

The Future of Outdoor Advertising – a marketing perspective

October 2011 |
Christian von den Brincken



STRÖER
out of home media



Strategic context

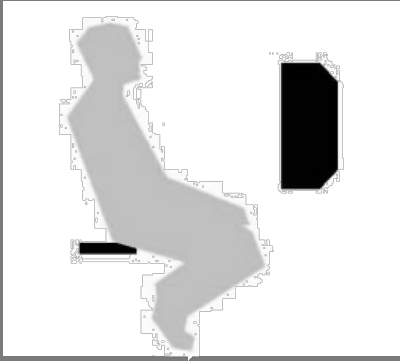
- > OOH will always be a broadcasting channel
- > Three effects of digitalisation on OOH
 1. Fragmentation of electronic broadcasters (TV, etc.)
 2. Flexibility in OOH
 3. New concepts; Demand leads to activation



OOH = Any communication with people outside of their home

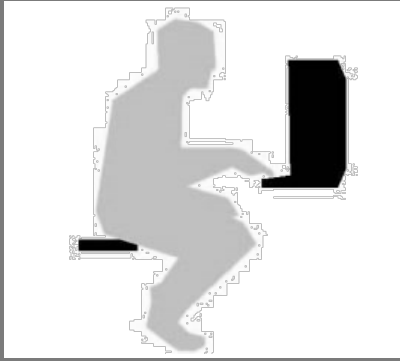
Three levels of digitalisation

1.0 Broadcasting



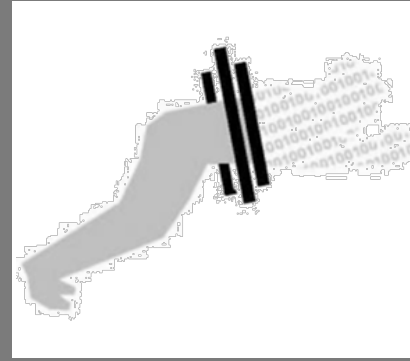
Entertainment

2.0 Interaction



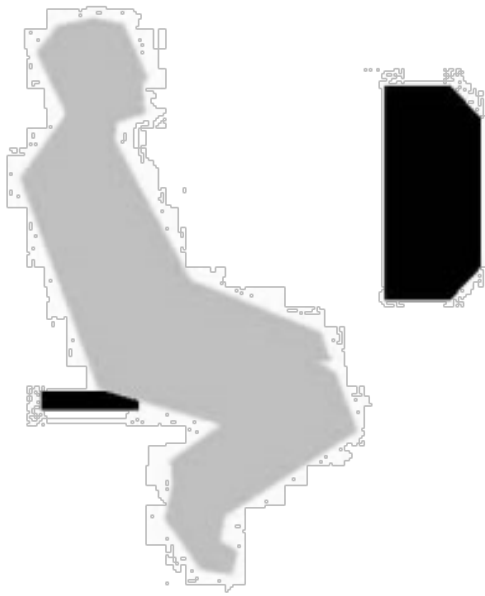
Involvement

3.0 Immersion



Self creation

Digital broadcasting





zu den Zügen
Reisezentrum

To the trains, Travel Center / Accès aux quais, Centre de voyage



DB-
Lounge



Carsharing

WC-Center



Und ganz ohne
Vertragslaufzeit.

Und ganz ohne
Vertragslaufzeit.

Und ganz ohne
Vertragslaufzeit.

O₂
Und ganz ohne
Vertragslaufzeit.

Nur
20 €

O₂
Und ganz ohne
Vertragslaufzeit.

