

Master OOH Ad Measurement

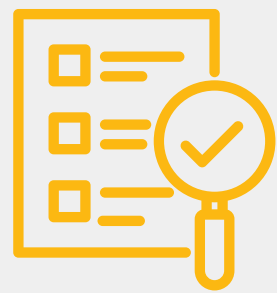
A Webinar by AdMazad

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AdMetrics your Data-Driven OOH Partner

Our **data-driven** platform empowers smarter decision-making for **increased ROI**.



From planning to measurement, AdMazad provides the data you need to **succeed**.



Determine **key billboard spots** using audience demographics, traffic, and **competitor analysis**.

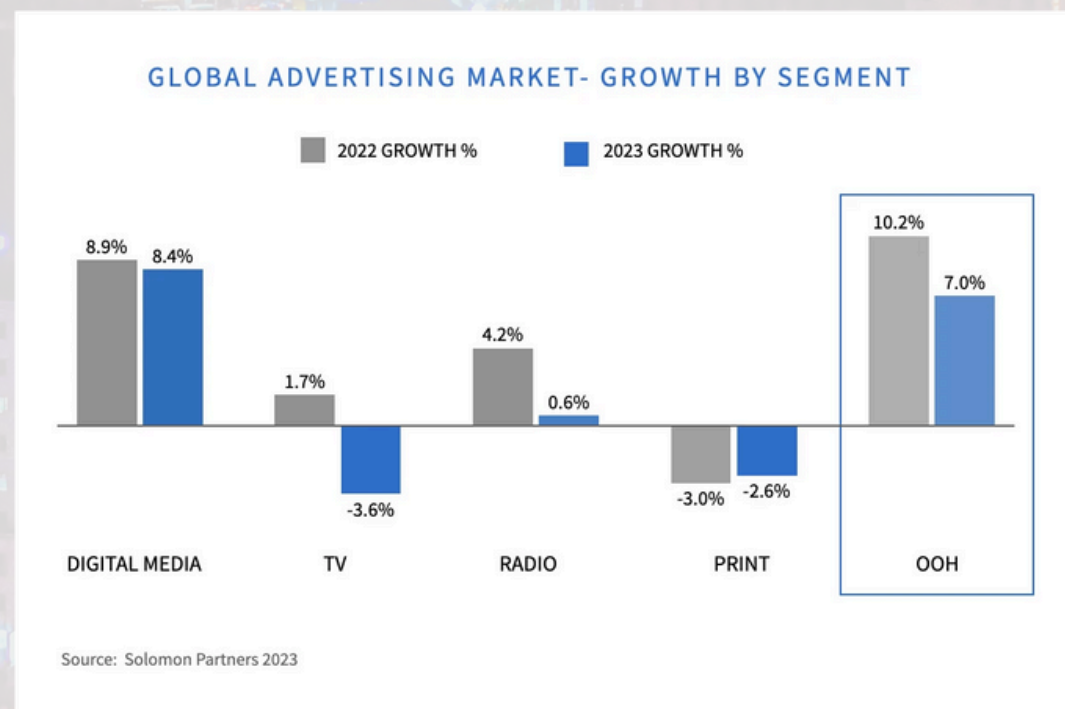


Benefit from our streamlined platform for **efficient planning, booking, and management**.



Why OOH matters in the current digital age

OOH Growth



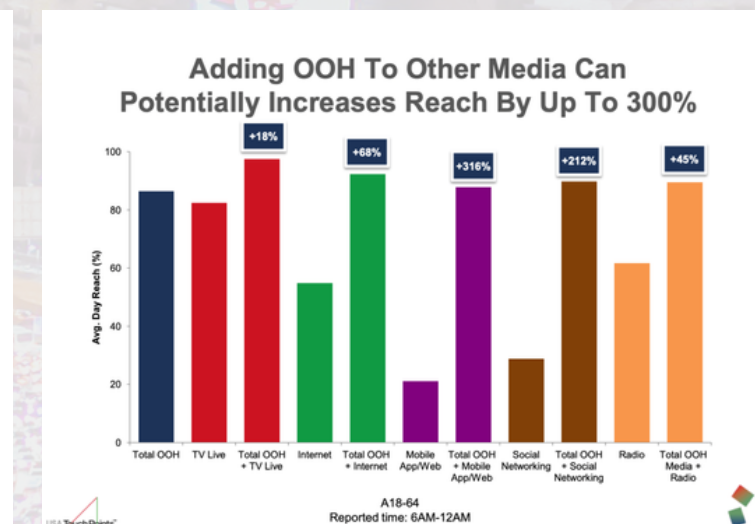
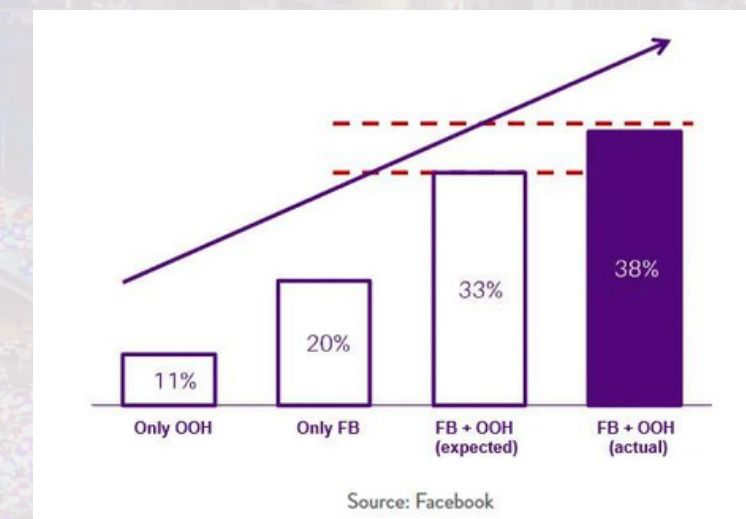
- Egypt is expected to witness an ad spending of EGP 4.3B in the Out-of-Home Advertising market by 2024.

