

ENGAGE NI

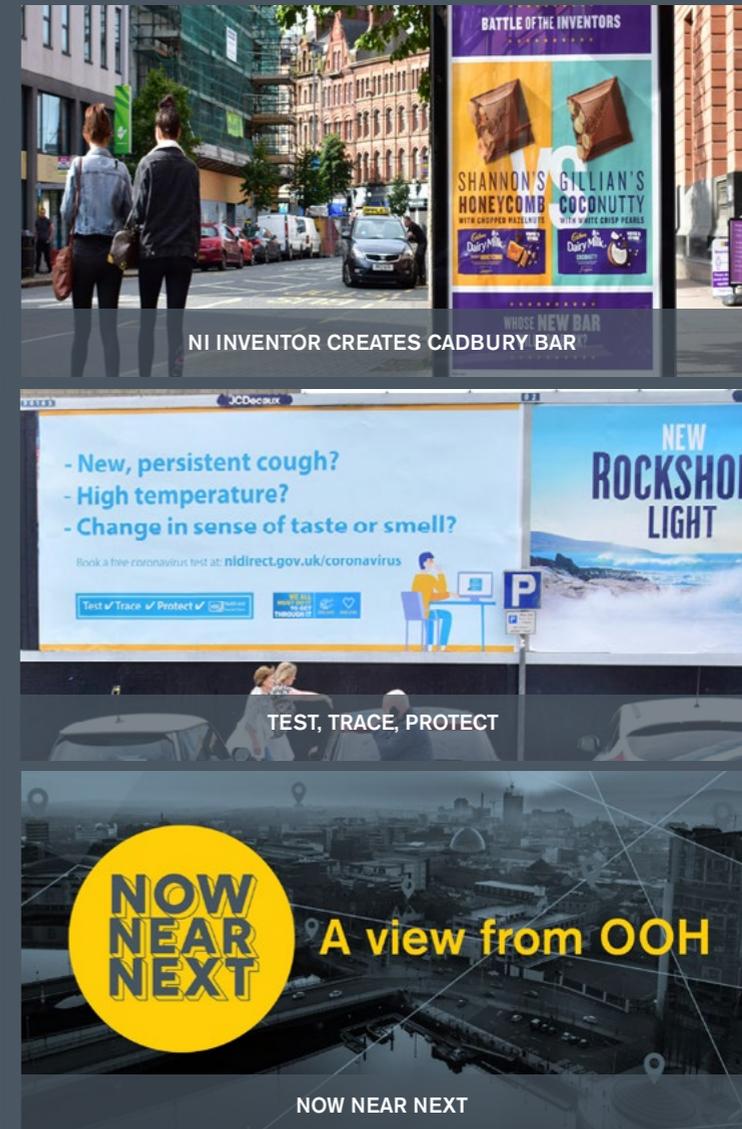
Issue 7 2020

PML
GROUP
BE MORE NOW

2020H



ROCKSHORE LIGHTS UP SUMMER THROUGH DYNAMIC SCHEDULING



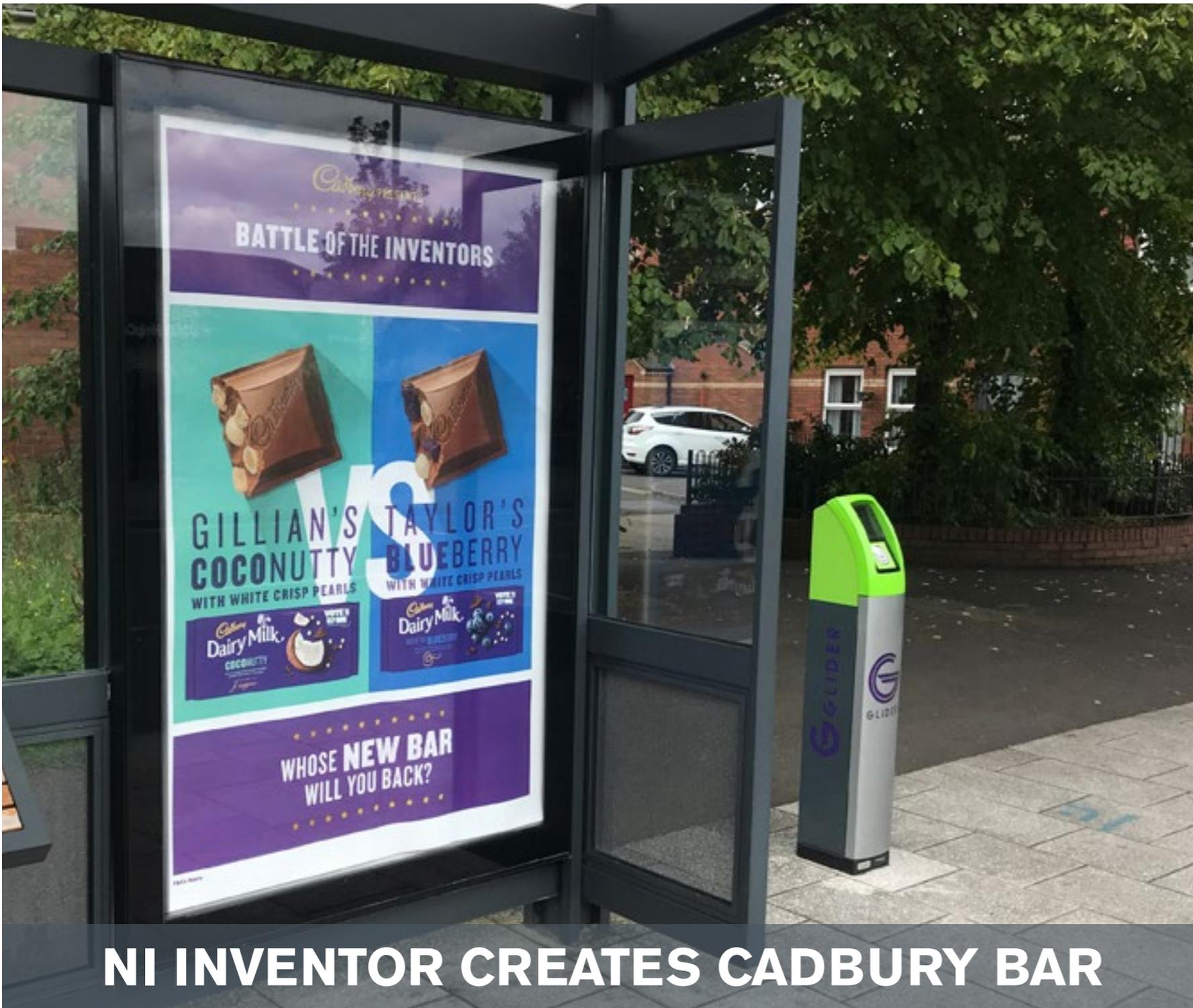
NI INVENTOR CREATES CADBURY BAR

TEST, TRACE, PROTECT

**NOW
NEAR
NEXT**

A view from OOH

NOW NEAR NEXT



Mondelez used OOH to promote its latest Cadbury Inventor series, with the launch of three limited edition chocolate bars. Selected from over 120,000 entries, the three bars were designed by Cadbury fans including Gillian from Belfast who invented Coconutty.

This year's bars are: Gillian's Cadbury Dairy Milk Coconutty, Shannon's Cadbury Dairy Milk Crunchy Honeycomb and Taylor's Cadbury Dairy Milk Out of the Blueberry. Fans have the chance to vote for their favourite bar, with the winner joining the permanent Cadbury range.

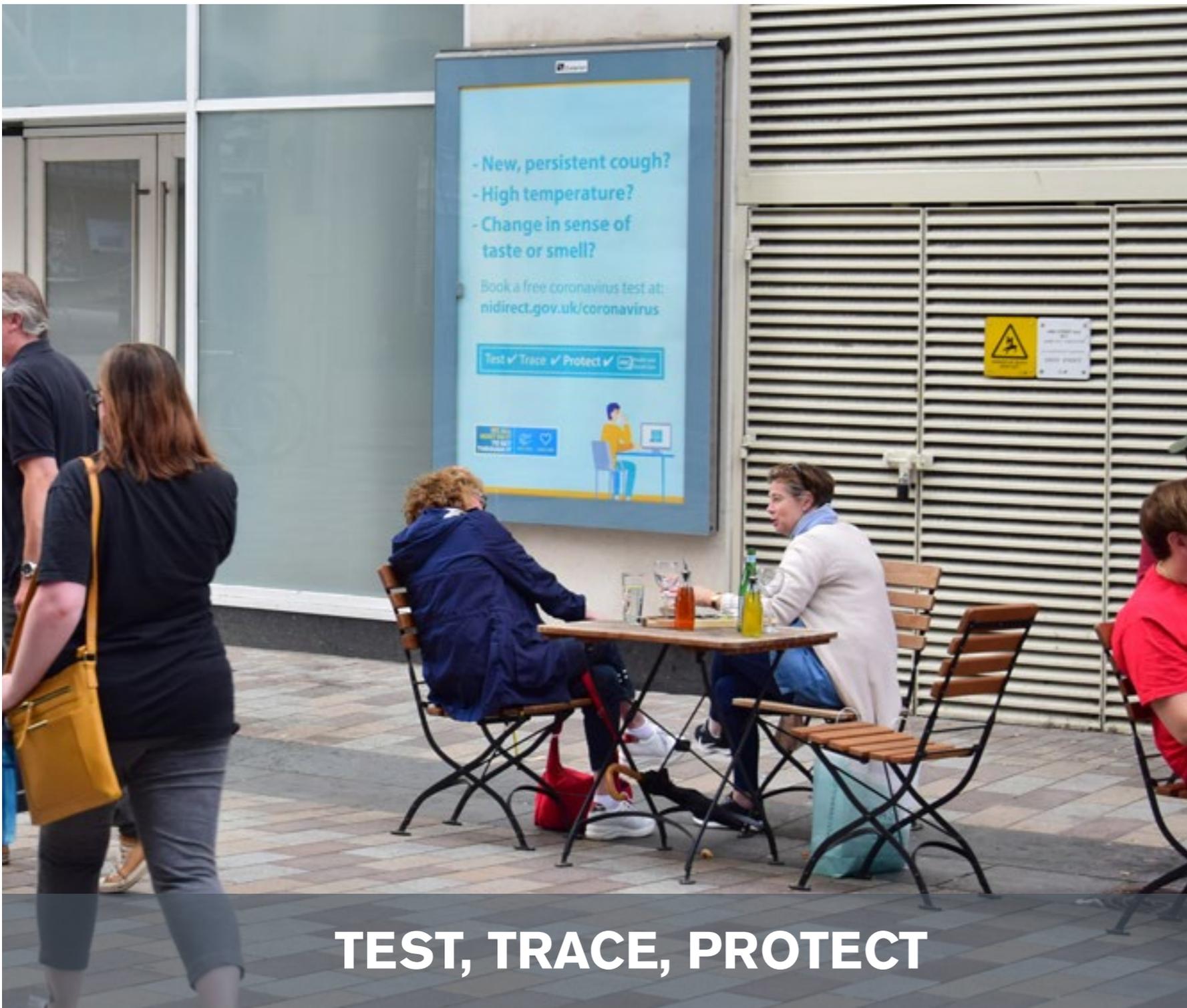
The Battle of the Inventors is running on 6 Sheets across Northern Ireland, highlighting the head to head competition element. NI inventor, Gillian, lives in North Belfast, so Out of Home in her local area raised further awareness and support for the Coconutty bar.

Craig Henderson, Account Manager, PML Group NI commented: "We wanted to ensure Gillian got the recognition deserved by fending off so much competition to have her chocolate bar put into production. The OOH campaign delivered an even split of two creatives across NI, however in proximity to North Belfast we had a slight skew towards the Coconutty bar, not that PML would want to influence any votes!"

Media: Carat - OOH Agency: PML



NI INVENTOR CREATES CADBURY BAR



TEST, TRACE, PROTECT

The next line of defence in the fight against Coronavirus in Northern Ireland is now coming into effect, as lockdown is eased. 'Test, Trace, Protect' is the new slogan from the **Public Health Agency**, aiming to educate the population on how to get a test.