Nur
20 €

Berlin, main train station



McDonald's logo

WIEDER DA:
Die original Coca-Cola-Gläser
1 Glas gratis zum McMenü®

gratis

STROER

STARBUCKS



McDonald's logo

WIEDER DA:
Die original Coca-Cola-Gläser
1 Glas gratis zum McMenü®

gratis

STROER

München, main train station



Frankfurt, main train station



← ReiseZentrum



Do



← Dom

Dom

Cologne, main train station



Stuttgart, main train station

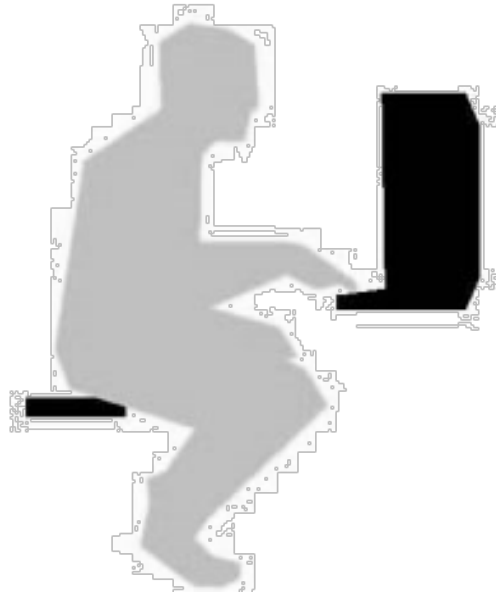
Digital OOH broadcasting case





The essence:
Consumer: attention // Industry: flexibility

Digital interaction





Suddenly there is a instant feedback channel



... Feedback leads to action! Action is impact!





Sales support initiative: Vooh!

- > Successfully launched in summer 2011
- > Strong client interest both nationally and regionally
- > Co-operation talks for distribution boost with
 - Payback
 - Lotto Nord
 - Blue Man Group
- > Augmented reality function from 2012

Evtl. BASE
Montage

SOMMERLAUNE AUF BESTELLUNG.

Otto... find' ich gnt.



UNSERE BESTSELLER

bis zu **30%**
REDUZIERT

Nur solange der Vorrat reicht!

Jetzt auf www.otto.de

STRÖER

SOMMERLAUNE AUF BESTELLUNG.



Otto... find' ich gnt.

UNSERE BESTSELLER
bis zu **30%**
REDUZIERT

Nur solange der Vorrat reicht!

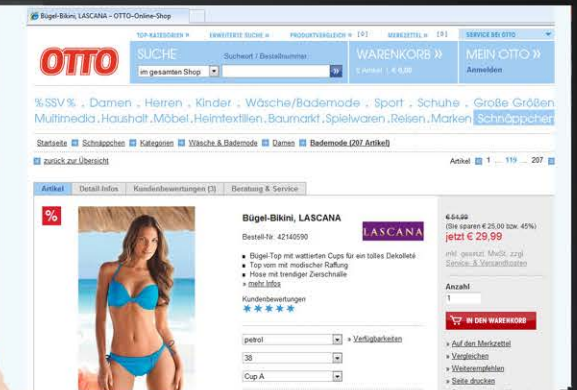
Jetzt auf www.otto.de

STRÖER

STRÖER
out of home media



Vooh!





Current Vooh! enhanced campaigns

- > BASE: connects national campaigns with online sales
- > MFI: Sandman sweepstakes for Berlin shopping arcade
- > KAW: promotion for outdoor advertising
- > HS: local recruiting in Essen
- > Radio SAW: cross-media promo
- > YSL: enhancement of Out-of-Home Channel campaign



Example Tesco, South Korea





The essence:
Consumer: involvement // Industry: geo-tagging



Tiny targets?

Today!



Tomorrow: new target groups evolving!

Immigrants



Not able to process information flood and media fragmentation with habitual attention allocation (serial, focussed) and thus switches off.

