



**Q & A**

# **dentsu**

January 25, 2021

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COMMB caught up with dentsu's Moira Gilderson, *VP, Associate Media Director* and Tariq Ali Qasim, *Supervisor Print & OOH Media Investment* to hear what they had to say about OOH. We'll dive into why dentsu uses OOH, their thoughts on static vs. digital, the power of creative and some strategic innovations leading OOH and DOOH.



## Why does dentsu use OOH?

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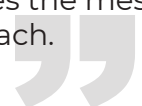


As a channel, OOH is extremely diverse and presents a variety of opportunities to fit into a campaign strategy. It provides regional reach on an extremely efficient CPM. It can adapt to provide more contextual and relevant messaging based on the make up of a neighbourhood and it has high penetration in key markets for a variety of types – large roadside, shopping malls and transit all provide over 85% penetration of key markets\* – which provides a wealth of ways to build impressions to reach a mobile or location specific population.

Furthermore, with the evolution of OOH, there have been several innovations, new formats and technological advancements that have drastically enhanced this medium's ability to better target the audiences. The overall technological evolution with the

way data is collected and used also adds to better measurement for OOH, revealing its credibility and instilling more confidence amongst the advertisers. Programmatic, dynamic triggers, mobile retargeting, radio collabs have all become a great example of the potential OOH carries in making campaigns more effective and engaging and working well within the overall media strategy. And needless to say OOH naturally provides great room for creativity, enabling out-of-the-box ideas to be executed as creatively as required.

Another aspect of OOH that makes it a very lucrative is that once it is posted it is an always on activation that isolates the message in a very brand safe approach.



\*Source: dentsu MI Channel Planner All Adults National



What are the key benefits OOH provides to your clients?

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The COMMB website provides some excellent insights on the key benefits that OOH can provide in campaigns and to our clients and all of those benefits would apply to how we work with our clients. Beyond that list, we have confirmed three other areas that we love to focus upon in our work with clients at dentsu.

Our proprietary channel planning system at dentsu confirms the fact that noticeability is very high with all key demos. This opens the door to creating stronger branding campaigns and create social impact.

When we combine OOH with other key channels, especially TV, we build on reach and can provide an additional 5-7% increase at efficient costs in key markets. \*

We also love the ability to combine other channels to really create unique impact with key OOH placements such as radio or mobile or even data. We ran a massive digital OOH activation for Shoppers Drug Mart that involved a live feed from the Weather Network. This feed provided data on key weather conditions that dynamically changed the creative to match the impact on hair throughout the day and suggested products that could help. This created a very successful campaign that was unique in the market at the time.

The agility found in digital OOH was a massive benefit in the past year. The ability to go live within a matter of hours from final approvals enabled campaigns to be more relevant in a changing marketplace.



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*\*Source: dentsu M1 Channel Planner Adults 25-54 National*



## What are your thoughts on static OOH vs. digital OOH?

With most of the new inventory addition to the landscape being Digital, Static units still represent the majority of OOH inventory and remain as the only medium that offers continuous 24 hours exposure which can't really be turned off or ignored. Each format has its own set of virtues which may be best taken advantage of by selecting the right formats for the right campaigns. Advertisers looking to do brand building campaigns or to raise the awareness might get better mileage from the 100% sov and 24/7 presence of static formats such as full venue takeovers - which basically become a part of the background. Furthermore, with the physical production involved, static is usually a longer commitment staying out there long enough to get noticed and assimilated into the consumers' minds.

On the other hand, DOOH, with its ability to switch creative messaging and, at times, even do real-time messaging can be a game changer with certain campaigns.

Offering more variety of messaging and creatives with the changing spots can help keep it interesting for the audience. Furthermore, with the programmatic technology in place, the added benefit of targeting, measurement, dynamic triggers and day-parting makes it extremely effective and coherent with other media using similar filters in the mix. The bright impactful screens, the attention grabbing formats and catchy and engaging creatives can really get the audience's attention in a very short period of time and can do a lot for campaigns communicating to generate certain call to action – not to forget the short turnaround times in getting the campaigns on or off.

Having all the players involved at the time of planning allows for a stronger mix of the two formats to be developed for a stronger activation.

# CREATIVE



## How important of a role does creative execution play in your OOH strategy?

At dentsu, we recognize the value of tying in the creative execution to the activation. It is part of our communication process and we work collaboratively to ensure the success of the campaign from the first iteration of the plan through to the activation. Creative is a massive influence which can help to dictate placement, type of placement and what other channels or systems are needed to support the launch.

The ever evolving OOH landscape and technological abilities have fostered the need for contextually relevant, clutter breaking and more engaging creative. With the eventual objective for each campaign in mind, and the creative capabilities at hand, much can work to determine what formats or placements could work best in each situation. Weather triggers, dayparts, geographic locations, formats, all can either influence or be influenced by the type of creative.

When it comes to creativity, OOH works as a vast canvas for any out of the box ideas and executions, which can sometimes become a great pivot for a whole campaign with quick noticability and more memorability. A fantastic example of the power of creative and media merged into activation is the no name relaunch.

Never was this more important than on the relaunch of no name for Loblaws. The strong collaboration and hand selection of locations for the creative showcased the messaging and drove impact and engagement. This is our preferred way to drive out of home success!



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## What advertising strategies do you see for your brands in future campaigns?

“The diversity of OOH lends itself to future adaptations and opportunities. If the past year has taught us anything, it is that agility and consumer engagement need to work together to create stronger connections with consumers and markets by being more relevant to their market.

Providing moments of joy, humour or getting people to consider something new on a brand or service will be key to developing

those connections. Well planned and activated OOH can provide those moments for any clients looking to engage.

The teams at dentsu have always believed that OOH is a channel that provides great opportunities which can extend well beyond reach to drive great business results and we have proven that vision in a variety of work done for our clients.”





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