OOH delivers this important message in a range of key touchpoints, reinforcing the awareness of symptoms and working in conjunction with other media to create frequency and reach. Point of Sale locations see high levels of footfall, with entry queues often waiting beside OOH displays, giving increased dwell time for message transfer.

Kathryn Fry, Media Manager, Genesis said: "One of the main strengths of Out of Home is the high footfall locations it delivers messaging in. For this campaign, the ability to deliver critical messaging on busy roadsides was key for the client. Adshel Live, 6 Sheets and 48 Sheets placed the campaign across Northern Ireland, ensuring public awareness of the test, track and trace strategy to control Covid-19. Out of Home is well received and trusted by the public so it works particularly well for this kind of health messaging."

Media: Genesis - **OOH Agency:** PML





2020 is the year of the staycation, and there is no better time to show support for retailers and hospitality businesses in NI. Over half of people here are planning to take a short break in Ireland this year, and **Tourism NI** is on OOH to showcase some of the activities on offer, right on our doorstep.

With the straplines “it’s not about how far, it’s about how fun” and “epic fun without the epic trek” the highly visual campaign features activities including horseriding on Downhill beach, sailing on Lough Erne, kayaking in Strangford Lough and climbing in the Mourne Mountains.

Joanne McKendry, Media Director, Mammoth said: “The ‘Market Recovery’ Tourism NI multi-media campaign was fuelled by ongoing research into audience travel behaviours in reaction to the ever changing COVID 19 scenario and government roadmap.

“Conditions were ripe for ‘staycationing’ and there is no better medium to sell destination than broadcast premium large format and engaging digital Outdoor formats. The creative messaging tapped perfectly into the sentiment of the wealth of things to do and see on your doorstep, encouraging people to rediscover NI, ‘Epic fun without the epic trek.’

“However, consumer travel patterns had changed, and we wanted to reach people closer to home. Using the research insights from several sources including PML’s ‘Now Near Next’ updates we developed a NI wide campaign with a regional localised focus so we had a presence in the towns across all of Northern Ireland using a multi-format approach combining the power of 96 Sheets, 48 Sheets, Adshel, Dynamic Adshel Live and large Digital Screens with 6 Sheets at the high dwell areas at supermarkets and garages. T-Sides also delivered the campaign in towns across NI, moving along key arterials and bringing the message to the audience. This buying approach ensured we mirrored the travel behaviour of the target audiences and built an effective level of campaign frequency.”



LOCAL FOCUS FOR LOCAL HOLIDAYS

Media: Mammoth - OOH Agency: PML

One of the first hotels in NI to get the AA Covid Confidence marque, **Galgorm Resort and Spa**, was ready to reopen its doors from 24th June. Offering a haven of pampering, tranquillity and luxury guests can relax knowing all health and safety precautions are in place.

48 Sheets and Streetliners delivered multiple creatives across Greater Belfast, promoting the reopening date for the hotel and a reassuring welcome message for guests.

In addition to the main campaign, OOH in Ballymena welcomed the reopening of the Castle Bar and Restaurant at Galgorm.

Marie McLaughlin, Account Manager, Walker Communications said: "During lockdown Galgorm utilised outdoor to reassure guests their safety was important to them through the use of a consistent 'Stay Safe' message across their TC sites over this period of closure."

"As we emerged from lockdown and got closer to the date the government guidelines deemed it is safe to reopen Galgorm we used OOH formats as an effective method of getting the 'reopening safely' message noticed by a large and diverse audience in locations where the campaign is most relevant."

Media: Walker Communication - **OOH Agency:** PML





ROCKSHORE LIGHTS UP SUMMER THROUGH DYNAMIC SCHEDULING

Diageo's **Rockshore** brand has expanded further, with the introduction of Rockshore Light, joining the cider and lager product lines. At 73 calories per 330ml bottle, people can experience the light, crisp and refreshing taste of Rockshore but with less calories.

To deliver strong cut-through for the cider and light varieties of Rockshore, Dynamic Digital OOH is providing bespoke content based on weather triggers. Employing our Liveposter platform, the campaign offers the chance to promote the ranges in rotation and when most relevant. Rockshore Light will be on display throughout, however when temperatures reach 17°C and it's dry, the cider creative will automatically activate. Over the weekends, both creatives will rotate.

Adshel Live, Pulse and Retail Digital networks across Northern Ireland are delivering the campaign to audiences in main towns and shopping locations including Belfast city centre. Across ROI, Orbscreens and Digipanel promote the message, as well as Tesco Live, which has the additional Dynamic element of a location call out. A new research study 'The Moments of Truth' has found that Digital Out of Home campaigns that use contextually relevant messaging achieve an average increase in effectiveness of +17%.

Nicola McNaughton, Senior Account Manager, Source OOH Belfast said: "Innovation and delivering targeted messages is key for brands to stand out from their competition. Dynamic elements on OOH have been proven to increase brand engagements. By employing the Liveposter platform, Diageo increased the relevance of the campaign and is a good example of the layers of optimisation that Dynamic campaigns can deliver."

Hannah Todd, Senior Brand Manager Rockshore comments: "What we know from research is that cider consumption increases when the sun shines. We were excited to use these insights to deliver an efficient digital Outdoor campaign. The dynamic capabilities allowed us to showcase Rockshore Cider when it was most relevant on street!"

Creative: BBDO - **Media:** PHD Ireland - **OOH Agency:** Source Out of Home

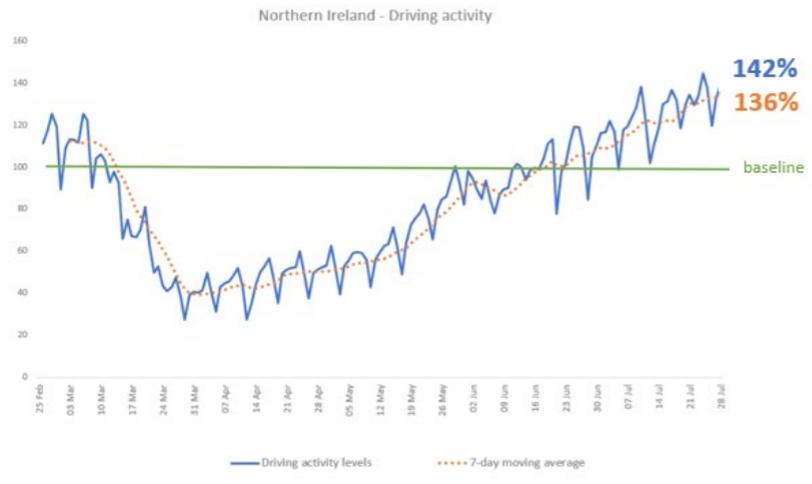


A VIEW FROM OOH

Driving and retail footfall both up 6%

Mobility in Northern Ireland continues to build, with levels again significantly higher than those pre-covid. The 7-day moving average for driving activity is at 136% of the baseline, ending at 142% on 29th July. The average figure reflects an increase of 6% from the previous week, based on Apple mobility data.