Brand Awareness



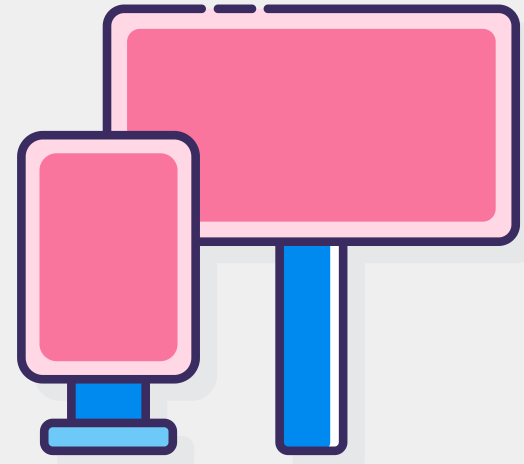
- OOH is trusted by 46% of consumers, making it the most-trusted ad format.

Mass Reach and Digital Amplification

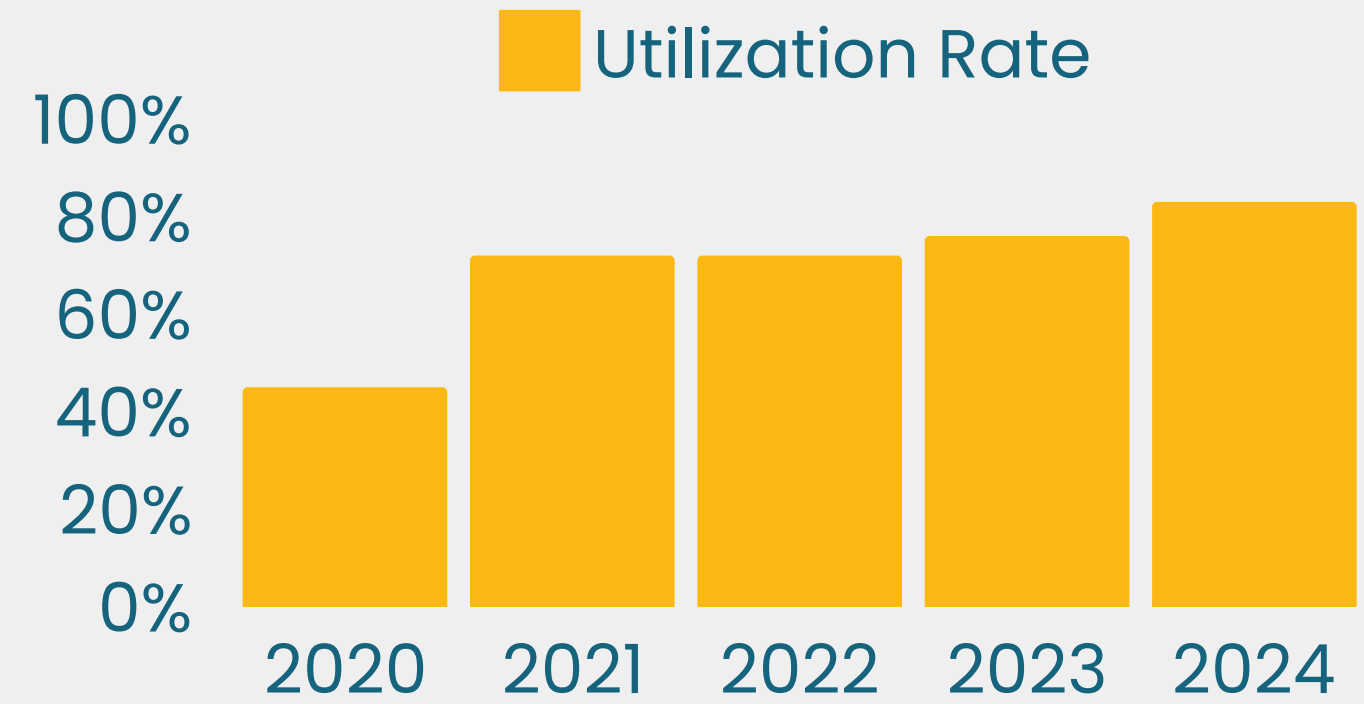
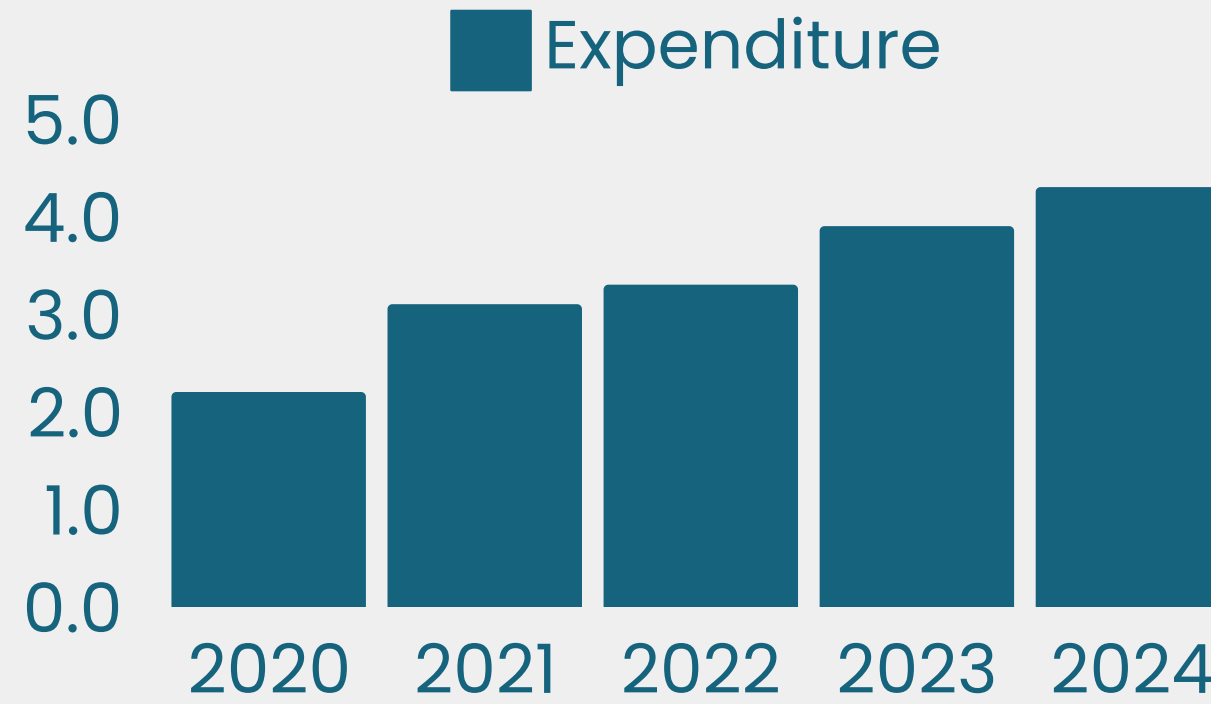


