

Understanding the why, where and the how

A ground breaking 3 stage research study into mobile search behaviour, which reveals that mobile searches conducted in out of home locations are 38% more likely to lead to a purchase compared to at home mobile searches

Stage 1

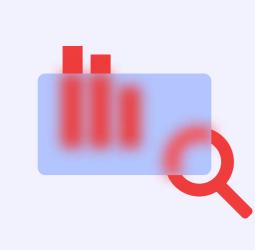


### People Search

Consumer Search behaviour parallels Need States across different categories

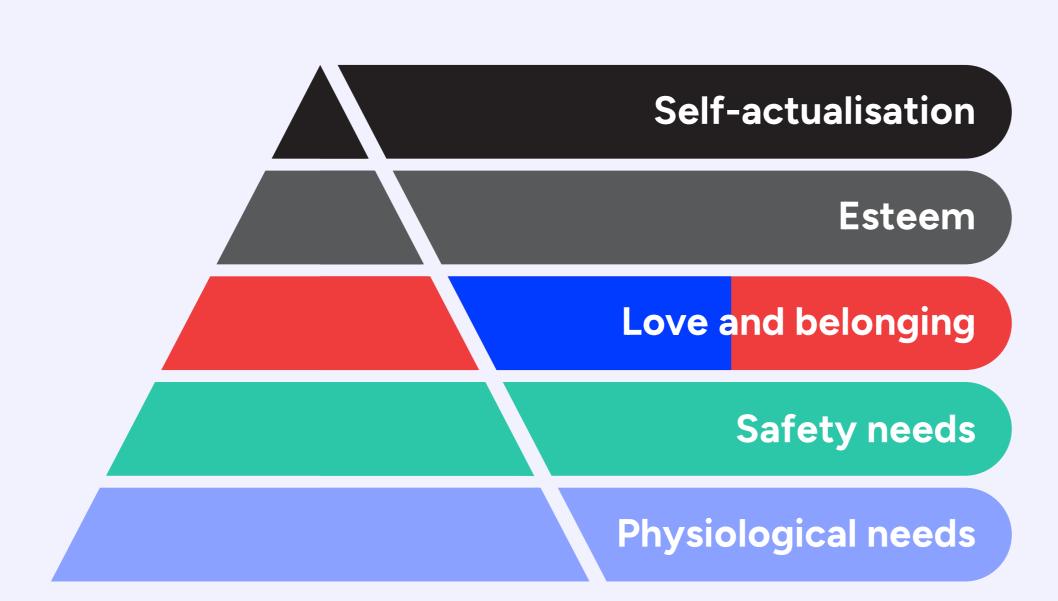


Consumers who spend more time OOH conduct more searches across more categories

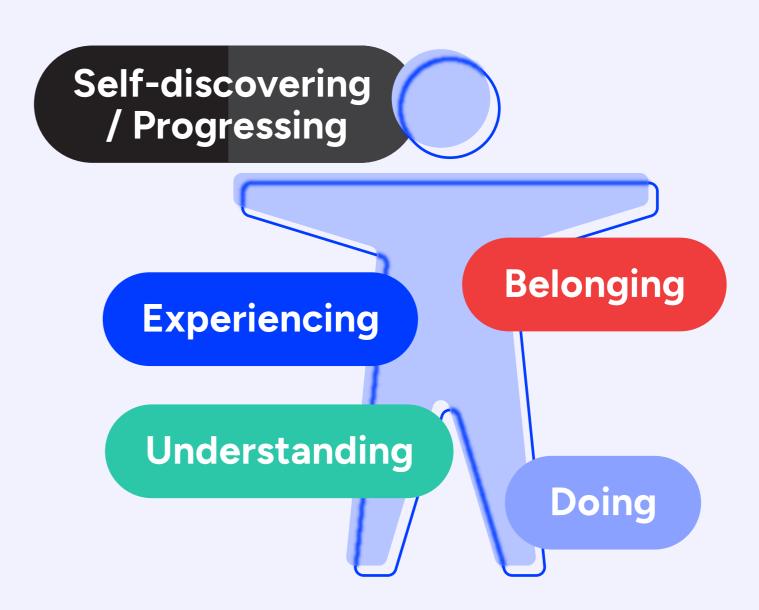


Conducted through desk research and an online research study amongst 1,100 GB consumers aged 18-55 to understand why people search

