The moments of truth

A landmark three-stage research project that proves how the use of contextually relevant messaging in Digital Out of Home will increase effectiveness by an average **+17%**.

What is Dynamic?

Dynamic advertising is the process of optimising a brand's message on DOOH screens through the use of data and scheduling rules. This ensures that your customers are always seeing the most relevant message.

The Dynamic Difference.

More relevant, dynamic messaging increases the performance of your DOOH campaign. We call this incremental increase the Dynamic Difference. Posterscope and Liveposter have a wealth of results proving the dynamic difference on over 20 campaigns, but have never before conducted a study looking specifically at why dynamic works.

1 - Neuroscience

Research experiment monitoring the brain response of 160 participants during exposure to either contextually relevant (test) or non-contextually relevant (control) DOOH advertising:

+12%	+18%	+32%
Relevant Moment	**Relevant Content**	**Relevant Moment + Content**
Standard DOOH displayed at a relevant moment vs. less relevant moment.	DOOH that has an explicit call out to relevant content (e.g. the sun is shining).	DOOH displayed at the relevant moment and with explicit call out to relevant content.

Average increase in brain response (test vs. control)

2 - Ad Recall

280 respondents viewed a video walkthrough of an indoor shopping centre. The video featured a mixture of contextual relevant (test) and non-contextually relevant (control) advertising displayed on DOOH screens.

Eye tracking software monitored the duration of ad fixation, while a post exposurequestionnaire recorded ad recall and creative rating.

+6%	+17%	+6%
Time Spent looking at Advert	**Spontaneous Ad Awareness**	**Average Creative Rating**

Average increase (test vs. control)

3 - Sales Effect

Meta analysis across multiple effectiveness studies, each of which monitored the link between in-store sales and the use (or absence) of DOOH advertising.

+9%	+7% / +9%	+16%
Time Spent looking at Advert	**Spontaneous Ad Awareness**	**Average Creative Rating**

Average sales uplift (test vs. control)

Maximise the effectiveness of your dooh advertising with contextually relevant messaging

Neuroscience	Ad Recall	Sales Effect
+18%	+17%	+16%

+17%

Uplift in DOOH Effectiveness

Clear Channel | JCDecaux | Posterscope

Source:

1. Neuroscience, Conducted by Neuro-Insight, using the Neuroscience technique of Steady State Topography (SST) measuring brain response of 160 participants.
2. Ad Recall, Conducted by Research Bods, using online webcam eye tracking and online survey of 280 respondents.
3. Sales Effect, Conducted using test & control store sales data for 4 advertiser campaigns.