Google mobility data for pedestrian activity also shows a positive outlook. The movement patterns for parks and beaches continues to fluctuate widely as does the weather. Activity was at 111% of the pre-covid norm, an increase of 6% from the past week.



Deliver effective B2B campaigns on OOH

Targeting businesses and business decision makers is a common request for B2B campaigns. With changes in how we work and consume media, OOH has an important role in the delivery of these campaigns.

Readership of print titles is in decline across the board, from consumer magazines to daily newspapers, and many online titles have content behind paywalls. This limits the value in B2B advertising, as 35% of people in NI use adblocker software and 38% of people take notice of online advertising (TGI NI 2019). For companies trying to reach business audiences, OOH can place campaigns along the key arterial routes leading to centres of business, whether high streets, offices or industrial areas. Careful placement of campaigns will deliver crucial B2B messaging when people are in a 'work-focussed' mindset.



Prices continue to fall

Shop prices continued to fall through July, as non-food products dropped in value. Prices slid by 1.3% in the month, which is a slight slowdown in deflation from June, when prices dropped by 1.6% according to BRC-Nielsen figures. Falling prices are hoped to tempt shoppers back to the high streets and away from online retailers.

Helen Dickinson, Chief Executive of the British Retail Consortium said: "Falling prices at tills is good news for shoppers and will hopefully tempt more people on to our high streets and retail destinations. Sectors which saw a release of pent-up demand, such as electricals and furniture, saw fewer promotions."



To see more from our Now Near Next Series, click here





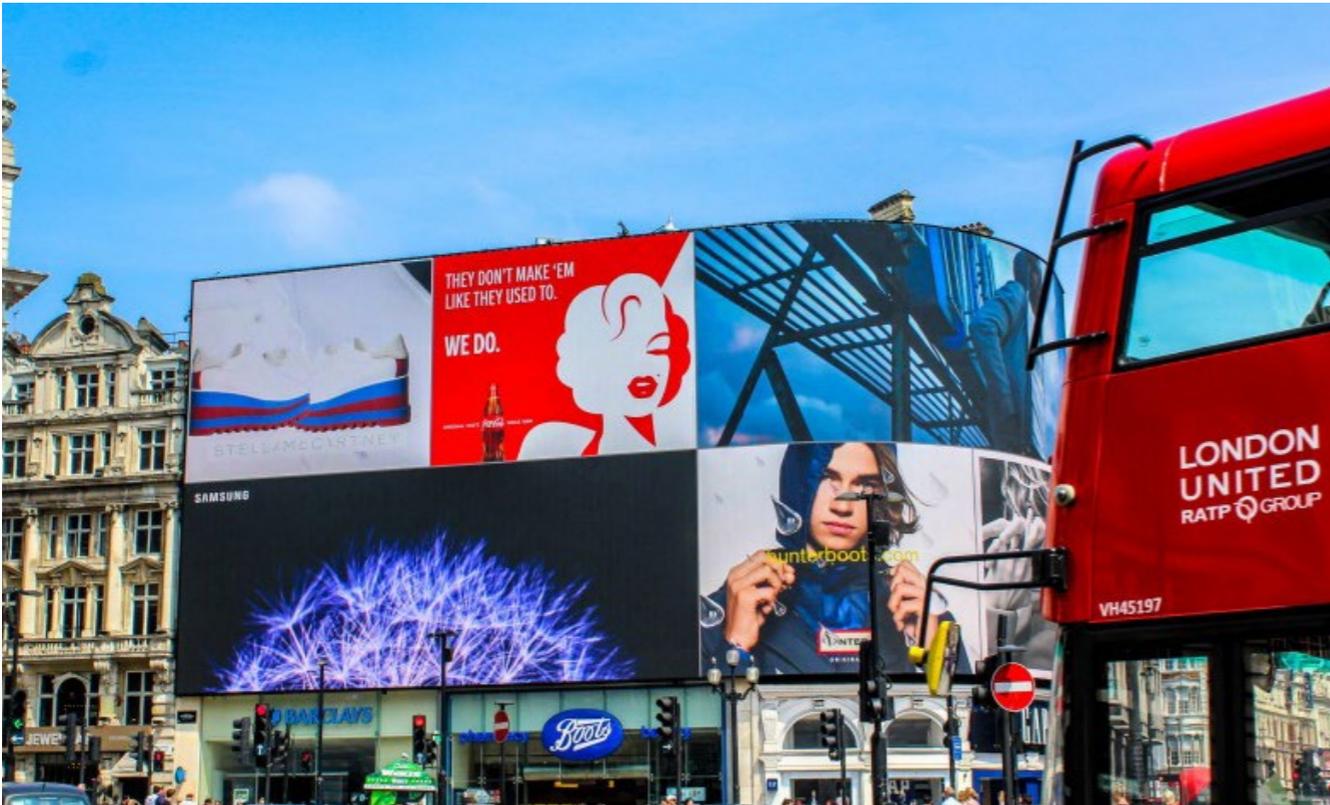
GUEST ARTICLE

WHY COMBINING OOH AND MOBILE ADVERTISING IS THE WAY TO GO

Christophe Collet, Chief executive and founder, S4M

As consumers, we interact with dozens of media every single day. The melting pot of TV, radio, social media, mobile and Out of Home (OOH) combines to create perceptions of what brands stand for and what products we want. It's a tangle of stimuli that creates one end result. But today's advertising industry is still mainly siloed by channel - digital, OOH, search, etc. There is no clear overview on how to attribute results to each channel, or each combination of channels. It's time for the industry to rethink how campaigns are planned and, rather than creating an advertising plan by silo, consider creating a plan by desired outcome.