Listens



Orientation

Natives



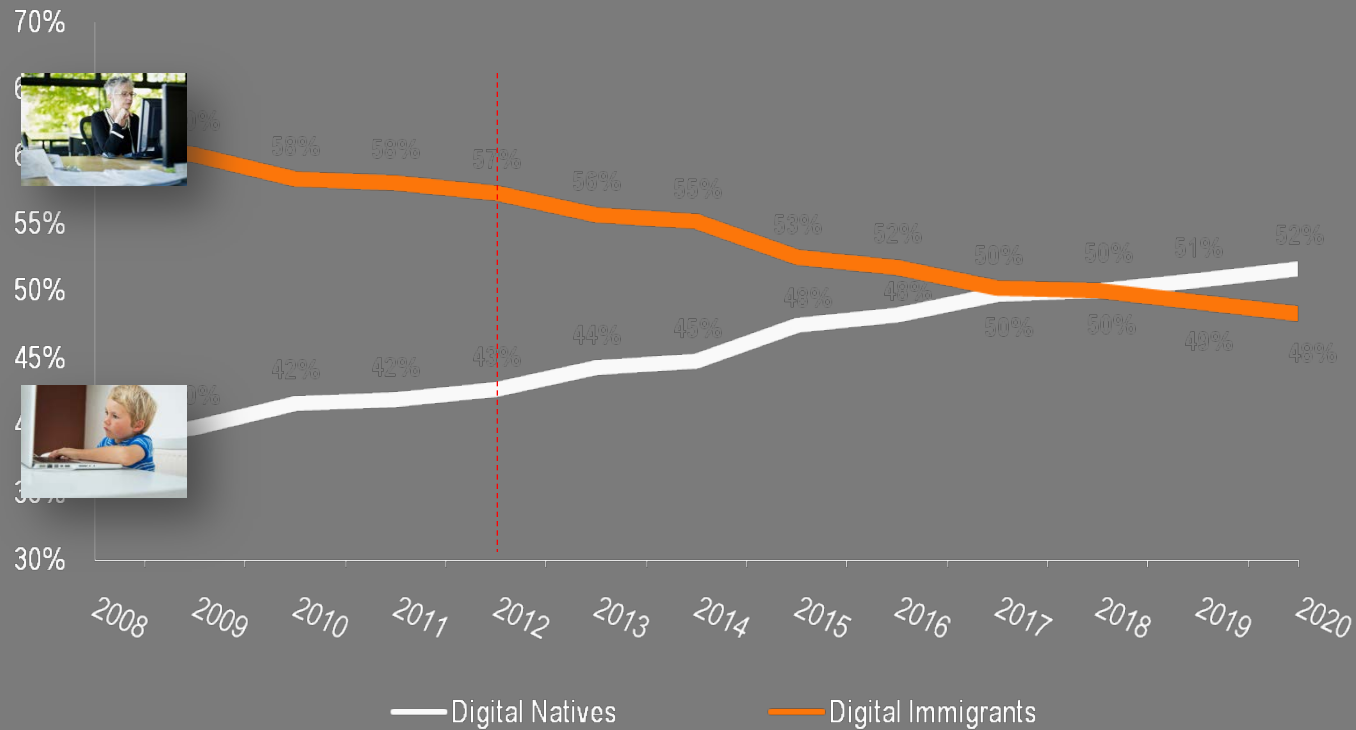
Immerges in new levels of media evolution and fragmentation with spontaneous, partly parallel and always selective attention allocation with the aim of processing information flood.

