

streetlive

REALTIME OUTDOOR

Independent research conducted by Dipsticks

... IMPACT

STREETBROADCAST IS THE LARGEST
EXTERIOR DIGITAL MEDIA OWNER IN THE UK

StreetLive is a unique and outstanding digital communication channel that delivers high impact advertising at ultra low cost with high flexibility. Facilities can include sound and Bluetooth. Broadcasting in the UK's top cities and at superb shopping locations, every StreetLive unit is chosen for their optimum footfall and traffic flow. Locations include Glasgow, Liverpool, Manchester, Coventry and The MetroCentre in Gateshead.



... HOW WE DID IT

468 face to face street interviews were conducted giving us detailed insight into shopping and purchasing habits. The research was conducted on Church Street, Liverpool; an area of the city centre which has recently been regenerated as part of the Capital of Culture 2008.

... LOCATION MAP



5 StreetLive units have been installed at intervals down Church Street and Lord Street. Church Street is over 500 metres long and has a footfall of 500,000 shoppers a week.

- Pre installation - face to face testing interviews took place in August 2007
- Post installation - face to face testing interviews took place in October 2007

... WHAT WE KNOW

We know how often they shop, when they decide what to purchase, what advertising they see when they shop and where they see it.

... SHOPPERS PROFILE ON CHURCH STREET

Female bias, younger and a higher proportion of students versus the national average. 2/3rd visit Church Street at least once a week. 50% of those interviewed were visiting specifically to purchase an item. 61% of respondents decide which brands to purchase whilst out shopping.

Once the StreetLive units were installed shoppers described Church Street as 'buzzing'.



... DIGITAL ADVERTISING AWARENESS

- To assess the general awareness of digital advertising amongst shoppers
- The first study to determine the awareness and attitudes of StreetLive
- To measure the recall of local / national advertising and messages from community broadcasters

"I have seen some advertising
on lampposts and
actually I think they are pretty
eye catching"

Dipsticks

STREETBROADCAST

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...THE RESULTS

- After installation there was an **88% increase** in awareness of StreetLive screens
- 65%** thought the units were interesting, informative and **eye catching**
- Recall for one client was **63%**
- 1/3 of respondents **recalled ads exclusively shown on StreetLive**
- 78%** of respondents who noticed the screens were **16-44 year olds**

RECALL OF ADS EXCLUSIVE TO STREETLIVE

Content Provider
Liverpool Echo 63%

StreetLive Test Brand
Swimming Fish 30%

"It draws your attention & gets you interested"



...COMMUNITY MESSAGING

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Unprompted recall of council messages was 40% rising to 51% once prompted.

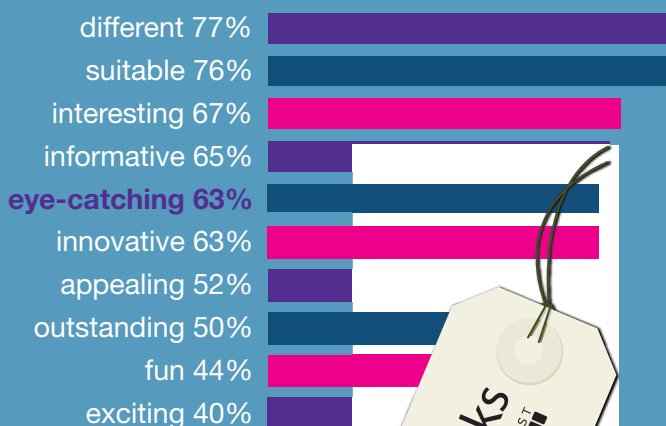
76% thought the screens were suitable for Church Street.

Once the 5 screens were installed, there was an increase of 45% of shoppers thinking the area had a better atmosphere.

Trinity Mirror, our daily news content provider in Liverpool, broadcast straight from their news desk to the screens via the Liverpool Echo platform. During the research they received a prompted recall of 63%.

"As you walk past you can see it rotates, it follows you"

ATTRIBUTES GIVEN TO DIGITAL SCREENS



...IT WORKS

StreetLive works, it gets you noticed and communicates with your audience using a proven format. Call our team on 0845 0900 150 for a presentation and further information.

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