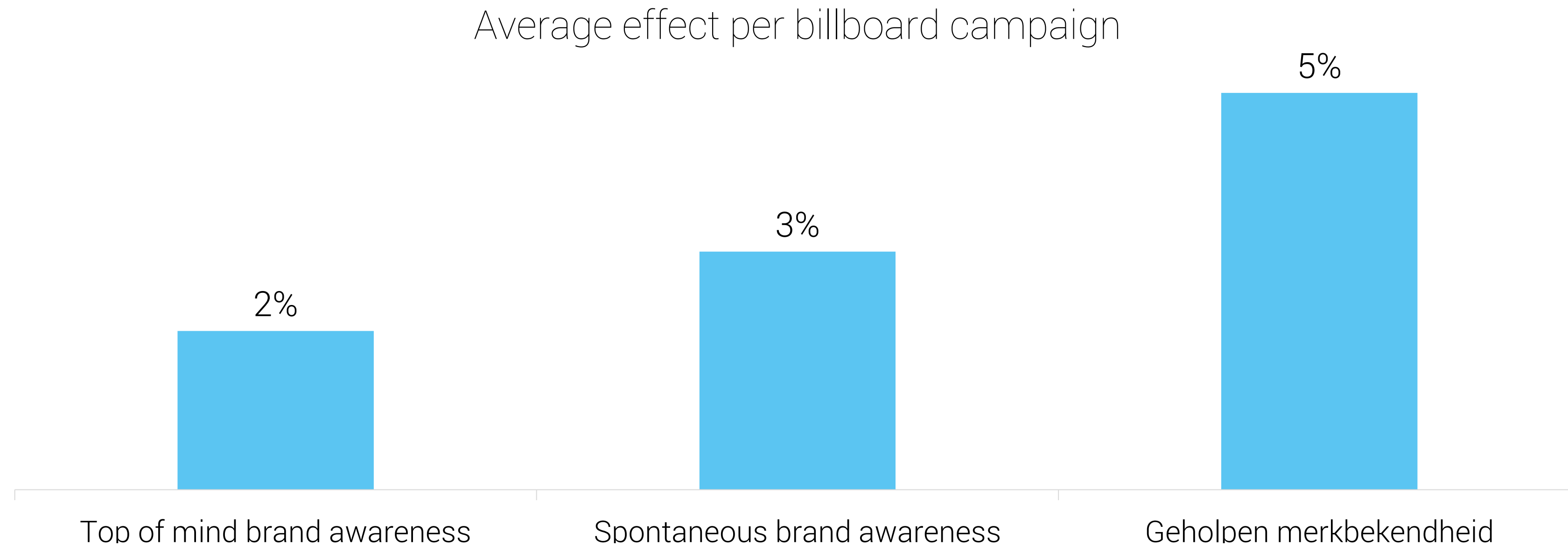


The impact of Billboarding

based on the results of 34 billboard campaigns

Billboarding increases your brand awareness

Using billboarding will increase brand awareness on a total level. On average, brand awareness increases by 5% after a billboard campaign.

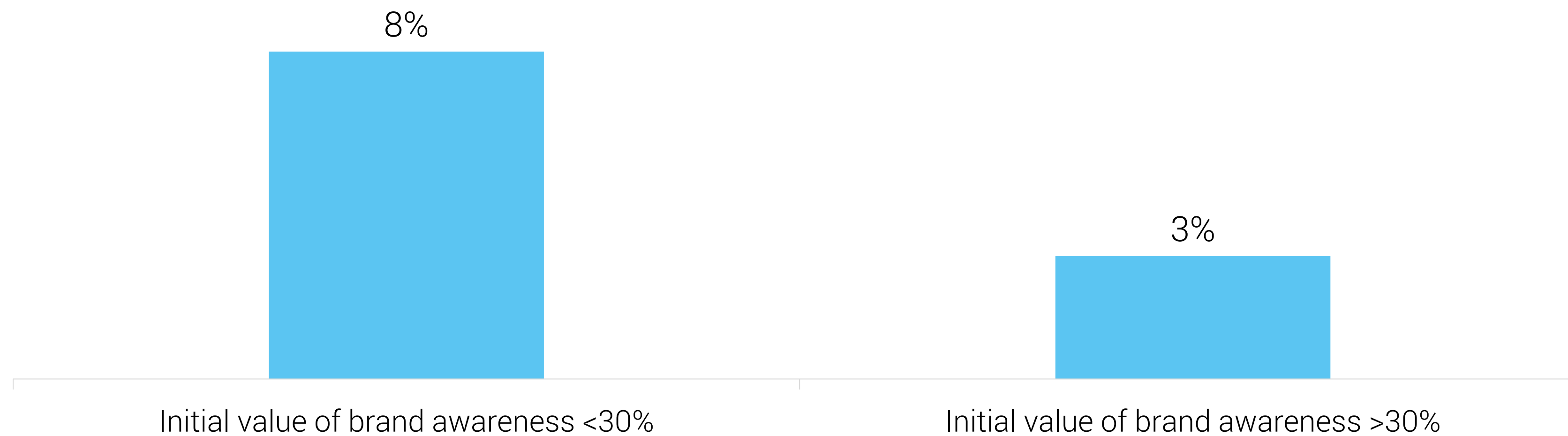


Source: RTL/Ad Alliance benchmark 2012 t/m 2022

More impact for brands with low(er) brand awareness

The initial value of brand awareness determines the effectiveness

Average effect on brand awareness per billboard campaign



Source: RTL/Ad Alliance benchmark 2012 t/m 2022

The results
calculated per 500
GRP's

+ 4.1%

For brands with an initial aided
brand awareness of < 30%

+ 1.5%

For brands with an initial aided
brand awareness of > 30%

Research design

Billboard studies 2012-2022

Product/company

Billboarding RTL/Ad Alliance

Sponsorship measurement

0-measurement prior and 1-measurement after a billboard campaign to map out all the effects of the campaign.

Number of measured campaigns

34

Number of respondents

34.000+

Result

Uplift on all brand KPI's

Billboard creation has a big influence on effect



Clear message

The message should:

- ✓ Be clear at first glance
- ✓ Include the name of the product/brand
- ✓ Be recognizable
- ✓ Be calm and not too fast
- ✓ Not contain too much information



Stand out

- ✓ Stand out from others
- ✓ Cheerful
- ✓ Colorful
- ✓ Appealing



Sound quality

- ✓ Nice voice/voice-over
- ✓ Recognizable sound
- ✓ Music is important to get attention