



# Tale Of The Shopped

A fictional but not entirely unbelievable day in the life of ambient & large format outdoor advertising.

**Welcome** to outdoor and ambient media – the ads you just can't turn off. While billboards have been around for a long time, recent creative thinking and belt-tightening by marketers has created and enlarged the ambient category into a world of its own.

Ambient media is part of your environment. As such, it's notoriously hard to measure, both for media planning and campaign effectiveness. But that's not stopping anyone from trying.

As we follow Jane (not her real name) we'll discover what's new and effective in the world of outdoor and ambient media.

BY SIMON YOUNG

**T**he sun sparkled through the trees as 25-year-old Jane McFadyen opened the garage door. "A day off work. Perfect!" she thought as she got into her sporty 1990 BMW 320i and set out shopping.

Little did Jane know she would be the shopped, as outdoor and ambient advertising awaited her at every turn.

As she pulled into the morning traffic, Jane switched between her three fa-

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**Adshel** in Australia recently teamed up with then named NFO CM Research to study the travel habits of consumers. Not surprisingly, it discovered that most of us (or most Aussies anyway) have reasonably predictable travel routes. Street furniture is a good medium for frequency. Of 18,000 fully recorded trips (using a diary), over 79% were along regular travel lines.

In New Zealand, Adshel boasts high recall results. The McDonald's Monday/Tuesday/Wednesday deals recorded an all-people recall of 74%, and in the 18-24 age target market, 94% recall.

In a totally different category, L'Oréal Shine Delice lipstick garnered a recall score of 33% with all females and up to 53% with females aged 18-24.

TV and magazine advertising for the product had stopped the month before the advertising campaign, making Adshel the standalone medium for the campaign period. (Source: *Adshel Recall Performance Monitor March 2002.*)

**While** transit bus advertising is effective as part of an integrated media campaign, it's also proving useful for introducing brands cost-effectively.

Effem Foods used buses exclusively in a trial campaign for its Maltesers brand. Maltesers had previously had no advertising support in New Zealand. Effem ran the three-month campaign in Wellington using the Auckland market, where no marketing activity ran, as its control.

A brand review at the end of the campaign showed a massive 16.7% increase in sales in Wellington compared with just 1.5% in Auckland. What's more, Maltesers recorded an 8% increase in market share in the enrobed chocolates category, showing that the heavyweight bus campaign was able to convert the increased brand awareness into real sales. Effem Foods currently uses bus-front panels with regular creative changeouts to coincide with product activity across other media. (Source: *Buspak.*)

Bus advertisers in Auckland can also target travellers with isite's airbuses, the six buses that shuttle visitors between local hotels and Auckland airport. Advertisers can choose from a 30-second or five-minute video, internal ads, ads on the back of the bus or all three.

Isite also offers school bus advertising, a budget alternative to Buspak for brands targeting school children of all ages.





**While** isite media has been providing car park advertising (barrier arms and lightboxes) for several years now, the concept of entirely owning sections of a car park is brand new. It's the brainchild of New Media Promotions managing director Ian Stewart.

New Media's product, Parking Space, offers marketers simple barrier advertising right through to total immersion advertising to a targeted, captive audience. Launched in April this year, it is still in the very early stages of uptake.

"It has fantastic potential," Stewart says. "It goes beyond the reach-frequency model to a real cut-through model. It meets the consumer at their point of decision."

Stewart cites an example of someone driving home from work.

Their thoughts will turn to what they'd like to eat. With the exit space concept, a series of signs asking similar questions – "do you really feel like cooking?" – could arouse their curiosity, then the last sign could answer it with a fast food brand and the location of the nearest outlet.

Parking Space has already used this concept for Prime TV in conjunction with Media Palace.

Parking Space's list of parks nationwide includes a key to the demographics of car parks – categorising them as shopping, business, entertainment and student. Most car parks are a mix of all four.

Advertisers can choose from six interior and two exterior options, and there is only one advertiser in each space.



avourite radio stations. Ads, ads and ads. She wasn't in the mood for that, so she put on a Van Morrison CD instead.

As she drove, Jane noticed the back of the bus in front of her. How could she not? There was a big ad for Footo,

the new wonder boot exploder. She'd seen the same ad on a bus yesterday and last week as well.