#### We found that search typologies mirror Need States



Maslow's Hierarchy of Needs



6 Search Typologies (Google)

#### Which are reflected across categories

62%

of Food / Drink / Grocery Shopping searches are "Doing searches" (Index 141)

57%

Finance searches are "Understanding Searches" (Index 130)

34%

Career searches are "Self-discovering / Progressing" (Index 309)

Stage 2



#### People Search

Mobile searches conducted **OOH** are more diverse than At Home mobile searches and lead to more actions



Searches conducted in OOH Locations lead to a purchase than At Home mobile search



**10,000 individual searches** which recorded their mobile search behaviour in the last 7 days to determine how mobile search differs when conducted in "OOH Locations" versus "At Home"

A bespoke online mobile search diary completed by **1,100 people** and capturing almost



Need states - OOH mobile

searches cover more need states than at home mobile searches significantly over indexing for "Experiencing" (+37%), "Belonging" (+70%) and "Self-Discovering / Progressing" (+40%)

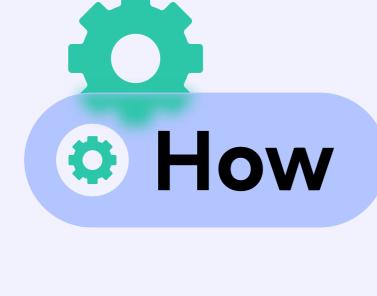


conducted OOH are more spread out across time periods. Over 8 in 10 taking place before 7pm, while 4 in 10 At Home mobile searches are conducted in the evening post 7pm



conducted OOH have a wider variety of triggers, particularly based on location needs (39%), the senses e.g. conversations (20%) and linked to activities people are doing (18%)

Stage 3



# **OOH Advertising Drives Search**

OOH environment priming attributes encouraging search include: Inspiration, The Senses, Experiences & Location Needs

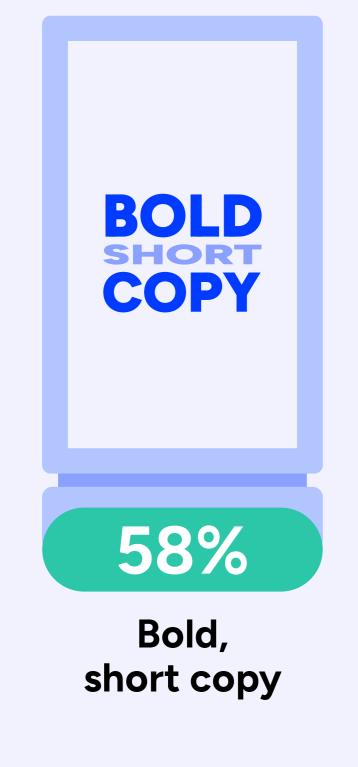
Consumers state OOH Advertising creative with a location call out would encourage them to search

