

GEOCMV EXPLORER

CASE STUDY: THE POWER OF OUTDOOR ADVERTISING

In 2018, Australian advertisers spent approximately \$1 billion on outdoor advertising, according to Nielsen Ad Intel estimates. When trying to work out the return on investment (ROI) on these dollars, it's historically been difficult to determine whether the right audience saw the ad; and it's proven a challenge to add more detail to an audience segment that spans beyond age and gender.

To drive a better outcome for ROI on marketing dollars, Nielsen and RDA Research have partnered to shine a light on target audiences with a solution called GeoCMV Explorer. Specifically, attitudes and behaviours, media consumption, intention to purchase, demographic, socioeconomic, attitudinal and segmentation variables are all made readily accessible through a user-friendly cloud-based geoanalytics tool. This means that marketers can geographically refine their media planning and selling based on specific target audience concentrations.

Here are two de-branded examples that show how outdoor advertising was able to maximise the reach and resonance of ads with target audiences.

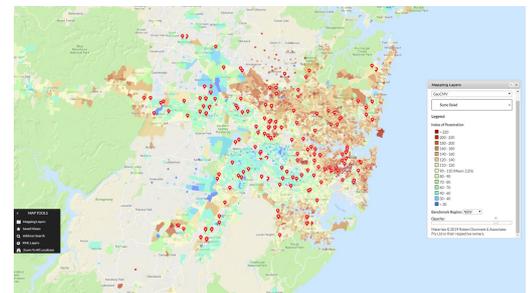
EXAMPLE 1

Challenge: Where are the best outdoor advertising assets to promote a healthy salad option for a fast-food, quick-service restaurant?

The GeoCMV Solution: Find the optimal out-of-home asset selection that combines fast-food and salad target audiences.

Key Outcomes:

Top 100 restaurants for the healthy option salad identified and located outdoor signs within a five minute drive of each restaurant.



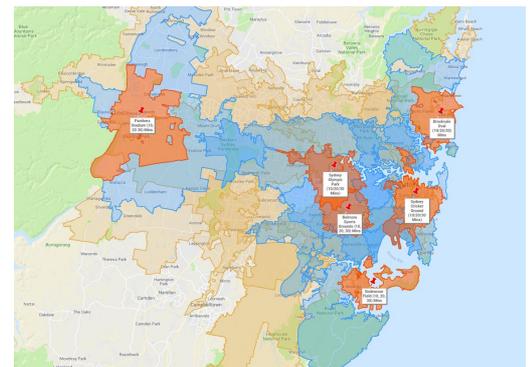
EXAMPLE 2

Challenge: What is the best repurposing strategy for a number of Sydney sporting venues?

The GeoCMV Solution: Develop drive-time trade areas for each venue in the GeoCMV Explorer Map the drive-time of sporting venues to the favourite types of sporting events that Australians have indicated they would "Go to Watch". For each venue build a ranking of the most-favoured sporting events.

Key Outcomes:

Sporting venues have a new strategic direction for redevelopment without conducting primary research



Reach out to your account manager if you are interested in a demo of GeoCMV Explorer to understand how you can add a layer of sophistication to your marketing brief responses by heat mapping your target audiences to pinpoint key prospects.