Jane drummed her fingers on the steering wheel. She was stuck behind the bus while it picked up passengers,

and she couldn't change lanes. The bus stop, which she drove past every day, was advertising Footo as well. Quite a clever ad. When you moved, the image moved too. If only she were moving...

Finally the last passenger got on, and

## Carpark Advertising - There's a lot more to it with Parking Space™

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### Concept - Teaser questions with solution.

Place a series of Teaser Signs throughout the Entry or Exit Space™ asking a series of questions to build up a problem and then provide the solution.

### Eg: Exiting audience pondering dinner.

**Teaser questions.** Dinner Tonight? Feel like cooking? Nothing in the Fridge?

**Solution - Barrier arm signage -** Take the night

off with XYZ Takeaways.

Support further with vouchers given out by carpark staff. The advertised product would become the benchmark by which all other dinner options are compared.

**This is just one advertising concept of many that can be implemented in our 40 Carpark locations throughout New Zealand.**



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**Eyelites** and other light box advertising in shopping malls make brands very visible near the point of purchase. Australian research shows that well-crafted Eyelite campaigns can drive brand awareness and brand consideration, and lift sales.

Melbourne-based beverage company Berri trialled Eyelites in a combination with radio and bus shelters. The company's target was all main grocery buyers, with emphasis on females aged 18-24. The research showed a spontaneous brand awareness of 8% among all main grocery buyers and 16% among the 18-24 year old females segment.

Not forgetting the bottom line, there was also a 2% increase in purchases by 18-24 year old women in shopping malls with Eyelites.

Creatively, what works outdoors will also work well with Eyelites. Pauline Hanton, general manager of Eyecorp, recommends simple, bright, eye-catching creative with a message that can be processed quickly.

Jane accelerated away. She reached her usual shopping centre and searched for a park. Atop the ticket machine was a replica box of Footo. On the barrier arm was a sign saying, "When did you last explode your boots?"

She found a park, one with a Footo billboard right in front of it. As she made her way to the lift, branded signs pointed the way to the shops – and 'lasting boot relief', as the Footo-sponsored signs said.

In the lift, Jane noticed each level was

identified not by a colour but a brand. She was on the Footo floor.

Going into the mall, Jane did her shopping as planned. In between stores, she kept noticing the Eyelites advertising Footo (again) and found herself looking for an excuse to buy some.

Jane looked at her watch. Oh no, she was late to meet her friend Susan! Grabbing her bags of shopping, she hurried back to the carpark. When she paid for her ticket, the cashier gave her the

**Outdoor** and ambient advertising doesn't need to be one way. Parking Space advertising can include giveaways or discount vouchers from ticket staff, or even branded vending machines in the parking building.

And it's not just Parking Space trying this; isite's V lift (featured in July's *Marketing Magazine*) is a great example of a branded event involving a competition, signage and product giveaways.

**On-car-ads** has been putting ads on private vehicles for nearly 18 months. The company offers entirely branded cars, advertising on windows only, and, more recently, taxi-tops.

Car advertisers have included Victoria Park Market, Land Transport Safety Authority (with its "Don't be a domino" campaign) and Sport Waitakere. Weekday commuting patterns guarantee some predictability to advertisers, but many marketers also like the unpredictability that weekends bring. "It means their message could pop up anywhere," says on-car-ads' managing director John Bennoch.



**Billboards** may be one of the oldest forms of outdoor media, but they're only beginning to fulfil their potential, according to Mike Gray, managing director of Waho, which owns billboard sites in Auckland and Christchurch. Creative is getting more creative. Gray cites as an example Saatchi & Saatchi's ad for the Kidz First neonatal unit, which used real plastic dolls to create a mosaic.

City councils in Auckland and Christchurch have started billboard registries, which give billboard operators a grace period to prove that their sites are legitimately owned and that they have all the necessary consents.

Gray sees this as a plus for outdoor, giving the industry much-needed credibility with media planners. While some other outdoor operators are diversifying, Waho is becoming a specialised billboard and print supplier.

**There** are at least two options for taxi advertising. Isite media, with Taxi Ad Ltd, has provided "taxi back ads" for about three years. The company is currently working on a backlit version.