- OOH is a non-skippable format, maximizing exposure and boosting mobile and social media retargeting
- OOH provides cost-efficient mass reach, ensuring broad exposure at a competitive price compared to digital, TV, or print media at EGP 28 CPM

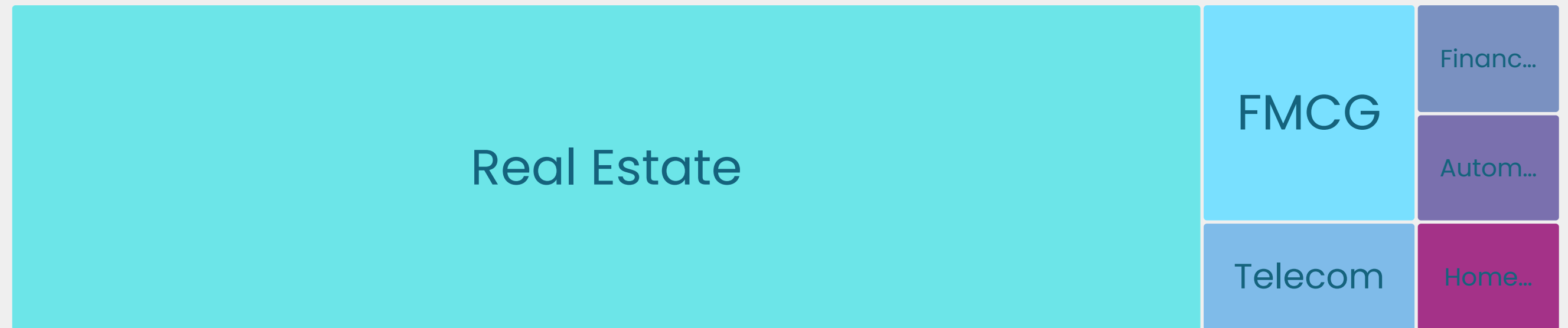
OOH In Egypt



6000+ Large Billboards
180+ DOOH



1500+ USE OOH



How many Campaigns Do You Recall From The 1.5K Brands?

Telecom

VODAFONE
WE
ORANGE
ETISALAT

Real Estate

TMG
AL QAMZI DEV
JDAR DEV
THE MARQ
LMD
THE WATERWAY
AL MARASEM DEV
HORIZON DEV
REEDY GROUP
MISR ITALIA

Financial Services

NBE
HOUSING DEV BANK
BANQUE MISR
QNB
ARAB BANK
MASTERCARD
VALU
BM

FMCGs

LOREAL
PEPSICO
EDITA
HEROMEA
COCA COLA
HENKEL
RHODES
P&G
MONDELEZ
MARS INC

Retail

RANEEN
KABBANI FURNITURE
TALABAT
COTTONIL
ART HOUSE
B.TECH
NAGUIB SELIM
MAJID AL FUTTAIM
2B

E-Commerce & Tech

AMAZON
DUBIZZLE
DIDI
BAYUT
NOON
IN DRIVER
TALABAT
COOING
JUMIA
PROPERTY FINDER

Others

ANDALUSIA HOSPITALS
CENTRUM
100 MILLION SEHA
EL SEWEDY EDUCATION
ESLSCA
CAIRO SCAN

Does your brand really need OOH to reach your target audience?



Do you have a clear communication objective for your campaign?



Can your brand's creative stand out in a cluttered environment?



Other Questions to ask

- Is your messaging clear and optimized for quick consumption?
- Do you have the right geographical strategy for placement?
- Do you have the budget to sustain the campaign?
- Are you using just OOH?

