



DIGITAL SCREENS GROW, TRAIN TRAVEL + NEW NEURO

Updates from APN Outdoor digital network, Torch Media trains & oOh!'s Iconic Trigger research

APN Outdoor reports it continues to cement its position as the leader in large format digital outdoor with the announcement this month of two new digital billboards launching in Sydney. **The new large format screens will take APN Outdoor's total number of digital billboards to 28 nationally** and mark the start of another significant expansion period that will see the company aim to add more than 50 digital sites across Australia and New Zealand before the year's end.

Forming part of the company's Elite Screens portfolio, the new sites will create the first metro digital billboard pack in Sydney. The sites are located on two of Sydney's major motorways: the M1 Pacific Highway and M4 City West Link. Both screens are Supersite formats measuring 12.66 x 3.35m and will operate 24/7.

APN Outdoor has chosen both sites for their high-traffic locations and ability to frequently reach a sought-after audience demographic. The M1 Pacific Highway site is located in the suburb of Pymble on Sydney's Upper North Shore. It will offer APN Outdoor advertisers the opportunity to engage with an affluent audience. Meanwhile the M4 City West Link site is located in Lilyfield in Sydney's inner western suburbs, which has an average age of 37 years and an average household size of two. The road is constantly busy across all four lanes of the City West Link providing advertisers with maximum campaign exposure.

oOh! releases global first neuro study

Australian advertisers can now increase the effectiveness of their out-of-home campaign by more than 40% by applying neuroscience to their creative, according to findings of new Iconic Trigger research study. The research by Neuro Insights was commissioned by oOh!media. The study found that by identifying the most powerful, or iconic, moment in TVC or video pre-roll and applying it to out-of-home environments, advertisers could increase a respondent's long-term memory measure by an average of 42%.

The findings are the result of testing 60 commercials from the past two years with consumers to identify a TVC's iconic triggers. Carlton Draught's award-winning TVC The Great Beer Chase can not only be analysed to understand what the iconic moments are within the TVC but also demonstrate how to



utilise these moments on outdoor signage to increase the effectiveness of the campaign by tapping into the viewers' long-term memory. The CEO of oOh! **Brendon Cook** said the results showed that out-of-home campaigns, using iconic triggers that were identified in their creative, produced more impact by tapping into consumers' long-term memory which is linked to enhancing the overall ROI of a campaign. "This research provides advertisers with an actionable tool that identifies moments from their TVC or video pre-roll, most strongly held in the long-term memory, which we know has a positive impact on ROI," Cook said.



Torch gets stronger

In April, out-of-home specialists Torch Media will be celebrating one year of eastern seaboard transit media. Campaigns in the format over the past 12 months include Lipton Ice Tea, Mentos, Tic Tac, V Energy Drink and HSBC.

Torch offers advertising on the only train exterior media environment in the markets, giving campaigns the potential to reach 3.4 million Australians every week.

India's Ministry of Tourism partnered with TorchMedia to promote their Incredible India campaign to a potential audience of seven million commuters across Australia's eastern seaboard.



The Incredible India campaign has been running across 76 panels in Melbourne, Sydney and Brisbane throughout February and March, drawing attention to the stunning landscapes and unparalleled experiences on offer in the jewel of sub-continental Asia.

TorchMedia GM **Kirsty Dollisson** said the creative for Incredible India was some of the best she's worked with. "The visuals attached to the Incredible India campaign capture the messaging of the campaign perfectly," Dollisson explained.

The company, which also has a considerable presence in shopping centres, recently conducted research in conjunction with Hoop Group to better understand how people view, engage and respond to in-store advertising formats. Eye tracking software was deployed to find that customers naturally gravitate from the advertising to the product in question and back.