

Creating Consumer Interactivity with Mobile Marketing and Out-of-Home

The proliferation of smart phones and mobile internet allows consumers to research, buy, connect and share, wherever they are. Marketers can immediately interact with active people on the path to purchase with OOH media, turning restaurants, bars, fitness clubs, bus shelters and subway/LRT stations into points of sale.

- Over 5 million Canadians access the web with their mobile phone¹
- By 2013, it is expected that mobile phones will overtake PC's as the most common web access device worldwide²
- Smartphone users are 50% more likely than the general population to strongly agree that OOH advertising influences their opinion of brands⁴

Digital Out-of-Home Offers Real Time Content

Smartphone users are more than twice as likely as the general population to use mobile to interact with digital billboards.⁴ Live web feeds can provide real-time barometers of public opinion and involve consumers in the development of brand messaging.



Mini Canada used an interactive night projection on walls that resembled a giant vending machine. Consumers were invited to select their favourite model via text message.

Canadians Love to Text

Almost 70% of people who own a mobile phone are texters; in 2010 over 56 billion texts were sent.¹ Whether it's for business or entertainment value, people respond to this trackable marketing tactic.

After McDonald's launched the Angus, they encouraged burger lovers to submit two word slogans about their experience via text or website. A number of slogans were selected to appear on digital billboards, leveraging consumer generated content to influence others to purchase the Angus burger.



Capitalizing on the Popularity of Social Networks

With close to 21 million unique Facebook users and almost 4 million Twitter users (64% and 12% respectively of the Canadian population³), OOH can leverage the power of social media to create a personal connection, drive contest entry and generate earned media for your brand.



The QR code on this indoor ad from Alberta Health Services took viewers to a mobile website that provided information on how to quit smoking.



Lucky Penny wines encouraged Facebook users to send a good luck message to their friends on digital billboards. Via RSS feeds, the content appeared on the screens almost immediately and could be changed by the minute.

2D Barcodes

Close to half of mobile phone users are aware of 2-D barcodes.¹ Quick response (QR) technology allows for on-demand content and immediate interaction, enabling engagement at the moment the message is most relevant to the consumer. Smoking cessation, weight loss, encouraging charitable donations, contests and coupons are all potential uses of this technology.

Promotions and coupons have strong consumer value beyond the storefront. On average, 30% of the on-the-go audience is willing to travel 9+ KM to redeem a mobile coupon, travelling the furthest for entertainment, retail and restaurant offers.⁵

Sources: 1. CWTA 2011; 2. Merrill Lynch Report 2011; 3. Comscore Canada 2011; 4. Aegis Media 2010; 5. JiWire 2010

For more information on OOH and mobile marketing, please contact OMAC at 416-968-3435 or visit www.omaccanada.ca.

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