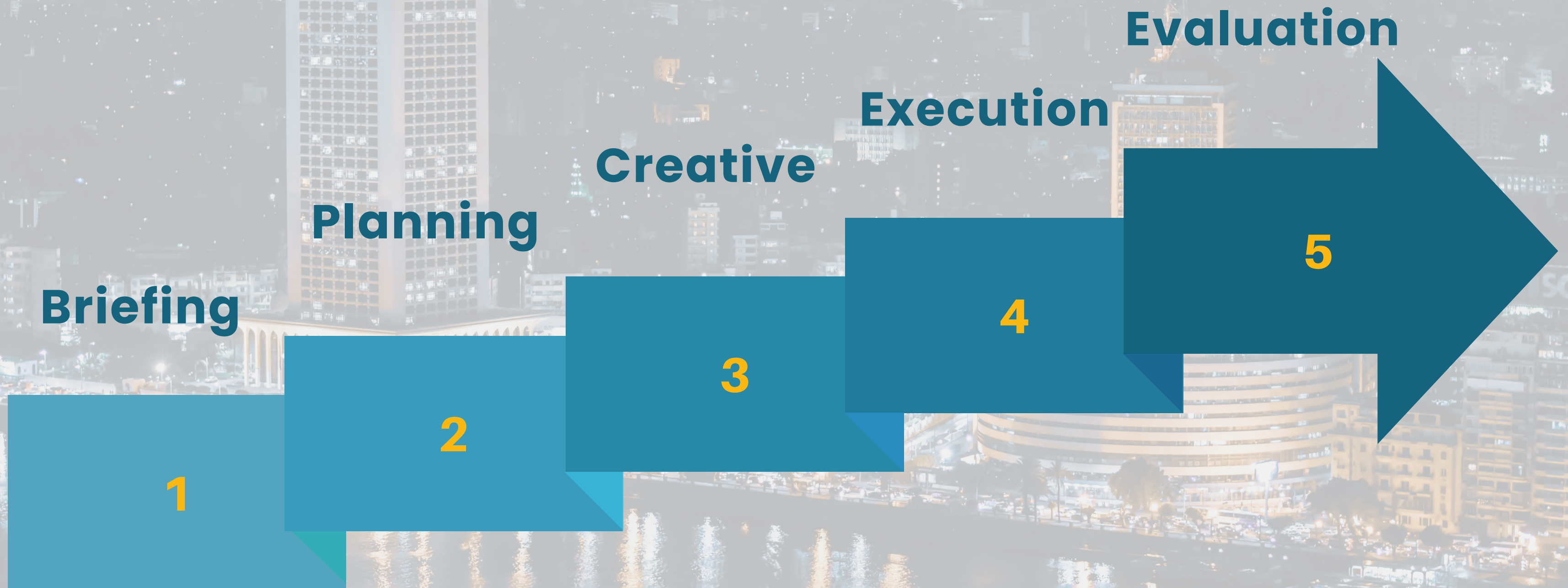
Brands Positioning

Aspect	Mature Brands	Start Ups/New Entrances
Objective	Reinforce brand leadership and market dominance	Build awareness, establish credibility, and generate buzz
Brand Recognition	Leverage existing brand identity for continuous visibility	Create brand identity from scratch, increase recognition
Ad Strategy	Focus on long-term visibility, premium locations	Focus on localized, high-impact, cost-effective placements
Creative Approach	Simple, consistent visuals based on established identity	Creative, disruptive ads to capture attention
Budget Flexibility	Larger budgets for premium locations	Smaller budgets, focusing on reach and impact in key areas

 OOH ADVERTISING INCREASES THE LIKELIHOOD OF BRAND RECALL BY 30% AND PURCHASE INTENT BY 20% (NIELSEN).

The OOH Process

Guiding Your Campaign from Concept to Completion



Campaign Briefing Essentials

Internal Data



Objective

Clearly define the purpose of the campaign. Is it for brand awareness, a product launch, or a special promotion?



Target Audience

Where are your sales coming from? Identify areas beyond prime Cairo locations where you can reach untapped audiences.

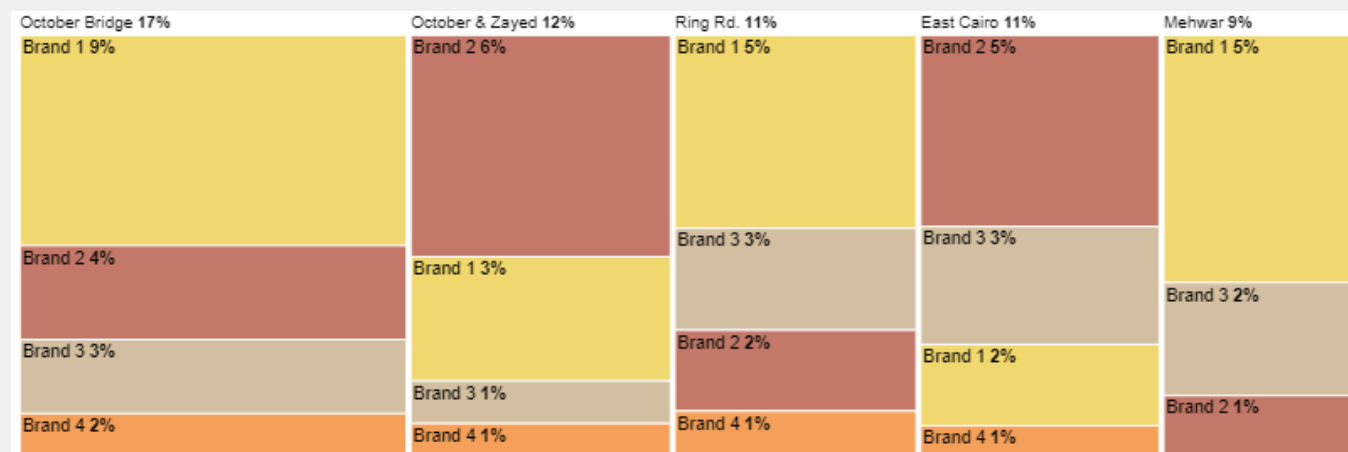
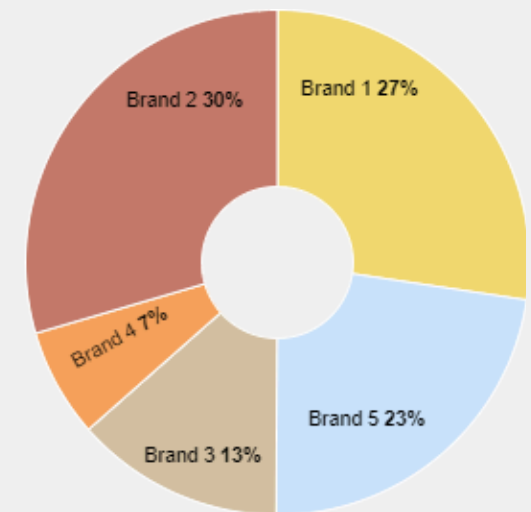
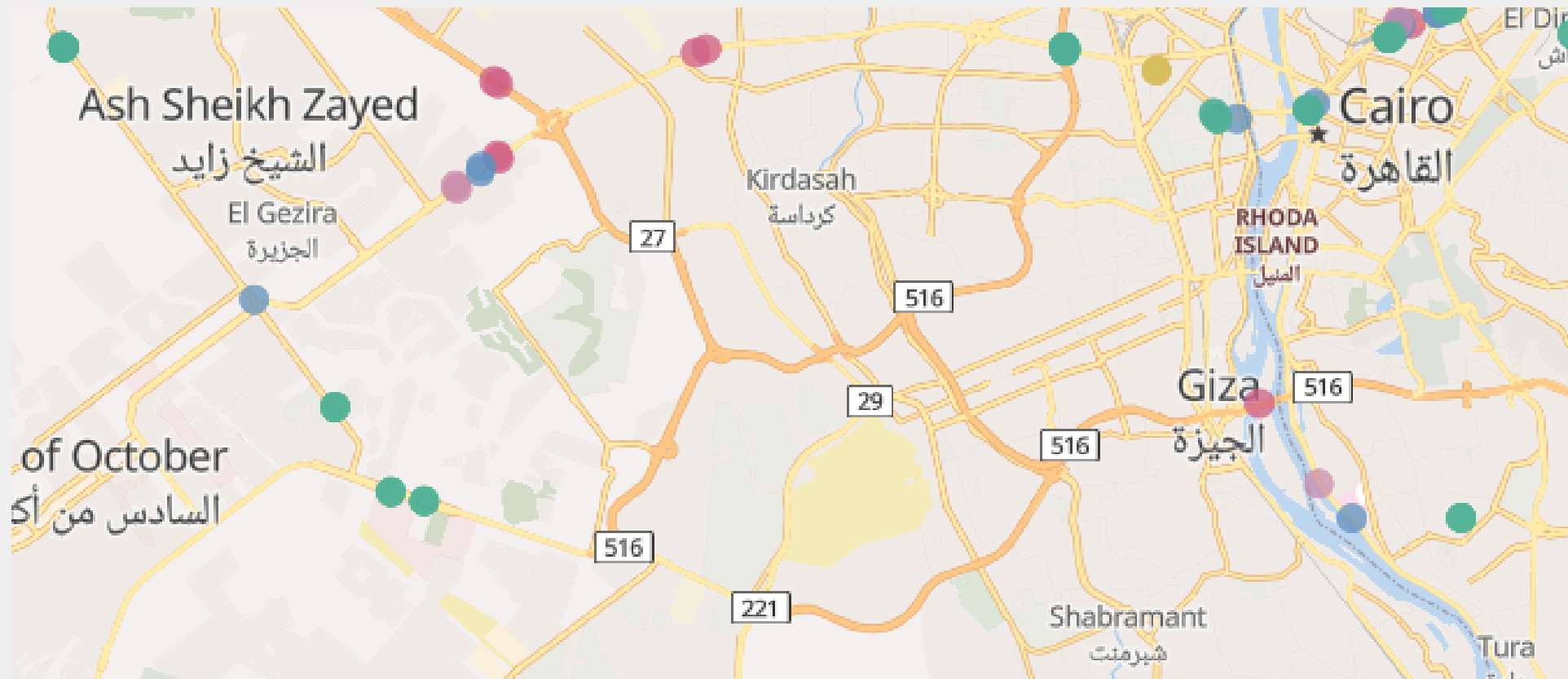


