

"Eyes On" Through a Media Buyer's Eyes

**By Howard Greiner,
President and COO,
Buntin Out-of-Home Media**

This is the final article in a series dedicated to telling media professionals about the benefits and ongoing progress of the industry's new "Eyes On" audience measurement initiative. This month's piece is authored by Howard Greiner, President & COO, of Buntin Out-of-Home Media.



Howard Greiner

As the New Year begins with opportunities and challenges for marketers and their agency partners, the Traffic Audit Bureau begins 2008 with much enthusiasm for its new "Eyes On" audience measurement system. Joe Philport and his team at TAB have spent the last few years developing the methodology and testing the "Field of Dreams" promise of "if you build it, they will come."

At Buntin Out-of-Home Media, we see the new initiative as three key components:

"Eyes On" Data

I remember selling out of home media, or more specifically, billboards, in upstate New York. Whether it was a retailer, car dealer or the like, the most frequent objection I encountered from local advertisers was, "Do people look at billboards?" The next objection, of course, was "Not everyone looks at billboards." The "Eyes On" component is

intended to answer these age-old questions.

No media, in fact, could determine how many people are looking at the ads. Radio and TV ratings do not address this objection, whereas out of home would be the first media to do so. By factoring in a visibility adjustment (a qualitative factor for each out of home unit) into the circulation, an "Eyes On" audience estimate will be created for each unit.

Audience Measurement

This component is intended to address the most common objection by national advertisers, which is, "Who is seeing the out of home units?" From a local sales perspective, this was always an easier question to answer. From the perspective of a national advertiser, the proven ability to reach a particular target audience is where the rubber meets the road. And, the process of modeling will allow TAB to provide audience measurement in over 200 DMA's.

The new audience measurement will provide for a media translation from a 30 day metric into weekly "Eyes On" audience impressions (available by demographic targets) and a new reach and frequency model. Soon, local and national advertisers, and their agency partners, could have the ability to include out of home in the same weekly

media mix analysis models – and apples-to-apples audience delivery efficiencies could be examined across all media.

Systems

This last component could allow for the integration of the data into planning modules and media mix analysis software. Buntin Out-of-Home Media, for example, uses GeoTrak, a proprietary Web-based out of home media management system which allows us to plan and place out of home media campaigns for our clients from one platform. The integration of the new audience measurement data would provide added value to our system, and could provide deeper insights into targets, media format selection, and geography.

As a newly-elected TAB board member, I look forward to sharing our expertise and unique perspective with those involved with this initiative. Providing data to advertisers which will help them and their agency partners develop more effective out of home media campaigns will be the ultimate test of TAB's "Field of Dreams." Of course, once the targeted out of home plan is developed, I would be remiss not to mention the need for engaging creative.

The Traffic Audit Bureau (TAB) has launched a new Web site dedicated to the "Eyes On" measurement system. The site is an informational hub for people looking for a timeline of events, as well as what they can expect out of the initiative, and can be accessed by going to: www.eyesonratings.com

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WEDNESDAY, JANUARY 16, 2008

Single-Sheet Poster Workshop
Fairway Outdoor
Advertising Plant
Raleigh, NC

FRIDAY, FEBRUARY 1, 2008

OBIE Awards Judging
The National Hotel
Miami Beach, FL

SUNDAY-TUESDAY, MARCH 2-4, 2008

OAAA Legislative Conference
and Legal Seminar
El San Juan Resort
Puerto Rico

SUNDAY-TUESDAY, APRIL 13-15, 2008

TAB Out of Home Media Conference
and Marketing Expo
Boca Raton Resort
Boca Raton, FL

TUESDAY, APRIL 15, 2008

OAAA OBIE Awards Gala Dinner
Boca Raton Resort
Boca Raton, FL

Innovation in Public Service

The past month has seen several exciting and innovative uses of digital and traditional billboard technology to provide valuable public service. From Minnesota to Iowa to Ohio, companies are coming up with new ways to help their communities and drive sales.

Iowa

The eyes of the nation were on Iowa on January 3, when the Iowa caucuses reshaped the 2008 presidential race. The eyes of Iowa drivers were on digital billboards throughout the state.



Operators in Iowa teamed up to provide real time caucus results on digital billboards in four outdoor markets (Des Moines, Cedar Rapids, Dubuque, and Waterloo). Teaser creative ran the day of the caucus telling drivers to watch during the evening for live results. The digital billboards went live shortly after the caucuses opened and were updated every seven to ten minutes until the winners were declared, when the boards switched to a winner graphic.

Press coverage of the event was substantial and uniformly positive. Operators reported getting calls from as far away as New York, asking about using digital billboard technology to advertise.

For more information about displaying primary and general election results in your market, contact Jeff Golimowski (jgolimowski@oaaa.org).

Minnesota

Digital billboards in St. Cloud were used to provide valuable safety information to the public after a dangerous sex offender was released from prison.