By thinking holistically and combining OOH and mobile, agencies can help brands focus on business KPIs - whether that's store visits, purchases or branding - and optimise their media mix to deliver outstanding results.



OOH and mobile advertising - two sides of the same coin

OOH and mobile complement each other and can be very effective when properly combined. OOH is part of public life. It has a wide audience and provides a “one-to-many” ad experience by being present at multiple touchpoints of consumers’ daily life. It helps advertisers give brands high coverage and provide them with continuous and consistent reach. By 2023, it is expected to reach at least \$78 billion.

With nearly 4 billion users worldwide, mobile has evolved from a simple calling device to become an extension of the consumers themselves and a constant companion. It provides a “one-to-one” ad experience and can be used to deliver personalised messages, target specific audiences, and collect relevant ad engagement and store visitation data.

Coupling these channels amplifies their individual impact. By combining public ads with measurable results provided by mobile data, agencies maximise brand recall and engagement, reinforce their messaging, and enhance campaign efficiency to drive more customers to store locations.

Uniting OOH and mobile to deliver more impactful creatives

The human brain needs around 400 milliseconds to process a mobile ad - meaning ads should be striking and to the point. In omnichannel campaigns, OOH lays the groundwork to build brand recognition and increases the effectiveness of mobile ads. By anchoring strong brand images in consumers’ minds, it helps mobile unleash its full advertising power and reinforce the brand message. By uniting OOH and mobile, you can create another channel through which your client brand can reach consumers.

To combine OOH and mobile, creating a uniform campaign is a must. To set up a single, distinctive, ad experience, both OOH and mobile creatives should be linked in terms of design and media planning to deliver high-reach campaigns and engaging brand experiences.

Combining OOH and mobile leads to more effective advertising...

A major challenge when it comes to OOH advertising is the lack of interaction with consumers – they can't click on a billboard to be redirected to the nearest store, they can't seamlessly visit a webpage for more information or product details. By targeting the mobile devices of consumers who were near OOH ad locations, you can double down on the messaging to help them engage with brands, prompting store visits and making actionable measurement possible.

Tests between S4M and JCDecaux show that combining OOH and mobile increases visits to physical store locations by 2.5X compared to those two channels activated separately - making it a good solution to entice consumers into physical brick-and-mortar stores.

...and gives more insights into campaign performance

Measuring OOH campaigns' efficiency has always been problematic. But combining them with mobile ads has been a real game changer. With users' consent, location data can be used to measure the number of people who have spent time near OOH ads and in a relevant store within a precise time frame.

Thanks to mobile, the footfall delivered by OOH and mobile campaigns can be easily measured and unique mobile data can be leveraged to optimise OOH campaigns by targeting all mobile users within a specific distance of a brand's – or its competitor's - billboard ad at the right time. It can also be used to reach mobile users passing by a billboard's location in real time or to increase a campaign's visibility by pinpointing users who have a high affinity with a billboard's location.

To cut through the clutter, agencies should think about making truly omnichannel advertising a staple of their media strategy. By combining OOH and mobile advertising, it's possible to enable brands to drive more customers to stores while maximising the results of their ad spend. Thanks to powerful mobile location-based targeting and insights into the top-performing OOH locations, your client brands can interact with users online and in real-life and give them a holistic omnichannel ad experience.

OOH – For The Ages

Out of Home has seen it all. For brands today, contemporary OOH delivers contextually relevant, flexible mass marketing to real people in the real world. At PML Group, we have the insights, the skills and the technology to enable your brand to reconnect and re-engage audiences of all generations.

Visual Craft



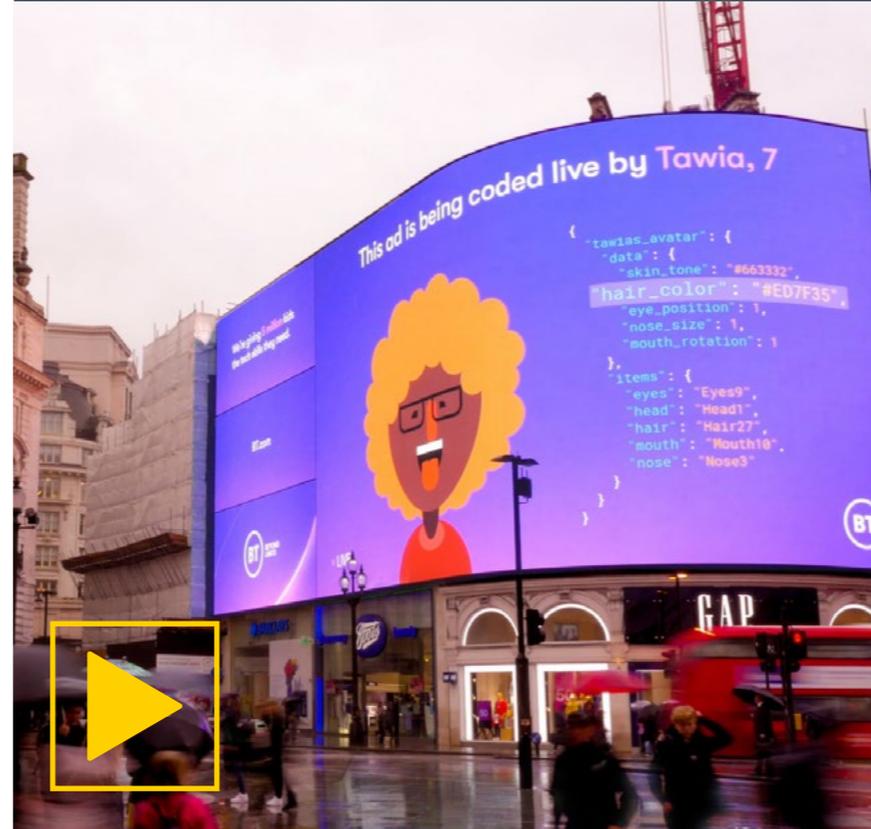
IKEA: Steps - IKEA Greenwich

Posterscope / Vizeum / Mother London

Ikea asked shoppers to travel to its most sustainable store in the most sustainable way: on foot.

