



# How do I measure the effectiveness of my Outdoor Campaign?

The independent measurement of the effectiveness of outdoor advertising is a relatively new concept in the local outdoor market.

Until recently, advertisers had to be satisfied that the amount of planning and analysis that went into an outdoor campaign was adequate and comprehensive enough to meet their objectives. Without the use of detailed planning and evaluation facilities, the "shotgun" effect was the method most often adopted, in the hope that at least part of the target market was exposed to the message, and that message comprehension and take-out did in fact correlate with the brand's proposition.

Today it is possible not only to measure the overall effectiveness of a campaign, but to monitor the contribution of outdoor advertising to the brand's overall awareness index within a given site catchment area either at a single point in time or on a continuous basis.

As part of their proprietary range of marketing services, Primedia Outdoor have developed a research-based campaign tracking facility aimed at providing advertisers with both qualitative as well as quantitative feedback on the effectiveness of their outdoor campaigns. More specifically, the objectives of this tool, known as Prime Track, are as follows.

- To measure the contribution that outdoor advertising is making to the overall awareness index.
- To establish spontaneous awareness of outdoor advertising for key brands
- To establish the impact or effectiveness of various outdoor formats.
- To establish the impact of the campaign.
- To determine the level of campaign recognition and impact of the branding.
- To determine the reach of the campaign in a given site catchment area.

The result is a comprehensive evaluation of the advertisers' campaign both in terms of creative execution well as in terms of the site location and weight spend. This allows an advertiser to fine tune their holding to ensure optimal site distribution, and to maximise their return on adspend, all of which contribute towards improved accountability of the advertising medium.

Based on the results of a number of both qualitative and quantitative outdoor research studies conducted on behalf of their clients, as well as findings of an independently conducted media effectiveness study commissioned by a major beer manufacturer, Primedia Outdoor have developed a comprehensive presentation that explores the effectiveness of outdoor as an advertising medium. The study includes the measurement of outdoor effectiveness in generating advertising awareness, as well as the extent to which outdoor is capable of driving brand pre-disposition and purchase. In addition, to revealing the benefits of outdoor as a support medium to TV versus other above the line media types, the research looks at elements that contribute to creative wear-out as well as some fundamental creative learnings affecting the success of outdoor campaigns.

For a full presentation on the results of the study, please contact Primedia Outdoor on (011) 475 1419.

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