

LURITY GUIDE

Digital out-of-home advertising:
everything you need to know



WHAT IS DIGITAL OUT-OF-HOME?



DOOH has become one of the fastest growing media segments in the world in recent years. DOOH, short for digital out-of-home, is an innovative form of media known as outdoor or out-of-home (OOH) advertising.

DOOH media come in various formats and sizes such as LED screens and LED billboards placed along busy roads and in city centres, digital panels in high footfall areas, shopping malls, medical facilities, entertainment centres etc.

It is a highly effective medium that can accelerate the purchase decision of the target group: up to 52% register the DOOH format, of which 57% visit the point of purchase and of which up to 93% actually make a purchase.

DOOH allows brands to seamlessly connect with consumers every day and at every step of their day, providing contextually highly relevant content.

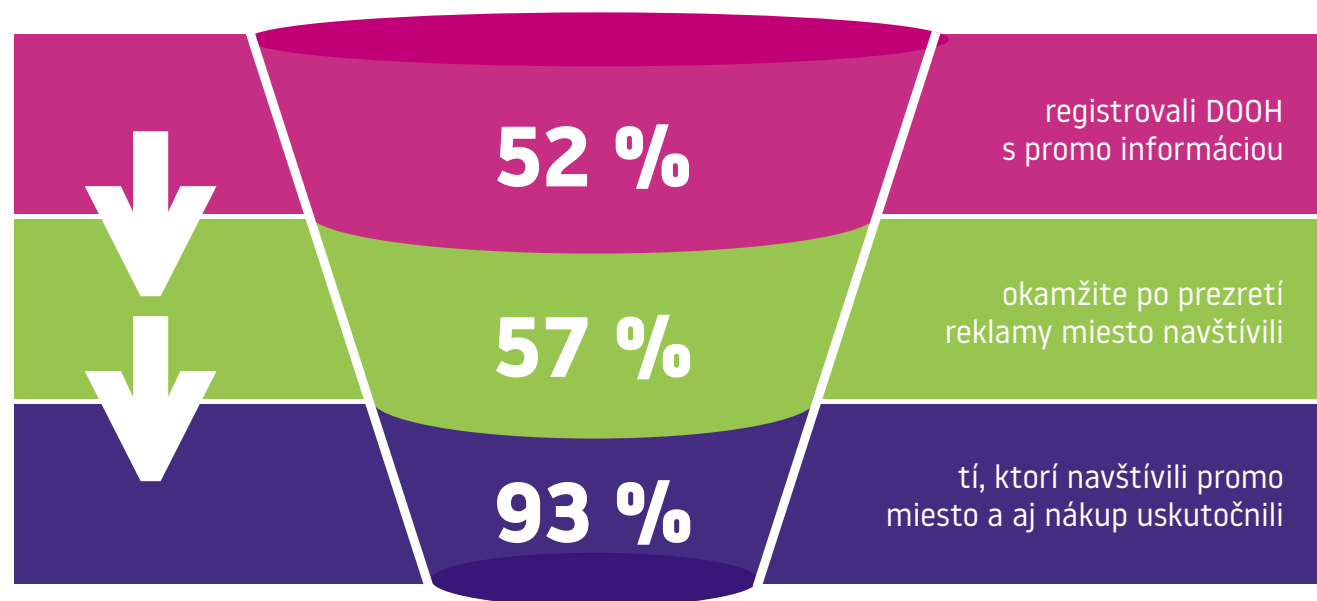
< MORE ABOUT DIGITAL OOH >



LURITY INTELLIGENT AD. STEP AHEAD.

Lurity is an advertising network of hundreds of multimedia indoor-outdoor digital screens in Slovakia and the Czech Republic.

OAAA NIELSEN RESEARCH, AUGUST 2020 NIELSEN DOOH - BILLBOARDS, STREET FURNITURE, PLACE-BASED AIRPORTS



This affinity medium is exactly where the shoppers are: in shopping malls with top traffic, in medical facilities such as hospitals or polyclinics, at the Slovak Post Office, at petrol stations and wellness centres... It is an accelerator of the target group's purchasing behaviour, as proven by OAAA's Nielsen survey.

