

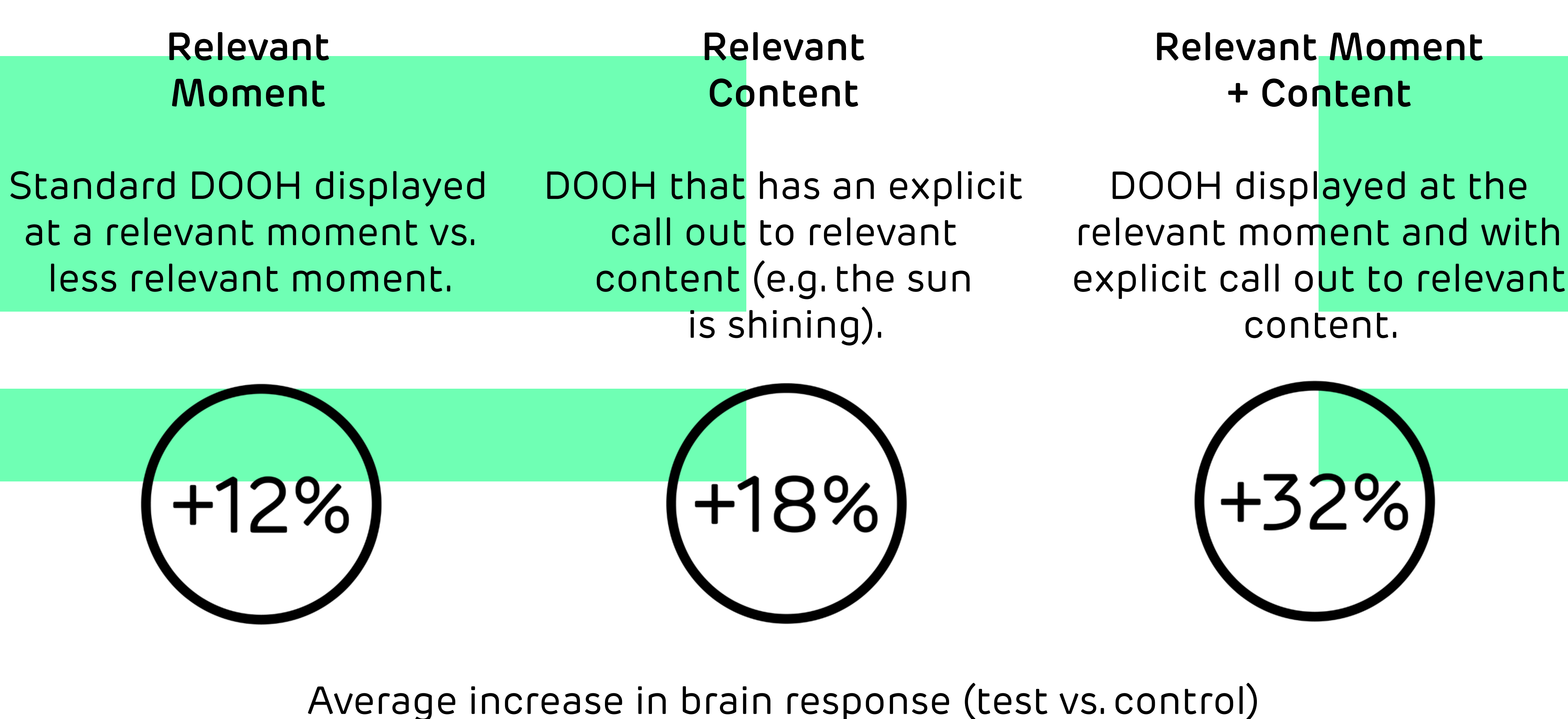


# THE MOMENTS OF TRUTH

A landmark three-stage research project that proves how the use of contextually relevant messaging in Digital Out of Home will increase effectiveness by an average **+17%**.

## 1. Neuroscience

Research experiment monitoring the brain response of **160 participants** during exposure to either contextually relevant (test) or non-contextually relevant (control) DOOH advertising:



## 2. Ad Recall

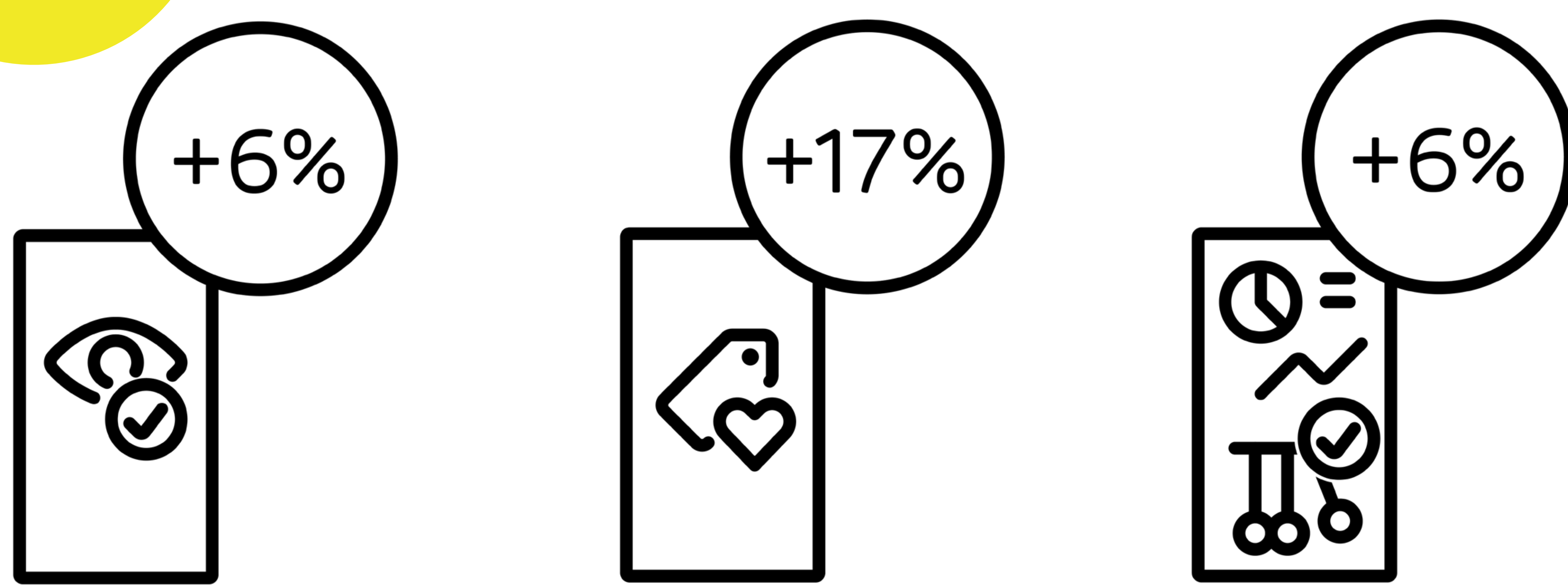
**280 respondents** viewed a video walkthrough of an indoor shopping centre. The video featured a mixture of contextual relevant (test) and non-contextually relevant (control) advertising displayed on DOOH screens.

Eye tracking software monitored the duration of ad fixation, while a post exposure questionnaire recorded ad recall and creative rating.

