

MASS MEDIA DOOH ADVERTISING BUYING GUIDE

What does it take to create a successful advertising campaign? From identifying your advertising goals to monitoring the success of your campaign, we'll help you sort things out and make your advertising work for you.



RADLEY
LONDON

Buyers Guide

Why use DOOH advertising?

Reasons for using DOOH Advertising...



Outdoor advertising is the fastest growing traditional medium in the UK, with Billboard advertising being the number one.



Everyone who leaves their home is exposed to outdoor advertising media!



People now spend 70% of their time out of home.



Out of home advertising has also been known as the "Third space" which is the time we spend Out of Home and Out of Office. With the advent of phone and connectivity, it has become a much more active space allowing the consumers to engage with the advertiser on the go!



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What are your campaign goals?

Dare to be different! The key to success is executing a campaign designed around your specific, desired results.

Our team can help by identifying your campaign goals from the start and provide research and strategies to target and effectively reach more of your potential customers.

1.

What do you want to Advertise/Promote?

- Promotion/Others
- New Location Opening
- Brand Awareness
- Call to Action

2.

What do you want from your Campaign?

- Increased Revenue?
- Increased Leads?
- Increased Market Share?

3.

Who do you want to Advertise to?

- Set Location or National
- Roadside LED / Shopping Centre LED / Totems
- Specific Demographic



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How do I **make my advert?**

What's the most compelling thing you can say about your business or brand? Define this sale opportunity, and why your customers wouldn't want to miss it. This becomes the backbone of your advertising message.

Whether you have plenty of ideas about what you want your advert to do and say or you've not got the first clue where to start, our creative team will work with you to develop the content and design of your advert.

Just talk to us and we can take a creative brief based on your target audience and key message.



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How long should I run my ad?

Here at Mass Media, we ideally recommend **2 weeks** for national clients and **12 weeks** for local clients however we are able to put together flexible and affordable packages bespoke to your needs and budget.

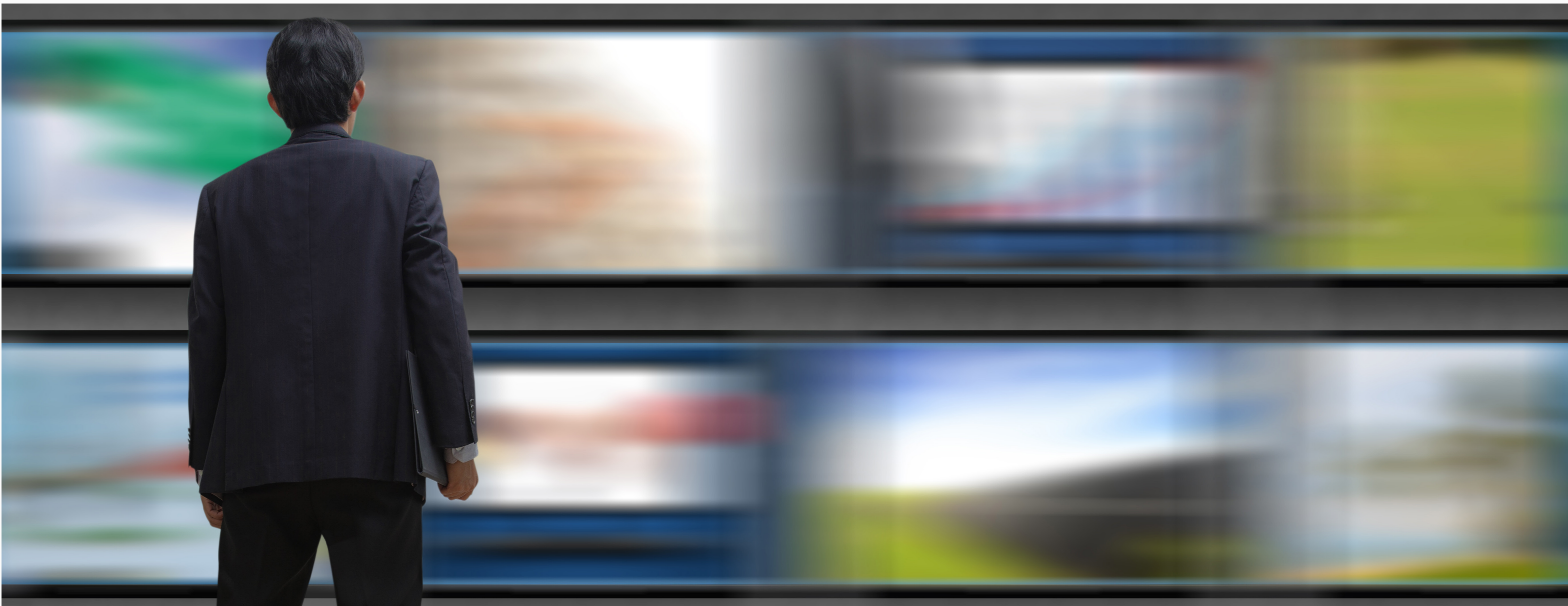
Why? Advertising works best with repetition - a consumer needs to see your advert repeatedly before they act on it. Therefore, consider how many times your target audience will be exposed to your adverts. Billboards can be expensive and therefore have shorter campaign cycles, making them unsuitable for many smaller businesses. Instead, consider advertising with long-term, sustainable lifecycles that can provide long-term campaign success and a much better return on investment.



