

A guide to DOOH advertising for small businesses

Introduction to DOOH advertising

Out-of-home advertising (OOH) is any visual advertising media found outside of the home. This can include posters, ads on bus shelters or in transit areas like airports or train stations.

Digital out-of-home (DOOH) builds on this to offer a dynamic and interactive marketing platform and offers local businesses the opportunity to engage with potential customers throughout the entire day.

In 2019, DOOH advertising reached 69% of all UK adults every week and the average person in the UK saw 31 digital out-of-home screens every single week, according to Route & Touchpoints, 2019.

DOOH is a public broadcast advertising medium - meaning that it reaches a wide audience with the same message. It quickly makes brands famous and delivers unmissable and unskippable impact together with massive reach. It also gets brands seen and, more importantly, remembered.

Couple this with a smartphone in the pocket of every person and call-to-actions in an OOH environment readily lead to action - as consumers snap, share, search and shop, instantaneously.

OOH's share of the media mix has grown over the last five years. Latest data puts it at 11%, with DOOH's share increasing three-fold. Additionally, research from the IPA has shown that brands using DOOH can double campaign effectiveness.

The continual investment in technology has improved DOOH targeting - enabling more relevant, creative and contextual messaging that is driving action like never before.

What marketing challenges is it best suited to?

DOOH advertising can help SMEs drive sales and website traffic, increase brand awareness and direct footfall to their business. Using various data sources and campaign planning tools, campaigns can be scheduled to reach the right audience, at the right place and at the right time.

Being visible in urban locations - whether it's at bus stops, roadside, in airports, malls or train stations - DOOH raises the profile of your company, making it famous and helping it stand out from the crowd.

With DOOH, SMEs can ensure advertising creative is bold and delivers cut through by using motion and video, or different messaging depending on the location, time, audience, or even the weather!

It is easy to get a DOOH campaign up and running, enabling SMEs to benefit from the impact, action, relevance, and creativity that OOH has always been known for. So whether you want to build your brand, or drive response, DOOH is a trusted advertising medium and hugely effective at driving growth.

How to reach your audience

The advancements in out-of-home advertising has not just been in the growth of digital screens. There's also been significant work 'under the hood' to build more effective systems that enable advertisers to capitalise on the breadth of ways DOOH can reach target audiences, based on observed behaviours in a simple and intuitive way.

Using industry recognised campaign planning tools such as Route, CACI or TGI, the audience targeting capability of digital out-of-home advertising can be extremely precise and accurate. Whether you want to reach students, men aged 18-25 or ABC1 demographics, DOOH advertising can ensure your message is seen by the audience that matters to your business.

Once you have selected your target audience such as "environmentally conscious" or "frequent film fans" you can work with DOOH specialist companies to further refine your targeting with additional targeting mechanics, such as:

- **Context:** You can target your campaign by environment (rail, retail, roadside, airports) and select days of week or times of day best suited to your chosen audience. This allows for campaigns to be targeted to the likes of commuter, shoppers, or those out socialising with family or friends on the weekend.
- **Time of day:** Allowing an advertiser to choose, down to the hour, when they would like their campaign live – e.g. a café with a breakfast offer that only wants an ad to appear during the breakfast commuter rush, Monday to Friday.
- **Geography:** Advertisers can choose which locations they would like a campaign to run in. Either TV regions, or individual cities and towns, or even if the business is 100m down the road.

Creative considerations & lead times

Planning a DOOH advertising campaign is a straightforward and accessible marketing option for SMEs. Before you start your campaign, you will need to design your ad to the media owner's specs and share it with the media owner prior to your campaign start date – typically at least five working days in advance of the campaign's launch.

However, it is possible for you to start your digital campaign on the same day of enquiring, if you have the ad ready, as everything with DOOH is implemented remotely. If you're unable to design the poster yourself and do not have the help of an advertising agency then most media owners will be able to help design an effective digital ad for you.

