

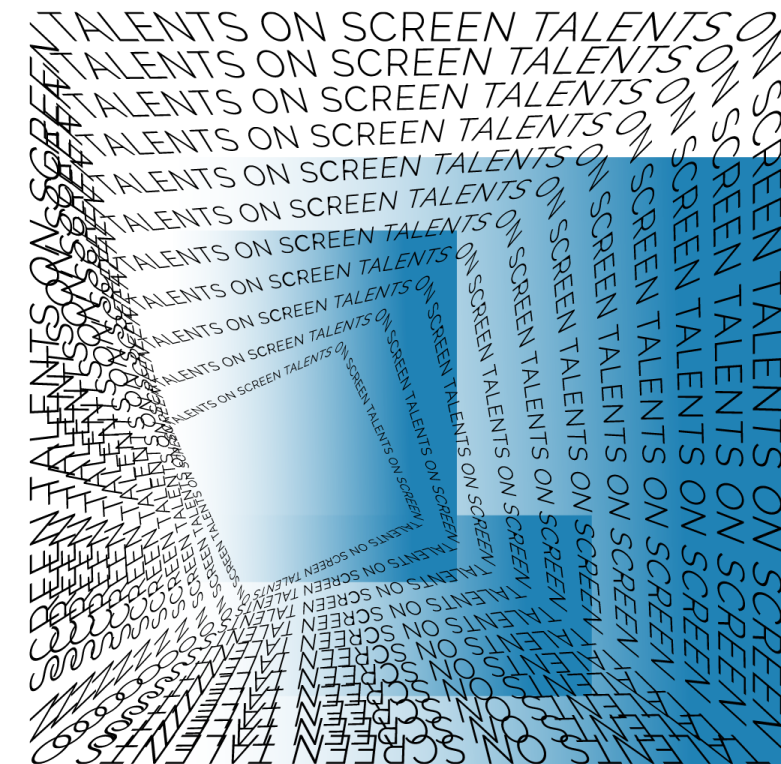
DIGITAL OUT OF HOME CONTEST TALENTS ON SCREEN

**Create,
submit
and win!**



BRIEFING

«Develop a 10s spot to win marketing decision-makers over for Digital Out of Home (DOOH)!»
September 2020



Briefing Talents on Screen (I)

Sender

The originator of this contest is the Digital Media Institute, representing all the providers and marketers of DOOH ad space and networks organised in the DMI, as well as the member media agencies (so-called special intermediaries) and numerous ad tech companies.

Task framework

Development of a DOOH genre campaign (similar to "Outdoor advertising meets everyone,, in billboard advertising), emphasising the special features of the medium and encouraging advertisers, media planners and creative professionals to frequently include DOOH in their media mix recommendations.

Target groups of the campaign

All marketing and media decision-makers in advertising companies (without industry focus), media planners in media agencies, in particular also creative professionals and consultants in advertising agencies and online agencies.

Briefing Talents on Screen (II)

Aim of the campaign

Increase attractiveness of DOOH as a medium, highlight and consolidate USPs and positioning, increase market share of DOOH.

Overall budget

The campaign is delivered on German DOOH screen networks (vacant media space). This ensures a high and continuous publicity. An additional media budget is not planned.

Time frame

The campaign is planned for a medium-term period of 2 years, starting in the winter of 2020.

Information on the DOOH medium

Material: [DMI-Blog](#), [newsletter](#), [DMI brochures](#) and [DOOH specials](#) of recent years.

Market research data

[Public & Private Screens Study](#) with a wealth of data on reach and target group structures. Various studies on the effect and sales increase of DOOH campaigns.

Briefing Talents on Screen (III)

Competition analysis

The main competitors in the media market are OOH (paper) and online advertising, but Source of Business is TV and online. DOOH is particularly suitable as a complementary medium to OOH, TV, online and mobile.

Market/market share/market development

There are more than 134.000 Screens in Germany. The overall OOH market is growing, mainly due to the increase in the share of DOOH, which currently stands at [30 % of the entire OoH market](#) in Germany. In many other countries the DOOH share is already at 50-70%. This is our target for 2023.

Briefing Talents on Screen (IV)

USPs of DOOH

- **DOOH is big:** More than 134,000 digital screens across Germany generate 924 mio. video views (for each ad) and 75% net reach per week
- **Everywhere:** DOOH is represented at a wide variety of touchpoints, e.g. airports, motorway service areas, shopping centres, cinemas, fast food restaurants, fitness studios, doctors' surgeries, office buildings, supermarkets etc.
- **Eye-catching:** Moving images & 100% visibility
- **Fast:** On air within a few hours
- **Cost-efficient:** fits every budget
- **Accurate :** Targeting of attractive target groups (the young & mobile, business travellers, high-income earners)
- **Honest:** 0% ad fraud, 0% ad blocker, 100% brand safety

Briefing Talents on Screen (V)

Positioning and image of DOOH

Outdoor advertising is the last great mass medium. Where the reach of Print and TV is significantly decreasing, the reach of DOOH is increasing remarkably. Thus, DOOH provides a genuine substitute for reach deficits of classic media and extending especially online and mobile moving image campaigns.

Similar to TV, DOOH shows its strengths at the beginning (attention, awareness, brand trust) of the marketing funnel. However, DOOH is also effective at the end (activation, consumption, purchase) of the marketing funnel. DOOH is therefore superior to print, radio and above all online advertising.

As a true mass medium, DOOH is „one-to-many“ and not „one-to-one“ such as online and mobile media. Therefore it lacks their one-to-one targeting capabilities and integrated performance measurements. In return, DOOH is not burdened with the typical online problems such as ad blockers (inferior reach), ad fraud and brand safety.

Briefing Talents on Screen (V)

Positioning and image of DOOH (continued)

DOOH delivers a unique combination of audience targeting and reach (in attractive, definable target groups), increased awareness for brands, and relevance for key messages at the right time - frequently prior to purchase.

DOOH is suited for playout of moving images up to 30 seconds without sound. The optimum spot length is 10 seconds, as DOOH is often perceived in passage situations. Advertising messages should therefore be simple and concise. Exception: Screens in waiting situations (e.g. in doctors' waiting rooms, airports etc.).

Programmatic DOOH Advertising

Programmatic Advertising has become an integral part of digital outdoor advertising. All major providers have upgraded their infrastructure accordingly over the past three years, making their DOOH screens available for automated purchasing and data-driven playout. Targeting is possible e.g. at target group, touchpoint and location level, but also via external triggers such as weather, traffic situation etc. [Real-time data](#) is increasingly available for this purpose.

Briefing Talents on Screen (V)

Deliverables

10-second spot as video or animation in a landscape (16:9) and portrait (9:16) format (refer to our [creative specs](#)).

or

Storyboard describing claim, strategy, measures and the implementation of various motives.

Storyboard should be realisable in the context of 2D or 3D animations, i.e. production costs must not exceed 5.000,00 €.

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