The Outdoor ads across southeast London pointed people to the new Ikea Greenwich with exact footsteps and public transport directions. The 80 different poster sites were unique and ran for six months, with the hope that directions to Ikea will become well known in the local area. Ikea's Greenwich store includes green features such as solar panels, rainwater collection systems and a roof garden.

Installation and Experience



Beyond Limits - 'Barefoot' Piccadilly Lights - BT

Posterscope / Essence / Saatchi & Saatchi

In October 2019, BT invited children participating in the 'Barefoot Programme' to code their own avatar, which was then projected onto the world-famous Piccadilly Lights. The activation reinforced BT's 'Beyond Limits' brand positioning and their ambition to provide computer skills training to five million children by 2025. It also highlighted their tech advancements, cut through the advertising clutter and delivered a media-first.

Tech Innovation



Guinness: The Official sponsor of Belief - Diageo

Posterscope / Carat / AMV BBDO

During last year's Rugby World Cup, Guinness stole the spotlight from the official sponsor beer brand by becoming 'the Official Sponsor of fan Belief'. They shifted the focus of their activity onto monitoring and amplifying the emotional sentiment of the fans. The 'Belief-o-Meter' was created; a bespoke API that analysed the nation's state of belief via live social sentiment and poll data, with results published dynamically onto digital Out of Home (DOOH). This technological media first allowed Guinness to adapt messaging when the API showed that belief was decreasing, encouraging fan spirit when the teams needed it most. Not only did Guinness retain its position as the nation's favourite beer brand, it sold 2.6m more pints, and came out as the number 1 brand associated with rugby.

Installation and Experience



Jaguar I-PACE / Jaguar Land Rover (JLR)

Posterscope / dentsu X / Spark44 / The Event Business / CAA

Jaguar served daily highlights and live scores to tennis fans across the country as it became the broadcast sponsor of Ocean Outdoor's UK-wide coverage of the Wimbledon Lawn Tennis championships. As the Official Car Partner of Wimbledon Jaguar is amplified its sponsorship of the world's most eminent tennis tournament with the first ever showing of match highlights and real-time scoreboards from The Championships on Out of Home screens. Every six minutes, a 60" sponsored show reel ran across 28 full motion, premium large format digital screens in nine major UK cities across the country.

Installation and Experience



Steve McQueen Year 3 - Tate Britain / Artangel / New Direction

Posterscope

In November 2019 artist Steve McQueen, together with Tate Britain, Artangel and A New Direction, unveiled one of the most ambitious visual portraits of citizenship ever undertaken in the UK. Using the medium of the traditional school class photograph, Year 3 brings together images of 76,146 children from across London, offering a hopeful portrait of a generation to come. The resulting class photos were displayed in a vast installation at Tate Britain, while millions also caught sight of Year 3 classes in a city-wide Outdoor exhibition organised by Artangel.

Tech Innovation



#WhereYouShopMatters - Visa

Posterscope / Starcom / Saatchi & Saatchi

For Visa's #WhereYouShopMatters 2019 Christmas campaign, an ambitious use of live train departure data gave destination-specific shopping advice to push positive business results. It did so in line with Visa's mission to support independent retailers and help the local high street.

New to OOH



Clarke Millar Foods
OOH Specialist: PML



The Rabbit
Media: Ardmore
OOH Specialist: PML



Radius Housing
Media: MW Advocate
OOH Specialist: PML

SOCIABLE MEDIA



PML Group NI

If you're planning a staycation in ROI don't forget that the M50 motorway has a toll. Useful reminder at Nelson St/Gt Georges Street/M3 intersection Digital Screen before drivers join the M1 southbound. #DOOH #BeMoreNow #PayYourToll



PML Group NI

Ah coffee, my dear friend. So glad to see Barista Bar on #OOH and #DOOH again this cycle. Barista Bar coffee > homemade coffee, every time! #MondayCoffeeNeeded #BeMoreNow #ClearChannelNI Henderson Group Genesis Advertising #BaristaBar



PML Group NI @PMLGroupNI

Let's tell you about a wee deal from @SPARNI! Bright, bold and full of savings, this campaign certainly catches the eye! #OOH #BeMoreNow



PML Group NI @PMLGroupNI

Wake up and smell the normal. Bacon rolls, hot coffee, sausage rolls and doughnuts - @GreggsOfficial it's good to see you back <3 #OOH #ProximityTargeting #BeMoreNow #PhoneKiosks



PML Group NI 23 July at 14:26

Kingsbridge Private Hospital is recruiting for nursing and care assistant staff. There's a virtual recruitment open day on 28th July. #RecruitmentAdvertising #OOH #ProximityTargeting Adhaus Media