Creatively DOOH offers local businesses endless options, but often simplicity is king. Overcomplicated and busy poster designs can turn readers off, particularly as digital ads appear on most screens for 10 seconds at a time. If it's too difficult for the viewer to understand the content, they will just ignore it. The headline message should always stand out, seek attention and be easy to read quickly.

So, when considering your DOOH creative, it's important to ask yourself a few creative questions. Will your headline be funny? Shocking? Or ask the reader a question? DOOH is a great medium to hardwire your brand identity into your prospective customers' minds. Make sure your logo and brand are clearly implemented in your ad.

Advances in technology have made it simpler and more efficient than ever before to plan and book a sophisticated and customised DOOH campaign, no matter the size. This development means that it's now possible for SMEs to create precisely targeted campaigns that wouldn't have been possible previously.

Media budget considerations

For your DOOH campaign to be effective, it needs to reach enough viewers. For example, if you use just one digital screen for one hour, it wouldn't be seen by enough potential customers and therefore the campaign wouldn't be as effective.

Therefore, many DOOH media owners have a minimum order value starting between £2.5k and £5k for a burst of a few weeks. This would potentially provide small coverage in your local town or city, either on one digital screen or spread out across multiple screens.

Factoring in more bespoke/precise targeting can increase the minimum spend or reduce the potential wastage. Medium-sized budgets tend to range from £10-50k while large-sized budgets can sit anywhere between £50k and £200k. This would increase the geographic reach and scale of the offering to larger cities, encompassing bigger digital formats, and for a longer period of time - such as two weeks on, two weeks off etc. Below is a useful summary:

£5k would allow for...

- A local business to advertise across the local town
- Digital 6 sheets - (Portrait digital screens located in prime locations)
- Roadside
- 6 – 8 locations / screens
- Selected by highest performing sites for their target audience
- Ability to have multiple creatives – maybe directional if driving footfall to store
- 2 weeks long

£25k would allow for...

- A wider proximity in a large town / small city
- Mix of environments and formats to extend reach and touch points
- 20 x roadside digital 6 sheets
- 10 x rail digital 6 sheets - across various stations
- 3 x digital 48 sheets - roadside
- 2 weeks long

£50k would allow for...

- A greater presence in a region or a larger city, achieving increased audience reach
- Targeting with branding building sites (such as large format digital) or extend the campaign to last longer
- 30 x roadside digital 6 sheets
- 5 x digital 48 sheets
- 2 x large format digital screens for premium brand building

Technical considerations

Starting your DOOH campaign is very easy. The only technical skill that's useful to have is the ability to transfer your digital poster/artwork file to the relevant media owner team, to ensure your advertisement displays on the digital screens.

However, if you are not comfortable with this, media owners will be able to help. Having the ability to design your own digital poster is always useful, however it's not a must-have.

Many DOOH specialists have a managed service and their experienced client services team can guide you through every step of the way.

Real-life campaign examples

Here are some examples of effective and creative DOOH ad campaigns:

- Tailster
- Tipi
- Clear Channel – Shutterly Fabulous
- Emily Crisps
- More SME case studies can be found [here](#).

With thanks to the businesses who authored this guide:

Talon

Talon Outdoor is an independent OOH media specialist and a significant player in the OOH agency sector, with a focus on delivering smarter, creative, technology-led and integrated OOH communications. Combining independence with a collaborative approach, Talon promotes open working between agencies, clients and media partners. Talon handles the OOH media for several of the UK's leading advertising brands through Omnicom Media Group UK agencies, along with other agencies including AMS Media Group, JAA, Havas Media Group, Goodstuff, Ptarmigan Media and Republic of Media.

 **Clear Channel**

Clear Channel Direct provide affordable OOH advertising for SMEs, working with a wide range of business sectors and local organisations across the UK. From councils and colleges to fashion brands, start-ups and local retailers, to helping organisations and charities raise local awareness to increasing sales for FMCG brands and car showrooms, any business type and size can use DOOH.