Budgeting

Allocate not just to the biggest billboards, but to impactful spaces, optimizing for high-traffic, high-potential zones in various cities.

Campaign Briefing Essentials

External Data

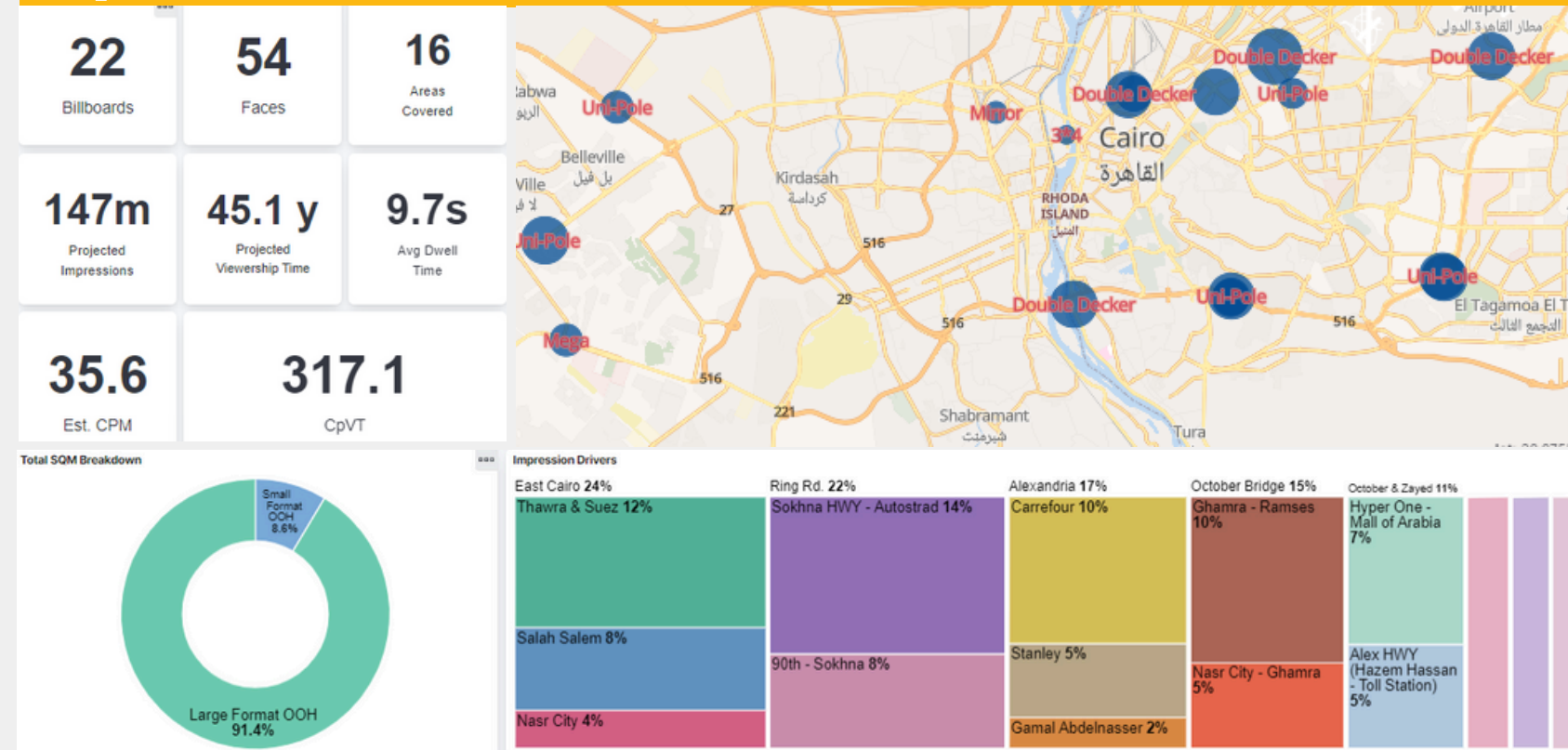


- **Competitive Spend:** What are your competitors spending on OOH? Are they focusing on premium locations or smaller, local placements?
- **Artwork & Formats:** Analyze competitors' creative strategies— are they using static billboards, digital formats, or something more innovative?
- **Sector Insights:** What trends are dominating your industry? How are others positioning their brands?

