services/whitepapers/life-pattern-marketing/>

### SAN FRANCISCO

SeeSaw Networks  
100 Bush Street, Suite 950  
San Francisco, CA 94104

Phone +1 415 375 4080

### NEW YORK

SeeSaw Networks  
Rockefeller Center  
1230 Avenue of the Americas  
7th Floor #784  
New York, NY 10020

Phone +1 415 375 4080