Local = 12 weeks



National = 2 weeks



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Which outdoor format is best for me?

SHOPPING MALLS

Screens placed in a shopping mall have a greater chance of influencing sales as generally people are looking to spend. Screens located outside of shopping malls are even better for reaching a wider net of visitors and passers-by. DOOH screens inside malls are positioned to get the maximum exposure, visibility and awareness, making them ideal for promoting stores, sales and services

RETAIL:

Advertising in retail outlets is a great way to gain exposure or promote offers for brands and products.

Positioning in-store advertising where there is high traffic gains maximum visibility and awareness and helps push them towards your products

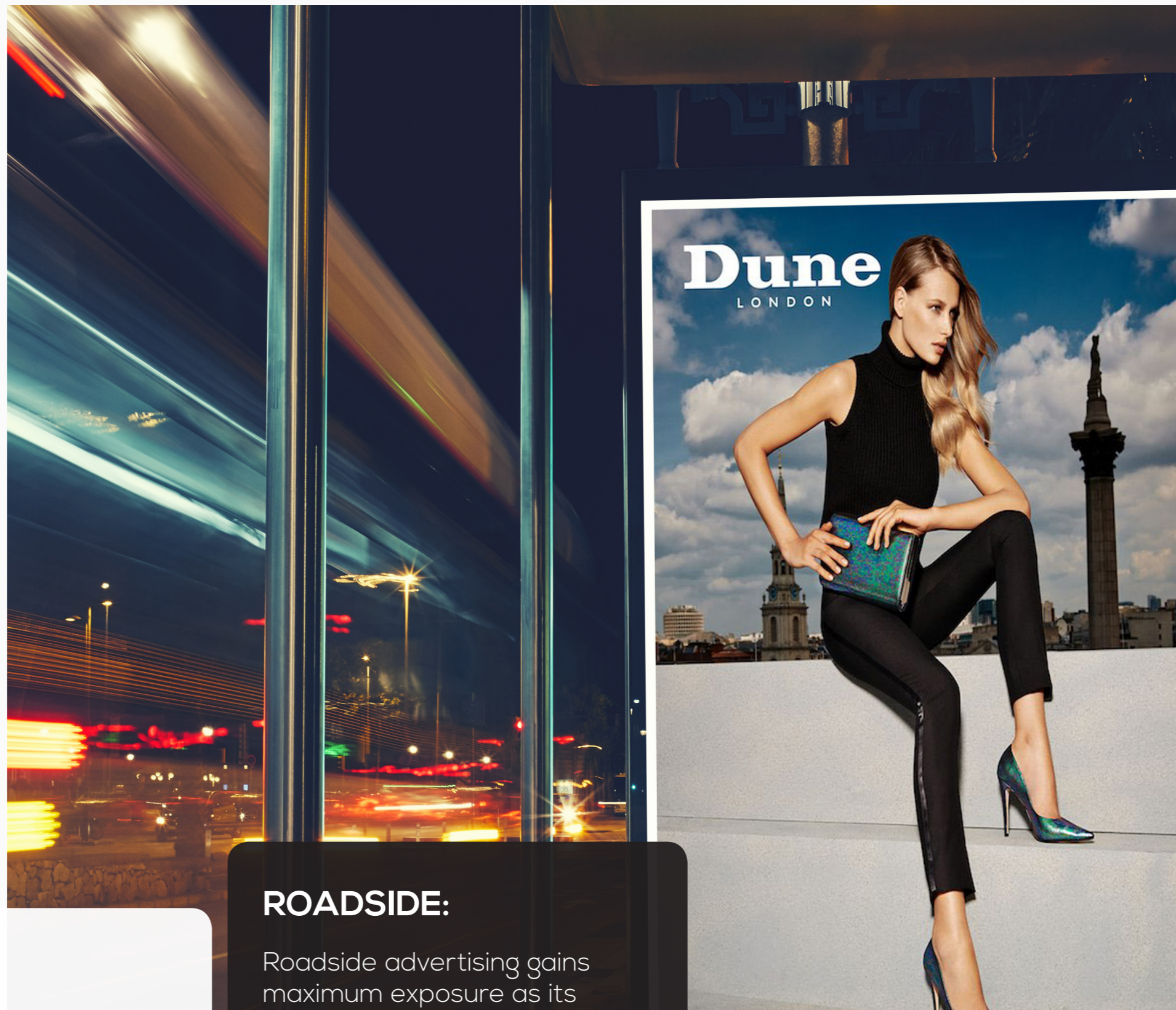
ROADSIDE:

Roadside advertising gains maximum exposure as its displayed to a much wider demographic and higher volume of people, promoting to a whole nation.

Using the latest LED technology on screens can dramatically increase the memory retention of people viewing your message

TOTEMS:

Totems can be located in many locations such as Petrol Stations, Shopping Malls, Retail, Town Centres, Roadside etc, and is more affordable due to size of media and often used for both local and national adverts



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What is the best position to locate my advert?

Once you've chosen your demographic the next choice will be locating a prominent position in the selected area to make it as visible as possible to your demographic. If you're targeting shoppers then you will be looking at placements in town centres and shopping centres, or even internally in shops.

If your advertisers are local companies then again, they would be looking to advertise in these areas. National advertisers will look more at the roadside screens as well as shopping centres to broaden the demographic. Next consider the position of your screen and/or ad. Is it in a visible position? Is that area busy? Is it clear of any obstructions? Are there any distractions near the display? Considering who your audience is and where to reach them is key when choosing DOOH advertising

The position of the screen is important for both the landlord and the advertisers as it needs to be in the ideal position to allow more people to be able to take notice and view the adverts.



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What will my campaign Cost Me?

Our core philosophy is to make DOOH advertising affordable for all. That means we can offer different packages to suit budgets of all sizes. We like to listen to our client's ideas and requirements when it comes to advertising and from this we can put together a completely bespoke campaign that we feel will best suit your budget and get the best possible results.

To find out more about our advertising prices, get in touch with us and we will help you through the process.

***Price points for campaigns are dependent on many factors;**



Will your ad be targeted to a local audience or nationally?



What time would you like your ad to be displayed- day, night, weekend?



Would you like a long term or short campaign?



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Ready for **Digital Domination?**

Let's start by discussing your ideas and objectives and put together a proposal that best suits your needs and your budget.

Part of our proposal will include;



Researching your demographic in line with your objectives



Researching the best location and position



Recommending how often your advert should run.

If we have been successful and you have chosen to go with our proposal, we will discuss the start date for your campaign and payment terms and then we will issue you with our SLA's for you to sign. Once this is done then you can sit back and enjoy the benefits knowing you are in good hands



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What happens after my campaign?

Whether you are a local or national client, you are important to us, and we believe in building long term relationships with our clients.

Throughout the process, we will keep you updated and when your campaign is coming to an end, we will discuss the results and look at ways of how we can improve it for your next campaign

Mass Media Advertising is a leading DOOH advertising partner. To find out more, get in touch with us today and we'll be more than happy to help.



Call us on **0118 918 0188** or you can email **info@mass-media.co.uk**