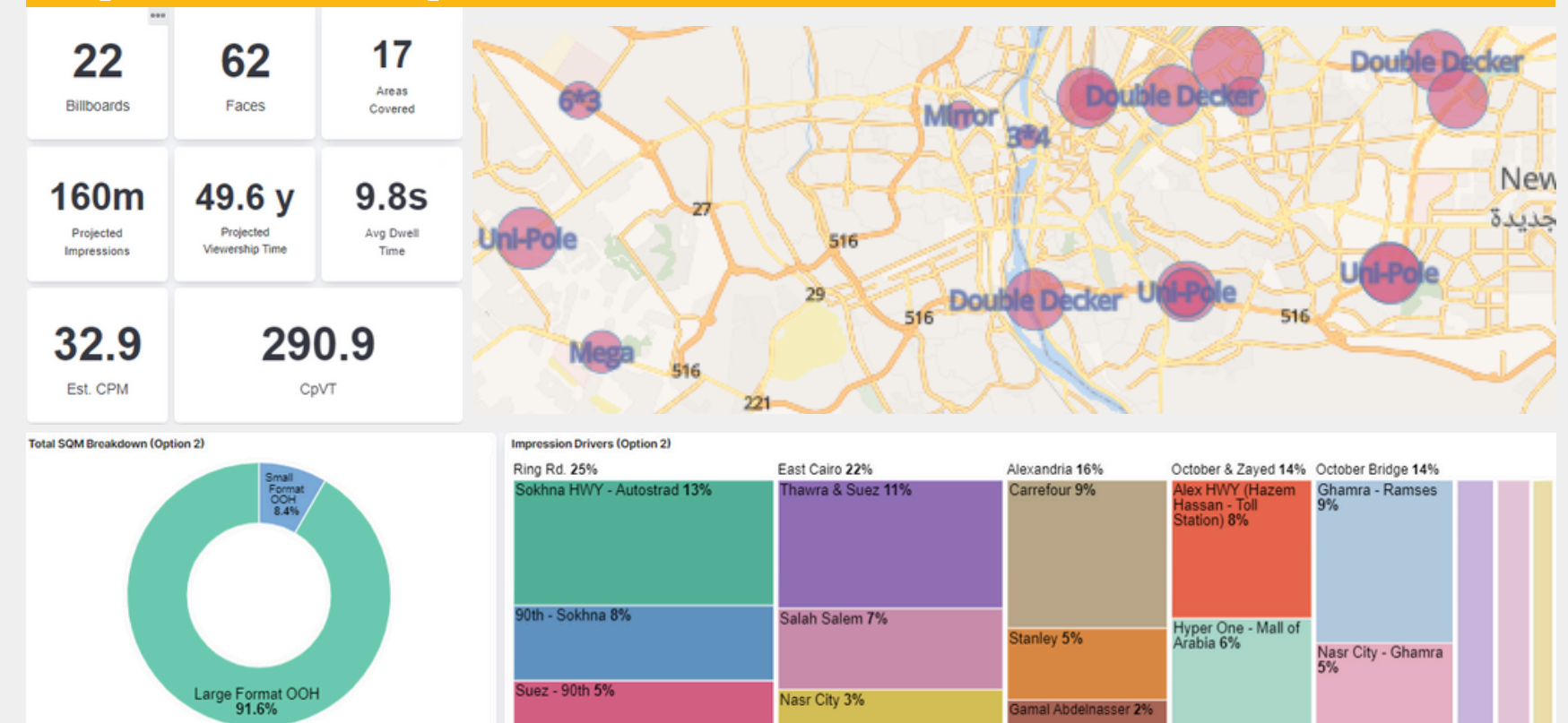
Choosing the Right OOH Plan

Data-Driven Validation

Option 1 – Received Plan



Option 2 – Optimized Plan



Plan Comparison

Campaign	Market Value	Faces	Areas Covered	Impressions	Reach Lift	CPM	TVT	Viewership Lift	CPVT
Received Plan	4.2m	40	11	109.5m	-3.37%	38.4	32.8y	-3.2%	351.2
Optimized Plan	4.4m	50	13	129.7m	3.37%	33.6	38.6y	3.2%	308.8

Key Guidelines For **Success**



Keep it Concise:

Use fewer than 7 words for clear, memorable messaging. Avoid clutter and focus on the main point.



Optimize Format:

Pay attention to the ad space's dimensions and design constraints to create a seamless and visually appealing ad.



Take Calculated Risks:

Don't be afraid to experiment with innovative and attention-grabbing concepts.

Key Guidelines For **Success**



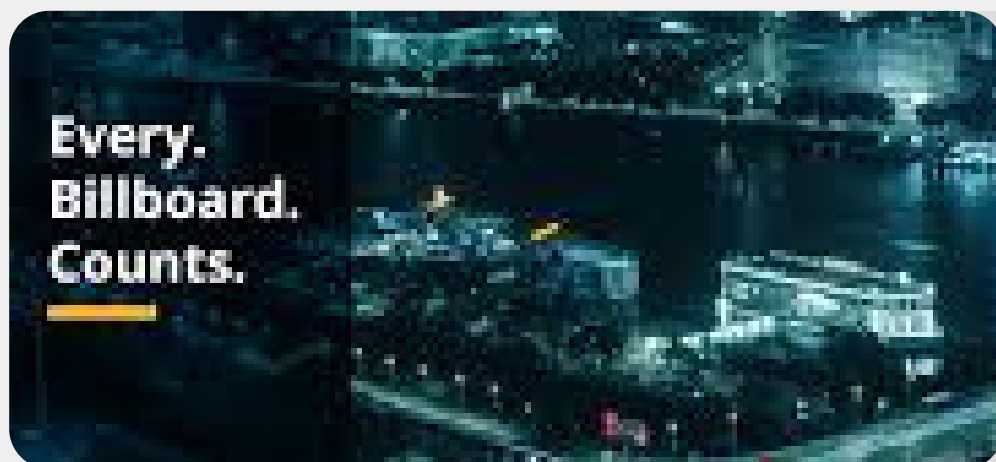
Use Simple Visuals:

Visually striking elements grab attention and make your ad stand out from the competition.