5 FACTS ABOUT OOH, WHICH IS GOOD TO KNOW

98%

of consumers have seen some kind of DOOH ad in the last 30 days

67%

of media experts report that flexible buying options are the main reason they consider buying DOOH

the market is estimated to grow by +10.35% by 2026

83%

of consumers notice OOH advertising while driving

60%

respondents in the cities, after seeing the OOH Ad, searched on the Internet for the product they saw

**505 STATE-OF-THE-ART
DIGITAL SCREENS**



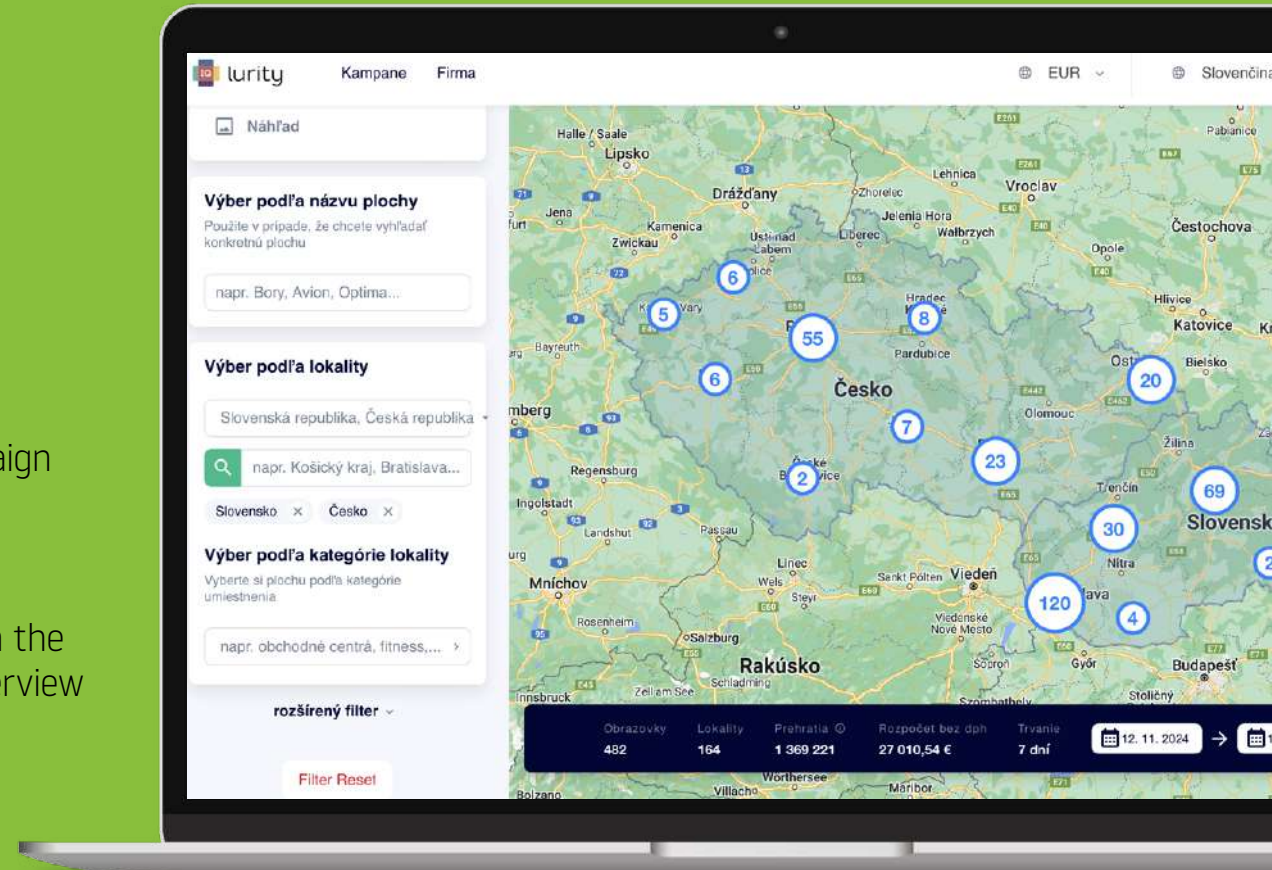
**15 MILLION VIEWS OF OUR
ADS / MONTH**



3 COUNTRIES

BASIC ADVANTAGES OF LURITY DIGITAL OUT-OF-HOME ADVERTISING

1. online **planning option** at portal.lurity.com
2. **targeting by region**, by type of area location
3. **speed of campaign launch** (within 10 minutes)
4. possibility to enter **any campaign length** over 7 days
5. **possibility to change** the background during the campaign
6. possibility to **implement live feed** campaigns
7. continuous **online tracking** of the campaign progress
8. **campaign outputs**: possibility to download reports with the exact time and specific screen recorded + complete overview of all plays, on every single screen



< HOW DOES DOOH ACCELERATE
BUYING BEHAVIOUR? >

SPACE PLANNING IN AN ADVERTISING CAMPAIGN

The selection of digital screens is possible by locality or sub-locality.

The sale works on 1/10 of the media space for a practical reason: each OC has a minimum of 5-9 entries. With 1/10 on 10 screens, there is a higher probability of capturing a client's ad than with a full time space at one of X number of entries. So we can influence it effectively both at the beginning of the shopping experience and during the shopping experience.

THE AVERAGE LENGTH OF A CUSTOMER'S VISIT TO OC IS 1.5 HOURS: DURING THIS TIME, AN ADVERTISEMENT IS PLAYED ON EACH SCREEN

THE MAXIMUM AND MINIMUM NUMBER OF AREAS WITHIN THE NETS

At most it is possible to buy the whole network SK, CZ, possibly also Bosnia and Herzegovina. If there is only one area within a location, it is possible to buy it separately.

OPTIMAL CAMPAIGN LENGTH

The length of the campaign depends on the objective and the type of campaign: from a one-week campaign such as a sale or an active promotion in a given OC, through 1 to 2-month campaigns, to, for example, a year-long client communication with a regular renewal of the offer on the digital screen.

THE WAY CAMPAIGNS ARE MEASURED