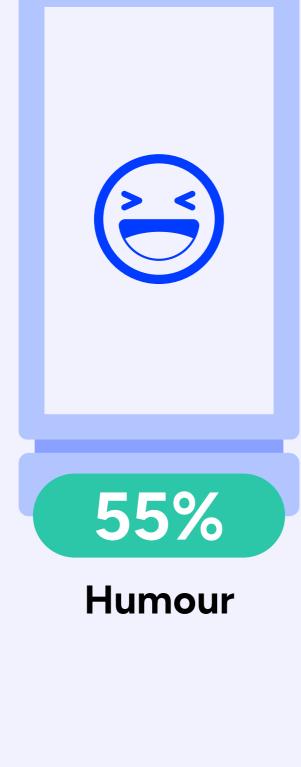


1,100 GB consumers aged 18-55 using visual stimuli

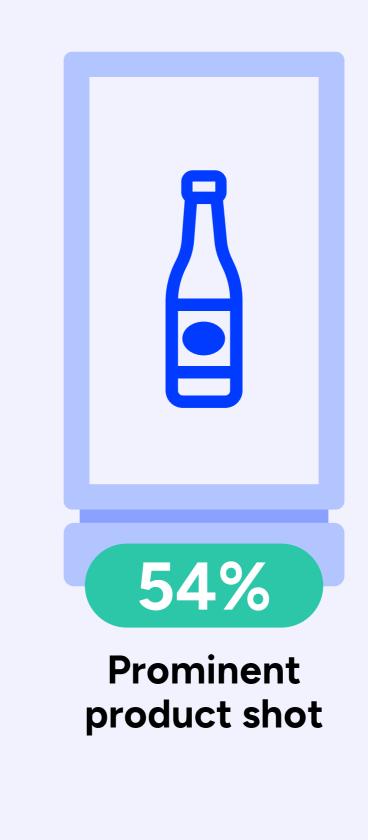
Conducted through an online research study amongst

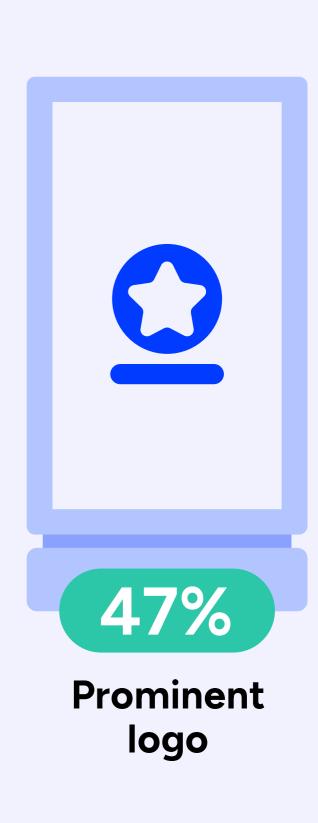
## Creative drivers of search



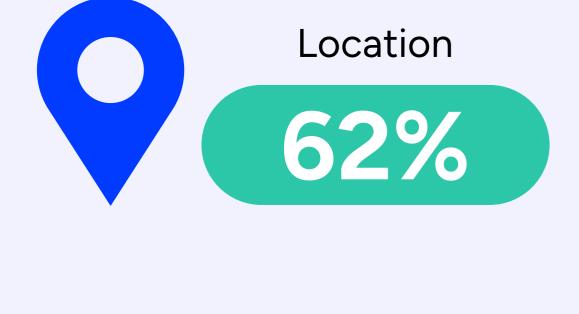




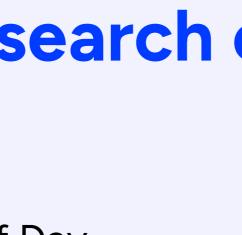


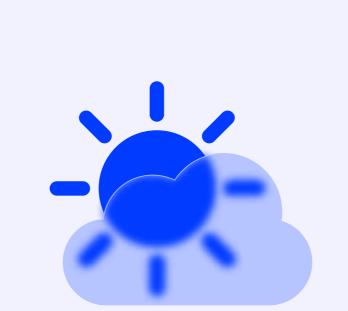


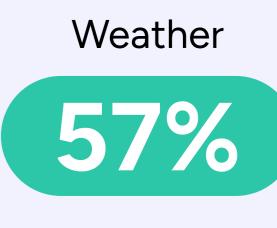
### Dynamic triggers drive search even more

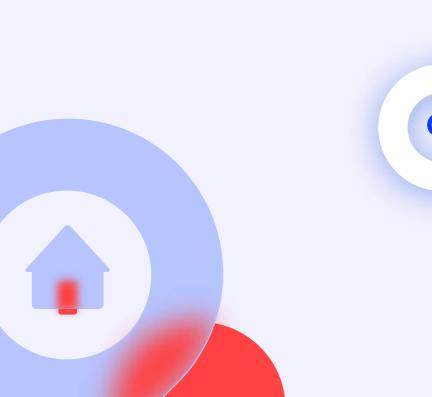












Posterscope global Clear Channel **JCDecaux** 

Source: All 3 research stages conducted using research partner Panelbase