Consider Ad Clutter:

Avoid placing your ad near excessive clutter or competing advertisements that might distract viewers.



Every.
Billboard.
Counts.

Study Sector Activity:

Stay informed about industry trends and competitor strategies to create effective ads and optimize your budget and allocation.

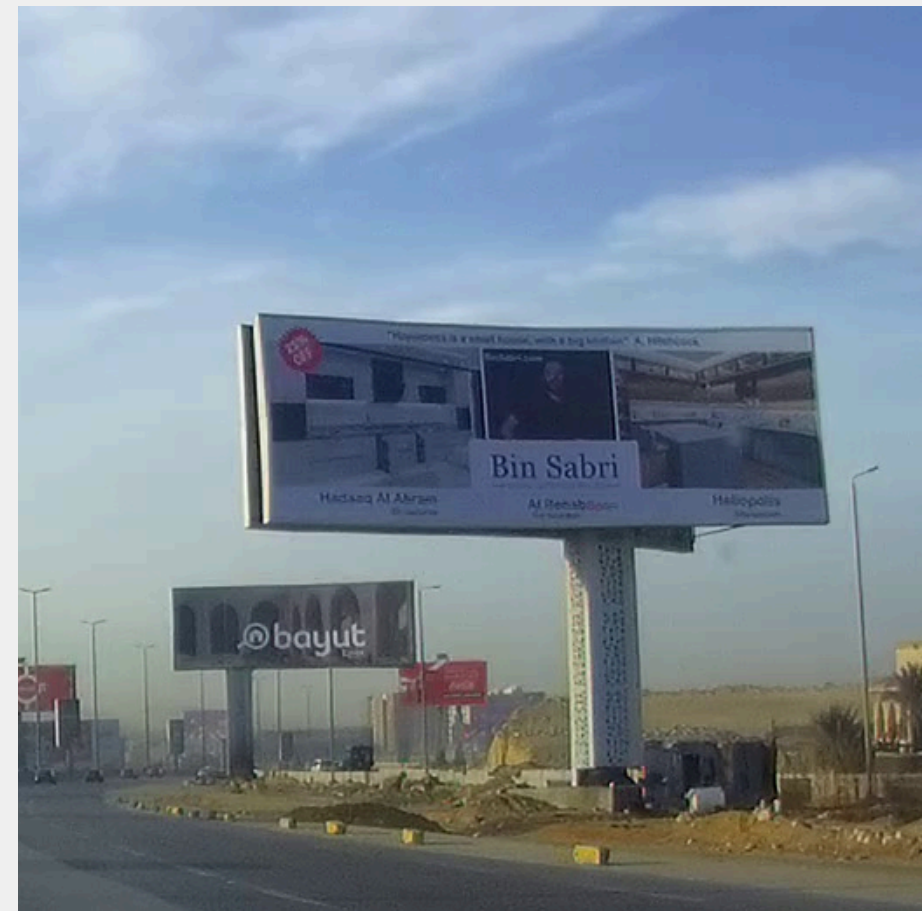
OOH Implementation Watch-Outs

Ensure calculated risks are well-planned and followed up on.



OOH Implementation Watch-Outs

Avoid cluttering the ad with too much information.