Meanwhile on-car-ads recently introduced backlit, roof-mounted lightboxes on taxis, with the rear window thrown in for an extra \$50 a month.

John Bennoch, managing director of on-car-ads, says the ads have been popular since their introduction two months ago. When Brass magazine wanted to target potential readers in the central Auckland area, it received "huge feedback" from its simple taxi-top campaign, according to Bennoch. Interestingly, taxi drivers with ads atop their taxis have doubled their hailing rate.

It's early days for on-car-ads as far as hard research goes, but isite has had time to do some fact-finding about its taxi backs. In September 2000 the company measured the effectiveness of a campaign for Prime TV. For one month, three creative executions travelled on the backs of 120 taxis in Auckland. Of the 500 respondents, 37.8% recalled the ad unprompted, and 80% remembered the ad when shown a picture of it.

change, and a 10% off voucher for Footo, the wonder boot exploder!

As she hurried across town to meet Susan, Jane found herself behind a car that was also advertising Footo. The whole car was Footo – quite memorable!

At the lights, Jane looked up. A striking billboard displayed a huge three-dimensional boot with a burning fuse coming out of it... Footo, of course.

"**New Zealand** outdoor advertising is very much a traffic-based proposition," according to Look Outdoor general manager Tim Simpkins. "There are very few locations where pedestrian traffic pools. Even Adshel panels are sold as targeting vehicle drivers."

Having said that, isite research in 2000 revealed that 34.7% of people who'd seen a taxi back ad had seen it as a pedestrian.

What we do know is that New Zealanders drive more often. "I understand our vehicle usage in New Zealand is one of the highest per capita in the developed world," says Simpkins. "Many households have more than one vehicle and many have one per adult."

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**Zip** Internet has been operating internet kiosks in New Zealand's tourist locations and shopping malls since last year. Internet kiosks have been trialled throughout the world with limited success as a stand-alone business, but Zip has turned it into an advertising medium, and it's working.

So far, four of Zip's nine shopping mall sites offer free internet access to shoppers. The price is covered by advertising revenue. Advertisers have mostly been web-based businesses selling anything from airfares to cars, but Zip's sales and marketing director Rajiv Bhandari says there's a lot of potential for fmcg brands and retailers.

"If an fmcg brand advertises in a magazine, they can't track what anyone does with that ad. With a website and a kiosk you have a complete remote logbook to see which marketing message works best."

Strategic advertising on kiosks can either drive customers to retail locations (eg with discount vouchers), or to interact with the brand through email. Eventually the kiosk could complement or replace information desks, providing an interactive store directory as well as internet access.

But it's early days yet. "There's been some hesitation from corporate players," says Bhandari. "They're still evaluating how it could work for them."



Jane finally found a 30-minute park and walked to meet Susan at the café. On her way she didn't see much advertising at all. How odd!

Jane sipped her chamomile tea and smiled at Susan. "It's been such a long time," she said and suddenly glanced at her watch. It sure had been a long time – more than 30 minutes.

Jane rushed back to her car park spot, only to find an empty space. She phoned the towing company and got the address – halfway across town.

"I'd give you a lift, but I caught the bus here," says Susan. "No worries," says Jane, "I'll call a taxi."

It took about half an hour for the taxi to arrive and drop Jane at the towing yard. As it pulled away she noticed an ad for Footo on top of the taxi. Sheesh.

Comfortably back in her BMW, Jane

planned the rest of her day. She needed to pick up her husband Paul at five, and it would be a waste of time to go all the way home. She went back to the mall.

Once again she got the Footo floor on the car park. While she was in the mall, she noticed an internet kiosk. Yes, that'd be nice to check her emails. You'd never guess whose name and logo was all over the kiosk, or whose homepage appeared first on the screen.

Good old Footo.

Just before leaving to pick up Paul, Jane popped into the shoe store and cashed in her 10% discount voucher for Footo. If everyone else was enjoying boot exploding, dammit, so would she.