In terms of visitor numbers, shopping centres are unique. Such a massive concentration of customers in one place, regardless of the size of the agglomeration in which the OCs are located, other types of areas do not show such parameters. In terms of income, this is the most interesting target group in the region. The price follows the footfall of the centres in the place and time and season: in general, on average, the OCs in our offer have a footfall of over 20 thousand. Our OCs have around 20 customers per day. Example: if we calculate the above figures for a 30-day campaign running in 15 malls x 15-25 thousand visitors => result of 9 million customers we have the opportunity to reach, the CPT of our medium is quite competitive with current online formats.





SPOT LENGTH, ALTERNATION OF CAMPAIGN CREATIVES, SOUND

Spot length is 10 seconds, 1-10 backgrounds can be used, either static or dynamic (image / visual, video).

We recommend using a dynamic spot, i.e. video without sound - it will help to increase the capture of the advertising message.

Our advertising spots are without sound.

ROTATION OF CREATIVES

Currently it is possible to place 10 creatives in one campaign (in one slot). The system shuffles them irregularly but evenly. It is possible to combine static visuals or video.

Our system can handle different types of screens: from small tablets (ads in taxis, restaurants), through standard screens to large LED or other non-standard screens such as jukeboxes.

INTERACTIVE SURFACES

Interactive surfaces are currently used in OC in the Czech Republic. They are controlled by touch or gestures and are used as information surfaces with interactive maps of the OC, which increases the comfort of visitors, the format of the infoplate is also available. Very attractive for OC and visitors are our applications, which on interactive surfaces allow, in addition to the game, marketing promotion of brands and selected products. The result can be a growing database of visitor contacts, which will certainly be appreciated by brand marketers.

See here for examples of apps and client campaigns:  [YouTube](#)

CUSTOMIZED SOLUTIONS

We also offer special solutions tailored to the client's needs as stand-alone projects outside of the areas we offer, on the client's own areas or on long-term rented areas.

< 4 USEFUL HINTS FOR YOUR
OUT-OF-HOME ADVERTISING CREATIVE >

Thank you for your attention and we look forward to working with you.

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