

Rotating messages build brand

Continental Outdoor Media commissioned Millward Brown to research the impact of rotation on two out of home (OOH) advertising campaigns in Johannesburg North and measure the impact of Citilite rotation in terms of reach and frequency build.



"We introduced and patented the Citilite over nine years ago in South Africa and have always known that the success of the range is largely due to the tactical opportunities it provides marketers. The current research not only proves this, but is useful to a media planner whose chief aim is to get a significant return on investment," said Lyn Jones, marketing manager of Continental Outdoor Media.

Jones addressed media agencies at a recent Continental Conversations function (the third so far in the series); an event that offers insight into and knowledge about out of home media industry concerns, opportunities and challenges.

The company evaluated two live campaigns, coining them Brand A and Brand B, over the duration of one month, to determine reach and frequency. The sites within the campaigns were tested with and without rotation.

"We discovered that overall reach is higher when campaigns are rotated; however, unrotated campaigns build more frequency. So there is a trade-off, but rotated and unrotated strategies can fulfil different roles in planning for reach and frequency," noted Jones. Rotation of Citilites have numerous benefits:

- Consumers find the OOH eye-catching and impactful;
- Rotated campaigns give brands the best reach and return on investment;
- By rotating Citilites, the percentage of unexposed campaigns is reduced, thus:
 - There is an increase in the reach overlap of Citilites and Super Signs (33% unique reach with Citilites; but together with Super Signs - there is 90% reach);
 - There is an increase in the synergy effects with other media.

"The research results also indicated that consumers feel that rotated adverts' creative messages don't suffer fatigue."

"Intuitively, we knew that rotation would increase reach, but no research could previously endorse what we thought. Now, our research can be used as a template and applied in other parts of South Africa and in Africa. In fact, we've just completed a media measurement study in Dar es Salaam, Tanzania, and the same trends have emerged," concludes Jones.

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