OH MONITORING

Outdoor Full Power

information

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SCORES GROUP

Solution for Cooperative Researches

Outdoor Full Power is a software solution for panel-based outdoor campaign planning, optimization, delivering several relevant indices of a given outdoor campaign's audience and endurance. Results of a given campaign can be reviewed on charts, crosstabs and interactive maps. The most important attribution of the software is its flexibility; allowing the users to save, open and use a variate of statistics and analysis.

Groundwork data for OFP

OFP is based on three databases:

- Route database of travel habits: in Slovakia, currently 15.000 (and counting) people's monthly regular and irregular routes are recorded and implemented into OFP.
- Database of outdoor advertising panels: currently 12.000 standard size panels' detailed diverse parameters are included in the panel database.
- Contact database: potential contacts generated between all people and all panels; the contact database is weighted due to a specific panel visibility survey's learnings.

I) Gathering of data

1. Route database

Reach and effective reach indices are generated by summarizing contacts between panes and people from the level of sole people – therefore we need to have information of the likelihood, the possibility of each given person to contact a given panel during a certain period of time. Such route database can only be collected via interviews with individuals.

2. Panel database

Panel database contains a broad variety of aspects for each panel. The database is refreshed regularly by deleting non-existing panels, declaring new ones and refreshing some with old and obsolete parameters. Information for all panels of all aspects is implemented into the panel weighting process based on visibility factors to produce the final contact database.

3. Contact database

Surface weighting process assigns each panel its coefficient, via which it takes part in the contact generating phase. The weighting process takes several aspects into consideration. Values in contact database are based on information of both the route database and the panel database. On the side of route database they are the following:

- seasonal factor (summer, winter, average weights);
- means of transportation (pedestrian, car, mass transportation weights).

Regarding panel weights, the number of contacts (beyond unmeasurable factors like the creative content and the receiver's own mind) is influenced by the following factors (assumed to be independent from each other):

- surface position: situation of the panel in relation to the receiver (panel angle, distance, height, size, panel type);
- illumination: extent, duration and mode of panel illumination;
- cover: factors that decrease the visibility including the covering object's features (tree, pole, building, vehicles, people, other), the extent of coverage, and the duration (e.g. green cover in summer);
- distraction of the receiver's attention: other panels, objects catching attention nearby the panel.

The final weighting equation, assigning each specific aspect the most appropriate coefficients, is the result of thorough and fine background surveys. Weights are produced for each contact type. Seven contact types, thus seven types of weights exist per surface:

1. pedestrian on the street
2. pedestrian in the underground
3. pedestrian in an indoor location
4. pedestrian in a parking lot
5. pedestrian in a bus stop
6. car on the road
7. car in a parking lot

Thus the weight of a contact type is gained as the product of three main weight factors:

- common weight for all contact types based on the route database (base weight);
- weight of the panel aspects based on panel database (panel weight);
- weight of the specific contact type (contact weight).

II) Campaign planning and optimizing software

Outdoor Full Power is a software dedicated to serve outdoor campaign planning. Having the proper planning parameters input, OFP makes it possible to reach an optimal campagin plan – automatically as well as manually – and also to evaluate a certain campaign via widely accepted indices used in all kinds of media planning (GRP, CPT etc.). Campaign results can be browsed in spreadsheets, charts and on the map.

The first step of surface-based campaign planning is loading the preselection list of panels (e.g. panels available for campaigning): more than 40.000 panels included in the system are available to choose the stock of surfaces for planning purposes. Generally, two ways of campaign planning exist: manual planning and optimization.

1. Manual planning

The main point in manual campaign planning is that the user himself can choose the panels to be involved into the campaign (one by one, if wished), and thus it is possible for the user to be aware of the changes in campaign indices during the whole planning process.

Having set the basic parameters of the campaign (target group, panel group, effective RCH parameter, campaign length, cities taken into consideration), we can start manual planning. Distance monitoring is also available: this feature gives a notice if two nearby panels are involved into the campaign at the same time.

Campaign planning window displays available and involved panels in two separate columns. Panels can be put into the campaign list not only one by one, but using filters on the available panels' side to select and include the panels which meet certain conditions. OFP displays the results various ways:

- panel list showing all information of the panels included
- spreadsheet of values of campaign result indices (including reach and frequency data)
- location of included panels on the map

2. Optimization

Using the optimizing feature OFP itself gives a solution for selecting the best campaign panels' list of the panel group taking the input conditions or limits (panel number, budget etc. – multiple conditions are can be applied together) into consideration.

Planning here also starts with the input of the basic parameters of the campaign. Region or local campaigns can be optimized using city conditions. Of countrywide conditions, the user can set one or more limits (e.g. number of panels to be included, budget, number of people to be reached by the campaign), and the software keeps on selecting the panels until the campaign fulfils all determined conditions.

OFP displays the campaign results the same way as in manual planning mode. Above that, the software presents the series of steps how it involved panels into the campaign, and produces graphs of RCH and effective RCH campaign indices together and split by cities.

3. Definitions of indices used in OFP

Poster count: The number of panels in the campaign.
Budget: Sum budget of the campaign costs.

GI (Gross Impression): All contacts generated between all those reached within the target group and all the panels they see.
ReachN: Number of reached people in the target group. Those who generated at least 1 contact with at least 1 panel of the campaign.
Reach%: Rate of reached people within the target group: ReachN / size of the target group (capita).
GRP% (Gross Rating Point): Rate of generated contacts in the target group: GI / size of the target group (capita).
OTS (Opportunity To See): Average contact number of one person of the target group: GI / ReachN.
CPT (Cost Per Thousand): Cost of reaching 1.000 people: Budget / ReachN × 1000.
CPP (Cost Per Point): Cost of reaching 1 GRP point: Budget / GRP%.
Affinity: Shows the over- or underrepresentation of the target group within all those people who were reached by the campaign: Reach% (target group) / Reach% (total population).

Effective GI (Gross Impression): All contacts (with panels of the campaign) generated by those who are effectively (minimum x times) reached within the target group.

Effective ReachN: Number of effectively reached people in the target group. Those who generated at least x contact with the campaign (whereas x is an integer greater than 1).

Effective Reach%: Rate of effectively reached people within the target group: Effective ReachN / size of the target group.

Effective GRP% (Gross Rating Point): Rate of contacts generated by those effectively reached in the target group: Effective GI / size of the target group.

Effective OTS (Opportunity To See): Average number of contacts generated by those effectively reached within the target group: Effective GI / Effective ReachN.

Effective CPT (Cost Per Thousand): Cost of effectively reaching 1000 people: Budget / Effective Reach × 1000.

Effective CPP (Cost Per Point): Cost of reaching 1 Effective GRP point: Budget / Effective GRP%.

Effective Affinity: Shows the over- or underrepresentation of the target group within all those people who were effectively reached by the campaign: Effective Reach% (target group) / Effective Reach% (total population).