Always on

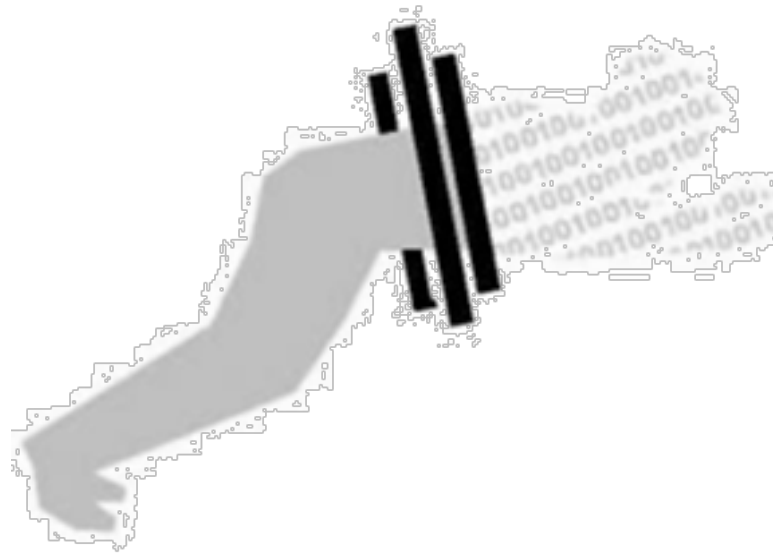


Activation

Both targets groups equally relevant in the near future



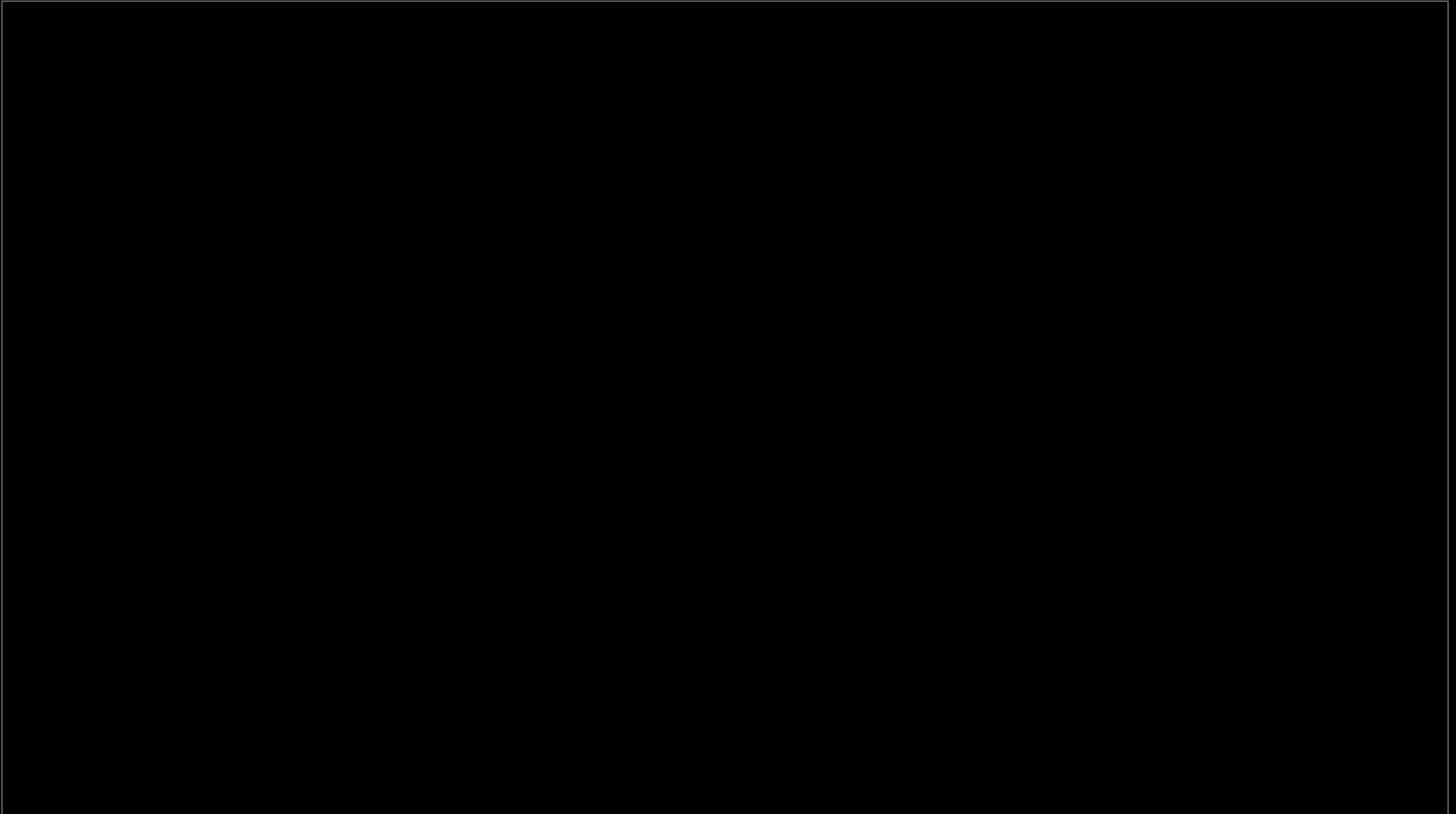
Digital immersion





Connecting real and virtual worlds

Example of today (Axe)



Usecase for tomorrow

Window to the World



The essence:
Consumer: creation // Industry: targeting

Thank you!