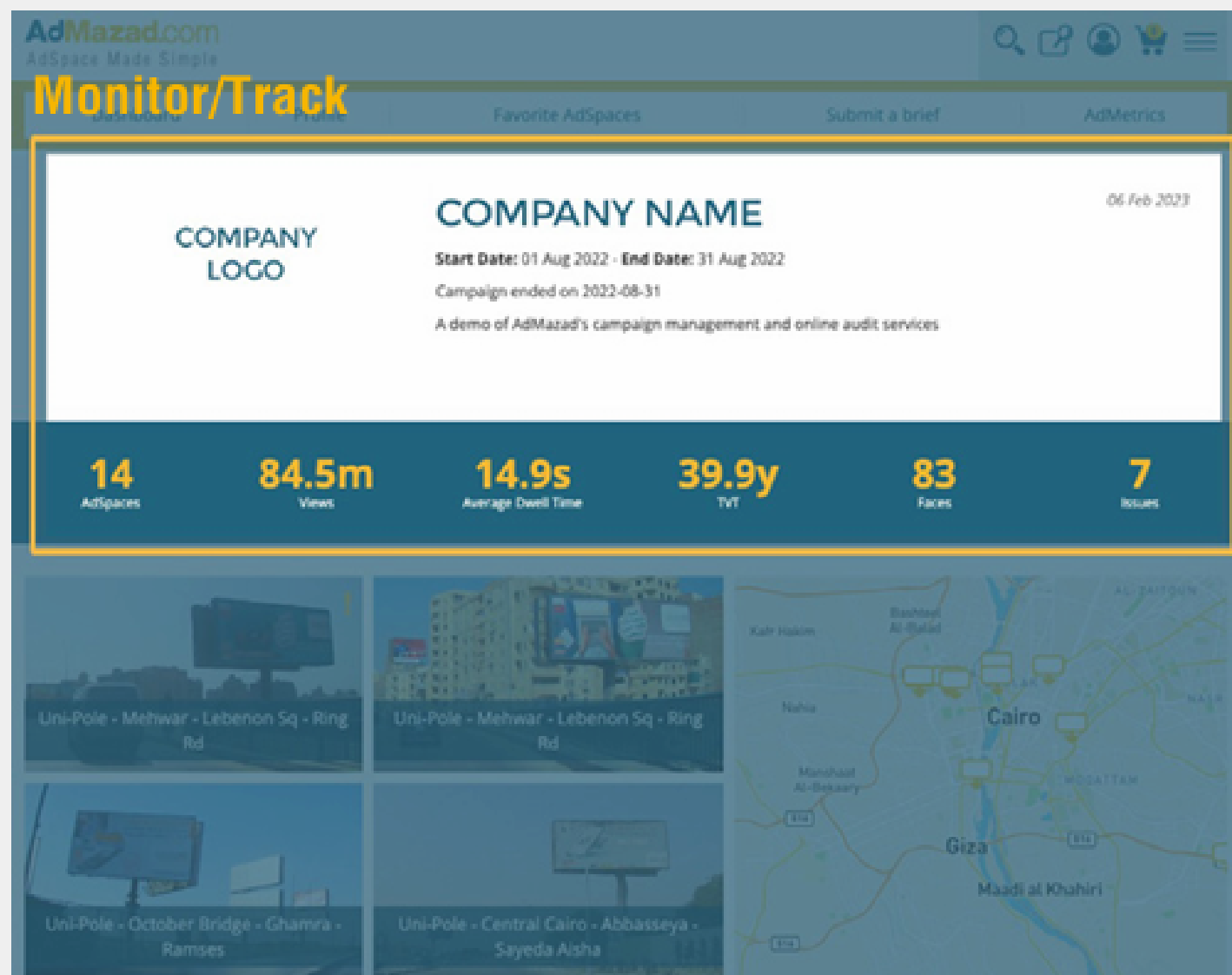


OOH Implementation Watch-Outs

Ensure consistency across channels.



Ensuring Campaign Impact: Quality Assurance Audits



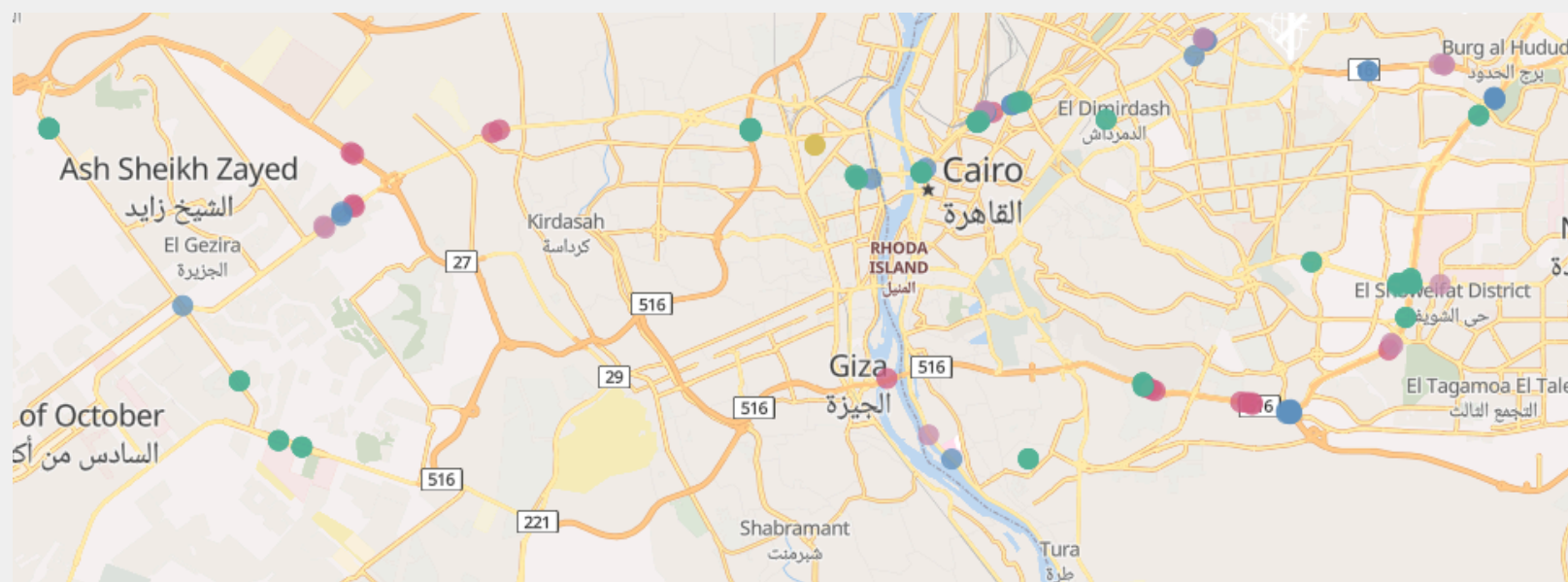
- **Lighting, Print Quality, and Installation:** Ensuring that billboards are in **top condition** can drastically affect campaign **visibility and recall**. If a billboard has poor lighting or print issues, the impact of the campaign diminishes.
- **Third-Party Audits:** Clients can rely on vendors, perform audits themselves, or hire third-party services to **ensure billboards remain in excellent** condition throughout the campaign.
- Well-maintained billboards have a **30% higher likelihood of recall** compared to those with maintenance issues.

Measuring Your Campaign Performance

Post Evaluation

- Evaluate Campaign Impact
- Benchmark Against Peers
- Cross-Channel Evaluation
- Document Lessons Learned

Brand	Rental Value	Impressions	Areas Covered	Geo Varian	CpM	TVT	CpVT
Brand 1	7.1m	152m	16	2.3	46.9	40.0y	489
Brand 2	9.1m	302m	16	2.3	30	101.1y	246
Brand 3	1.1m	32m	7	1	35.9	17.8y	175
Brand 4	4.8m	149m	7	1	32.3	46.1y	286
Brand 5	3.9m	91m	8	1.1	43.2	36.5y	294
Brand 6	1.3m	48m	8	1.1	26.6	19.0y	182



Brand	Faces	Face Size	Avg Dwell	Avg Viewing Distance	Average Congestion	Avg Angle
Brand 1	74	108	8.3	204.3	31	74.3
Brand 2	310	105	10.2	195.4	31	64.9
Brand 3	13	117	17.8	268.5	28	82.9
Brand 4	70	93	9.8	265.6	35	83.3
Brand 5	60	77	12.7	333.2	41	75.0
Brand 6	18	71	12.6	114.5	26	68.4

From Good to Great

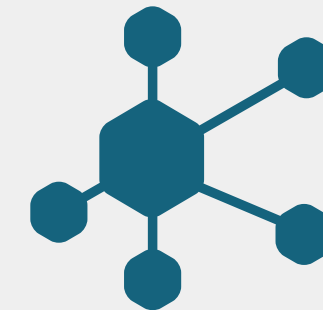
Unlocking the Full Potential of Your OOH Campaign



**Impactful, memorable
visuals and messaging.**



**High-visibility
locations that reach the
right audience.**



**A well-curated
selection of OOH
formats for maximum
exposure.**

Thank You