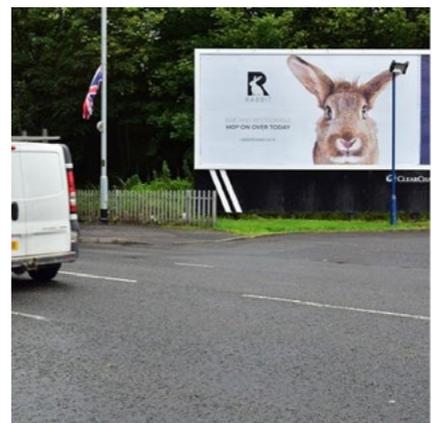


PML Group NI 23 July at 09:42

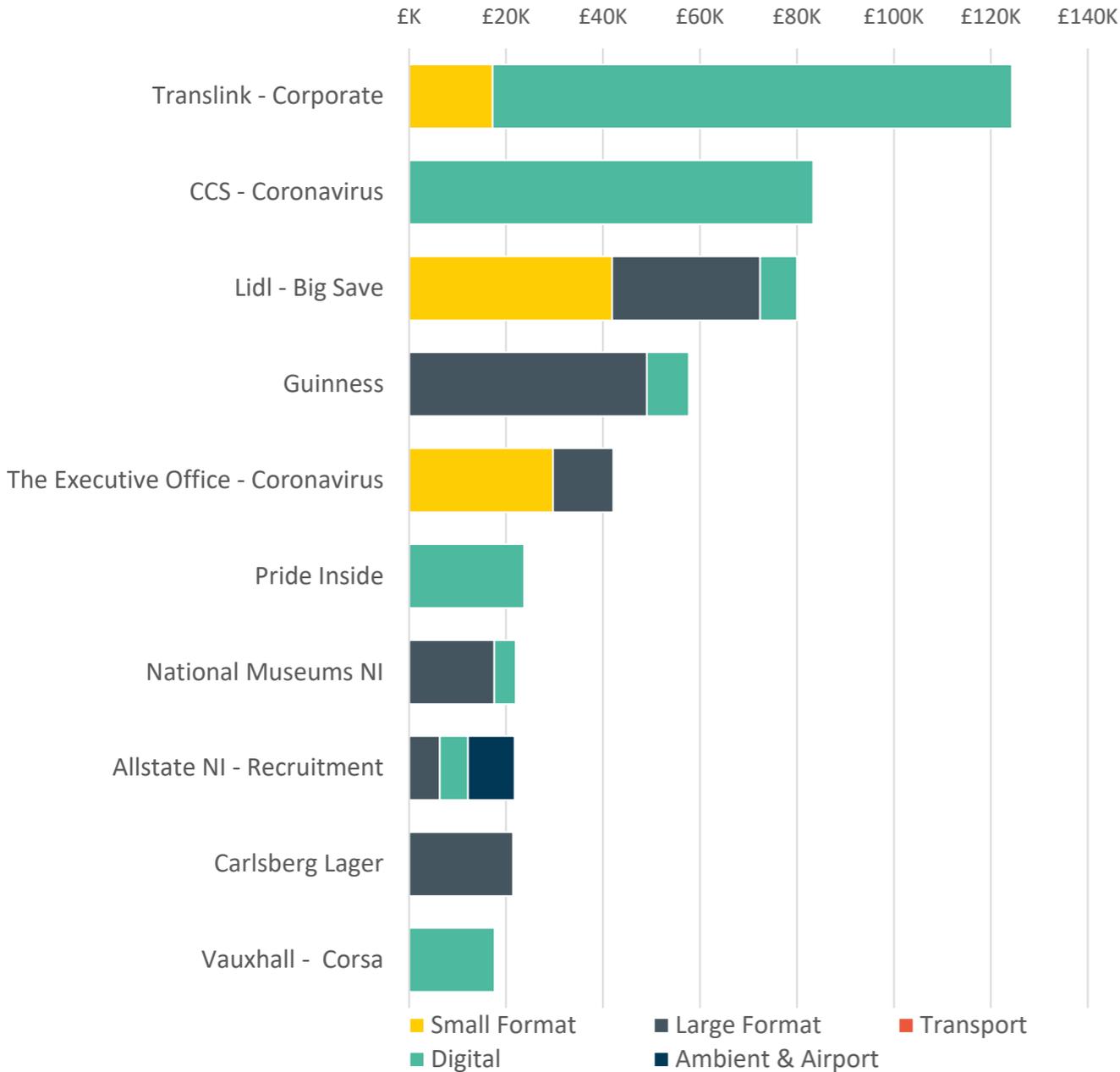
Stendhal Festival Unlock your summer. NI's first socially distanced festival is happening. This is a fab idea and a cool creative - break away from the screen and enjoy music and arts outside. #StendhalFestival #BeMoreNow #OOH Adhaus Media



pmlgroupni This Backlit 96 Sheet with special build element delivers huge impact to thousands of cars travelling through the York Street interchange area daily. Wherever life takes us, @hughesinsurance will be there to keep customers protected and safe. #OOH #SpecialBuild #BeMoreNow