Time Spent Looking at Advert

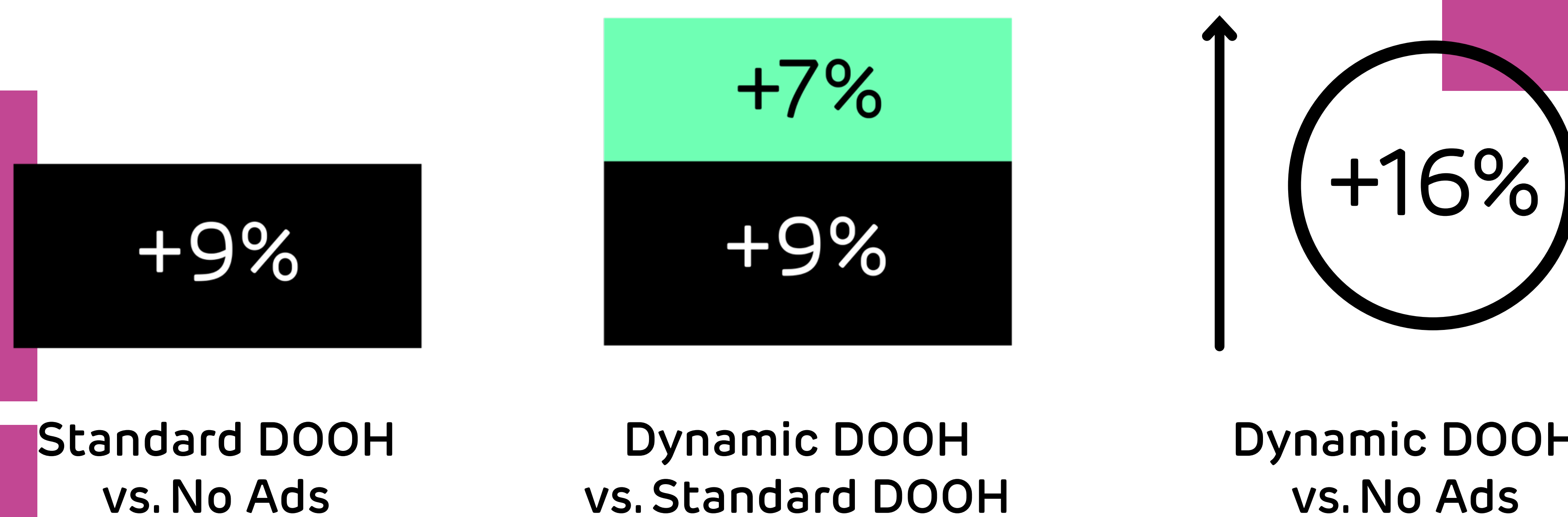
Spontaneous Ad Awareness

Average Creative Rating

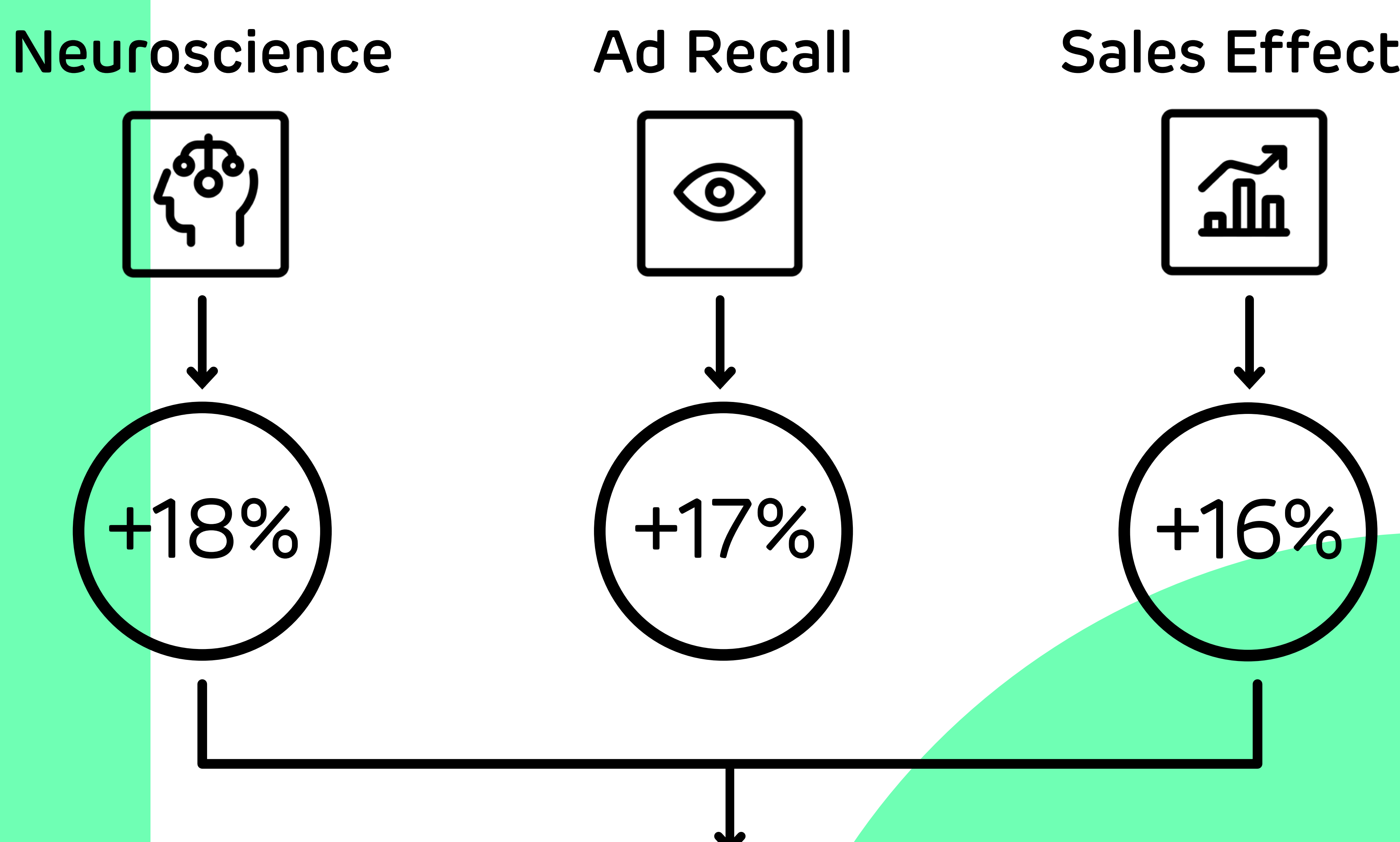


## 3. Sales Effect

Meta analysis across multiple effectiveness studies, each of which monitored the link between in-store sales and the use (or absence) of DOOH advertising.



Maximise the effectiveness of your DOOH advertising with contextually relevant messaging



**+17%**

Uplift in Digital Out of Home Effectiveness

#themomentsoftruth

Source:  
 1. Neuroscience, Conducted by Neuro-Insight, using the Neuroscience technique of Steady State Topography (SST) measuring brain response of 160 participants.  
 2. Ad Recall, Conducted by Research Bods, using online webcam eye tracking and online survey of 280 respondents.  
 3. Sales Effect, Conducted using test & control store sales data for 4 advertiser campaigns