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Simon Young is a marketing copywriter who just does this stuff for the publicity. Why not email him on [sy@simonyoung.co.nz](mailto:sy@simonyoung.co.nz)

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## Look Back

Thought your idea was a first? The John W Hartman Center for Sales, Advertising & Marketing History may prove you wrong. Based at Duke University, Durham, North Carolina, it's home to what is reputed to be one of the largest advertising history collections in the world.

If you've ever wanted to see what World War II food rationing billboard campaigns looked like, here's your chance. Go to <http://scriptorium.lib.duke.edu/hartman>

## Talking Urinals

If you thought posters in toilet stalls were going a bit far, you'll be bowled over by this one. Or maybe that should be pissed off? ABCNews.com reports that talking ads are being placed around urinals in bars and pubs in Ontario, Canada. Set off by a light-sensitive switch, the ads promote Labatt's Blue brand of beer, aimed (pardon the pun) at 18-34 year old males.

The ads don't say much about the beer,

they're more surreal comedy snippets sponsored by the product. But according to Martin Poitras, general manager of Labatt's media partner Zoom, they have been effective: people laughed and drank more beer.

It's also coming closer to home. Across the Tasman specialist marketing and advertising publication B&T Weekly reports that an Australian company is already setting up talking washroom ads. It won't be long before New Zealand toilets start talking.

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## MBNT + SMS = DM

Text messaging technology could change the face of ambient media – and marketers' perception of it as a less accountable medium.

In New Zealand, text messaging has only been used at a low level as part of Coca-Cola's txt and win campaign, in which consumers interacted with various ambient elements.

But that's nothing compared to what's coming, says Geoffrey Handley, co-founder of SMS

marketing company The Hyperfactory. The company is currently preparing campaigns for the end of this year, using exclusively ambient media and SMS. But that's all Handley can share right now.

There are certainly international precedents in combining the two media. TSB Bank in Ireland used LED displays to target students travelling on Dublin's underground train system.

During student commuting hours, the messages promoted a quiz competition by SMS.

First prize was a trip around the world. Handley says this campaign targeted students by using their favourite communication device – their mobile phones.

Along similar lines, German promoters of Harry Potter used billboards, street furniture, other ambient media and SMS messages to stage a treasure hunt.

This concept – and the customer involvement that goes with it – has huge potential for New Zealand, according to Handley.



#136

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## According To Some

Check out the Outdoor Advertising Association of America website ([www.oaaa.org](http://www.oaaa.org)) for free access to research reports.

*Eye tracking studies: validating outdoor's impact in the marketplace by Perception Research Services in the US.*

A useful insight into how consumers observe and react to outdoor advertising. PRS showed that nearly 75% of passengers in cars examine a billboard in their line of vision and 63% of these boards will be examined more than once as the car passes the location. PRS used "Special ShopperVision" glasses to document actual seeing experiences.

*Outdoor advertising: the brand communication medium of the 21<sup>st</sup> century by marketing consultant James Maskulka.*

Maskulka's thinking on the past, present and future of the outdoor medium; lower costs and better communication; how consumers use products but buy brands; and the relevancy of outdoor advertising.

## Somebody's Watching You

Consumer research for outdoor has reached new highs in Europe, according to Italian research company Eurisko. A consortium of advertisers, agencies and media owners banded together to measure coverage and frequency of outdoor advertising in 35 Italian cities. The project was called Audiposter.

The committee ruled out the use of diaries or phone surveys as inconvenient, opting instead for sophisticated GPS (global positioning system) units. But not your ordinary GPS units. These guys made a special, simplified model exclusively for the study.

Among other things, the research found that much of an Italian commuter's driving time was taken up trying to find a place to park.

## Cup Fever To Hit Auckland

In October 2003, Auckland will no doubt become an advertising hotspot as money and people from all around the world make their way to our shores.

It's early days yet, but we know of at least two ways in which advertisers can make their presence felt.

Isite media is introducing scooter ads – mini-versions of mobile billboards. The idea is simple, according to Paul Kenny, sales director of isite, but the difference is that these will be able to fit down Auckland's narrow inner city streets.

"They're also funky," he adds.

And at least one yacht chartering company will be offering billboard space on its vessels. If you're in the advertising industry, wait for the phone call. (And Hamish, if you're reading this, I never got your email, so I don't know what your yacht charter company is called.)

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