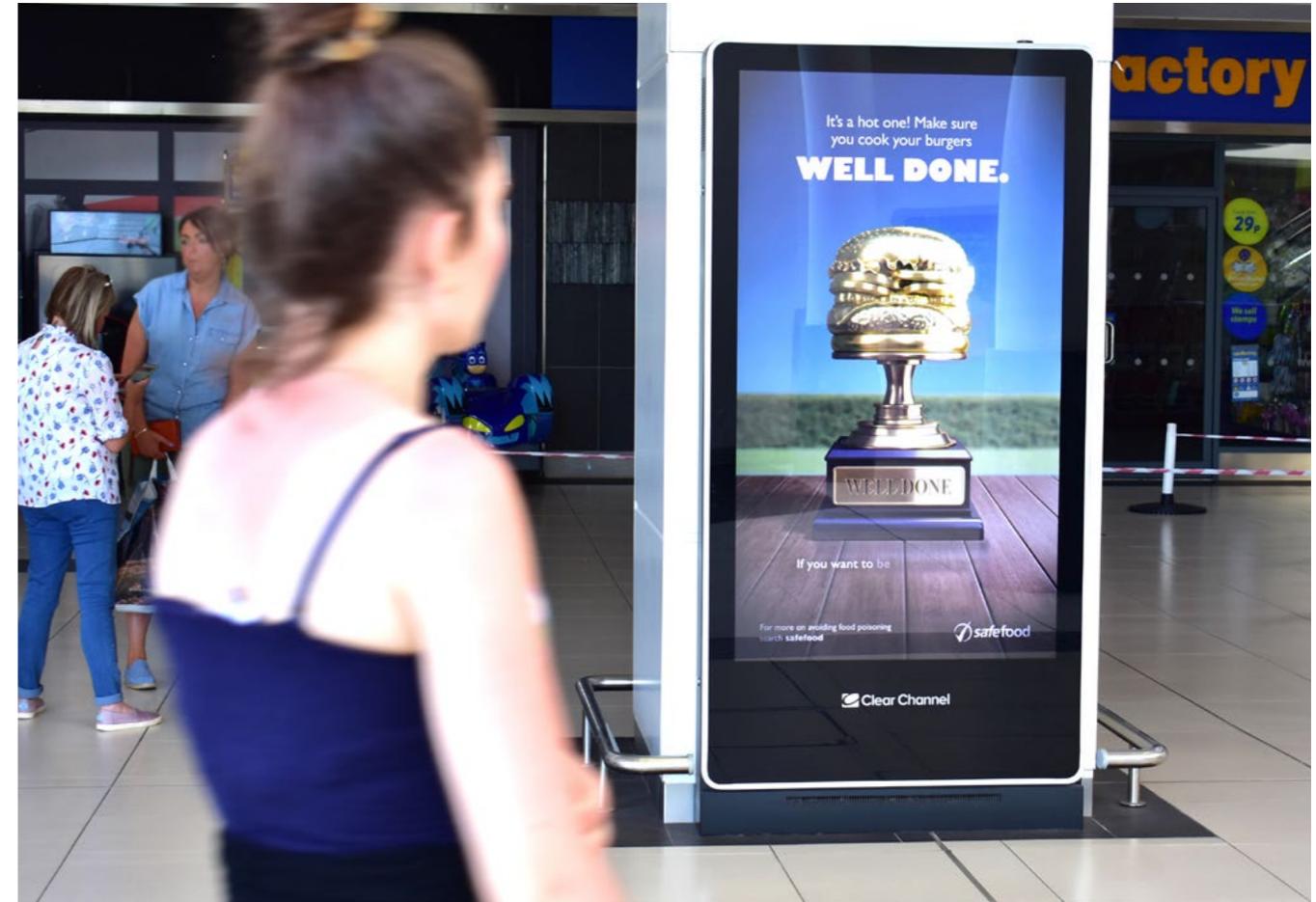
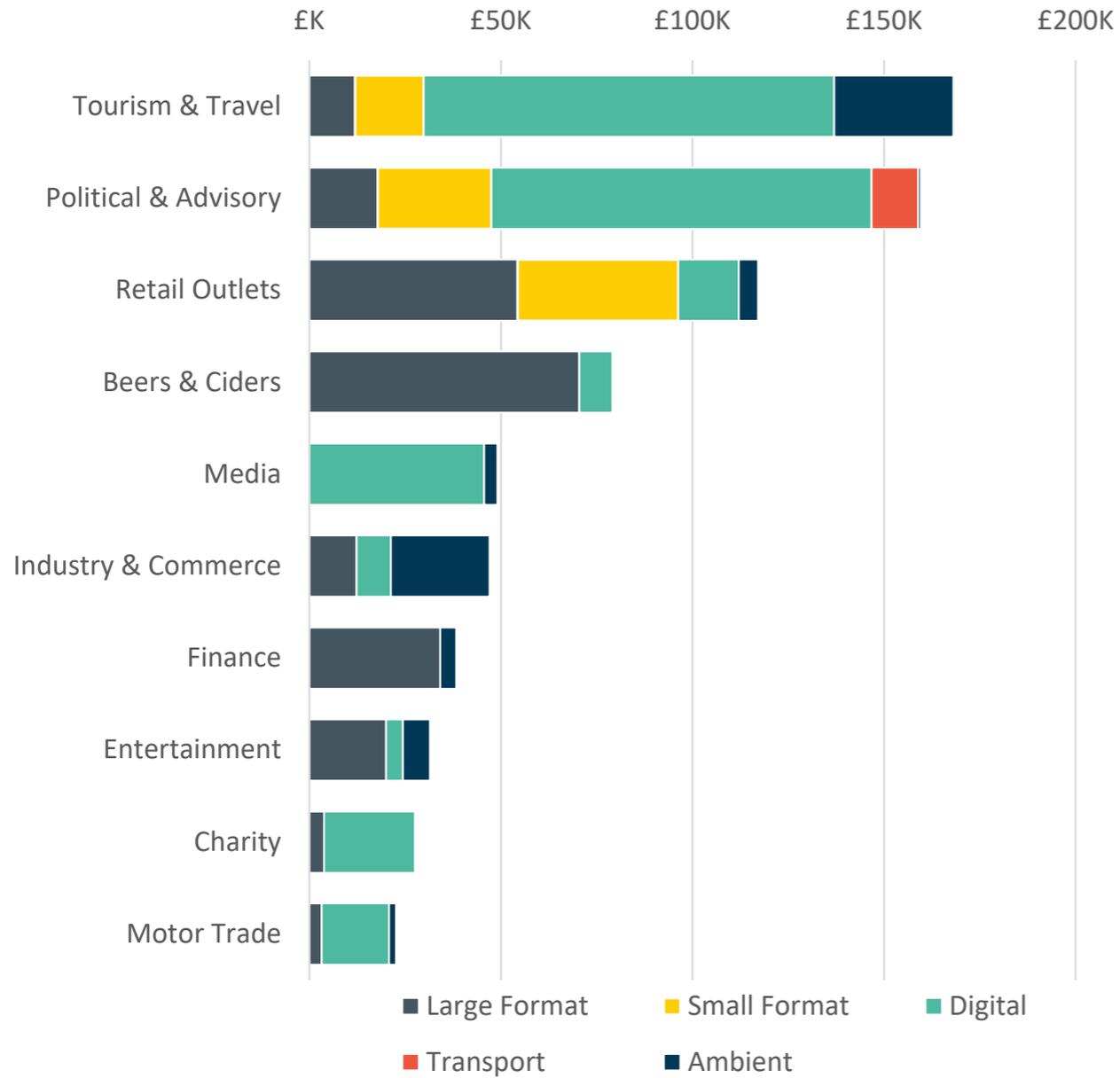


pmlgroupni The weekend is so close you can smell it. Happy opening day to @theabbey_hotel. Hop on over to Templepatrick and experience the bar and restaurant for yourself. #BeMoreNow #OOH #LaunchCampaign



1	Translink - Corporate	£124k	6	Pride Inside	£24k
2	CCS - Coronavirus	£83k	7	National Museums NI	£22k
3	Lidl - Big Save	£80k	8	Allstate NI - Recruitment	£22k
4	Guinness	£58k	9	Carlsberg Lager	£21k
5	The Executive Office - Coronavirus	£42k	10	Vauxhall - Corsa	£18k

All figures based on display value at rate card. Due to Covid-related restrictions, the PML Group inspection service was limited during the months of May and June. This resulted in reduced data collection of certain OOH displays such as Transport. Therefore, the Transport display data is not fully represented in the report.



1	Tourism & Travel	£168k	6	Industry & Commerce	£47k
2	Political & Advisory	£160k	7	Finance	£38k
3	Retail Outlets	£117k	8	Entertainment	£31k
4	Beers & Ciders	£79k	9	Charity	£28k
5	Media	£49k	10	Motor Trade	£23k

All figures based on display value at rate card.