Building on an existing partnership with St. Cloud police, the local operator displayed the name and picture of a "Level 3" sex offender (one most likely to reoffend) who was about to be released in the community. Police made the request at 3:00p on Friday. The operator had the creative on the streets by 4:15p.

Just a few days later, police told the operator the sex offender had left town.

Ohio

When Dayton resident Bob Arnold was awarded a prestigious Marshall Scholarship, the outdoor advertising industry was among the first to offer its congratulations.

"He was one of the best students I've worked with," said Sara Boyd of the Voinovich School of Leadership and Public Affairs at Ohio University, where Arnold is a student.

An operator in Dayton put up a poster congratulating him near Arnold's home.

Operators in Ohio donated a similar congratulatory billboard for a speech champion from Canton in September.

2008 Industry Forecasts

According to a recent Advertiser Perceptions survey, outdoor should experience strong revenue growth in the first half of 2008. The survey polled advertiser and agency executives about their expected advertising budgets. When asked to project media spending for the next six months, 22% of respondents expect the outdoor share of the advertising budget to increase. The results show expectations for out of home as being far rosier than radio (16%), local newspapers, (14%) and national newspapers (10%).

The survey results reinforce other recently released forecasts for the year. TNS projects a 5.5% increase in outdoor spending in

2008, which outpaces the total ad spending projection of 4.2%. Similarly, Jack Myers forecasts an 8.0% increase in out of home and place based formats, excluding cinema, which he projects will increase 17.5% in 2008. The out of home and cinema categories are among the fastest growing, according to Myers, who projects total advertising spending to increase 6.9%.

Both forecasts point to the summer Olympics and the presidential election as the main drivers of growth for the year. The forecasts also agree the largest spending decline will be suffered by newspapers.

OAAA 2008 Legislative Conference Agenda

I. Digital The panel will discuss energy and environmental issues, traffic safety, terminology and the limitless public safety uses of this exciting new technology.

II. Your Job Made Easier Thanks to Data-Mapping How and why data-mapping works, as well as new local tools, including point and click ordinance language and a dedicated website.

III. The State Paradigm Now that amortization is yesterday, this session will deal with tomorrow, including what the model should be for protecting nonconforming.

IV. Coming Out of the Bunker Dealing with the press: choosing to stay in the bunker or get out on the field. This session will explain how the other side works, what the press likes about outdoor and what OAAA can do to help you.

V. State Association Management Get the best idea out there from a state association and how you can steal it. You'll also learn a valuable lesson about a mistake you should avoid.

VI. FHWA/Regulatory Update The latest in new regulations from the Federal government.

OAAA 2008 Legal Seminar Agenda

I. New Developments in Condemnations and Takings. The panel will discuss recent condemnation decisions, the withdrawal of federal court jurisdiction in takings cases by the U.S. Supreme Court in San Remo Hotel, and the impact of state compensation laws when a development permit is conditioned on removal of a nonconforming outdoor advertising sign.

III. Digital Sign Disputes This panel will discuss the current regulatory context for digital signs, litigated cases concerning digital signs, and traffic safety and lighting issues.

Lunch Speaker: Senior Official of the Government of Puerto Rico

IV. General Counsel's Panel The General Counsels of major outdoor companies will each select and discuss an important legal issue that their company confronted in 2007.

V. Developments in Outdoor Advertising Law This panel will discuss recent First Amendment cases including Metrolights v. City of Los Angeles, RTM v. City of Houston, new issues involving third party challenges to billboard settlement agreements, and preemption of local zoning regulations when outdoor advertising on public property and preemption of local zoning laws.



On the Road

Ken Klein will be attending a political event in Orlando, FL, on Monday, January 14.

Marci Werlinich and *Stephen Freitas* will be in Raleigh, NC, attending the Single-Sheet Poster Installations Workshop on Wednesday, January 16.

Jeff Golimowski will be in New York City meeting with industry reporters on Friday, January 18.

OAAA Legislative Conference and Legal Seminar

March 2-4, 2008

The discounted room block at the El San Juan Hotel closes on Tuesday, January 29, 2008, so be sure to book your flight and hotel room as soon as possible. To register for the conference please visit: www.oaaa.org.



LEGISLATIVE
CONFERENCE AND
LEGAL SEMINAR

For more information please contact:
Alyssa Marois (amarois@oaaa.org)
or call (202) 833-5566.

FOARE Increases Scholarships for 2008-2009

The Foundation for Outdoor Advertising Research and Education (FOARE) announced it is increasing the value of its scholarships for the next academic year. FOARE will award six \$3,000 scholarships (up from last year's six \$2,000 awards) and the Ruth Segal Scholarship will total \$4,500 (up from \$3,000 last year).

"This increase is made possible by the generosity of the many donors in the outdoor advertising industry who continue to support FOARE education and research programs," said FOARE Board Chair Paul Cook. "Expanding the scholarship program is in an important way for our industry to deal with the ever increasing cost of a college education."

Applications for this year's scholarships will be due by June 13, 2008. Applications are available online at www.oaaa.org/foundation.

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