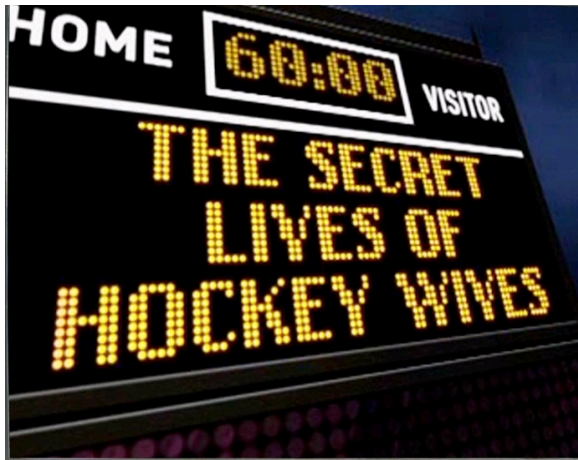


Indoor Digital Networks

Indoor Digital Networks offer marketers a captive audience in an environment where they are receptive to your message. Indoor digital networks are available in a variety of venues, including airports, the elevators of office towers, resto-bars and health/fitness clubs. They can connect your brand with a highly targeted audience and influence shoppers purchase decisions. With the ability to customize timing and the location of messaging, indoor digital networks are becoming a key component in media plans.



CBC ran an indoor digital campaign in resto-bars in Toronto and Vancouver to promote their new series 'The Secret Lives of Hockey Wives'. Media buying and creative were handled by M2 Universal in Toronto.

To view the digital ad, click here:

http://www.omaccanada.ca/en/ooH/case_studies/creative1049.omac

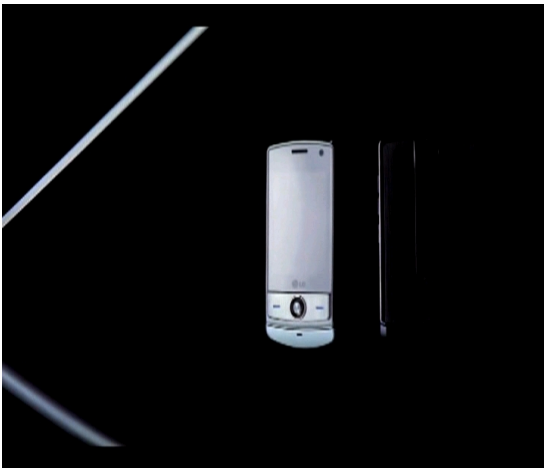


The Listerine Pocket Paks campaign ran Sept-Oct 2007 to increase reach of the brand among working professionals who interact with each other throughout the day. M2 Universal handled the media buy.

The campaign was created by JWT for the elevator environment where fresh breath is important both due to the confined space and its role as the conduit between situations that affect one's breath (e.g. lunch, coffee break) and the office setting where face-to-face conversions occur. The ad prominently displays the convenient, pocket-sized packaging with to-the-point messaging that resonates in the elevator setting.

To view the digital ad, click here:

http://www.omaccanada.ca/en/ooH/case_studies/creative1039.omac



The LG campaign was developed to raise awareness and increase demand for the Shine phone series (flip & slide). The Shine phone was positioned as the must-have style accessory during the 2007 holiday season for style conscious leaders who are fascinated by design and features that live up to their lifestyle.

The objective was to reach beyond traditional media outlets to create interest with a broad group of fashion, lifestyle, broadcast, and online media. Media buying was handled by MediaEdge CIA and the creative agency was Y & R.

To view the digital ad, click here:

http://www.omaccanada.ca/en/ooH/case_studies/creative1046.omac

New Research Provides Evidence on How OOH Digital Engages Consumers

A 2007 U.S. study conducted by OTX, a global consumer research and consulting firm revealed that OOH digital is effective in engaging consumers. Respondents found OOH digital to be more unique (58%), interesting (53%), entertaining (48%) than other media.

Respondents responded more positively to OOH digital than to other media. In terms of media annoyance, the Internet was ranked the highest at 67%.

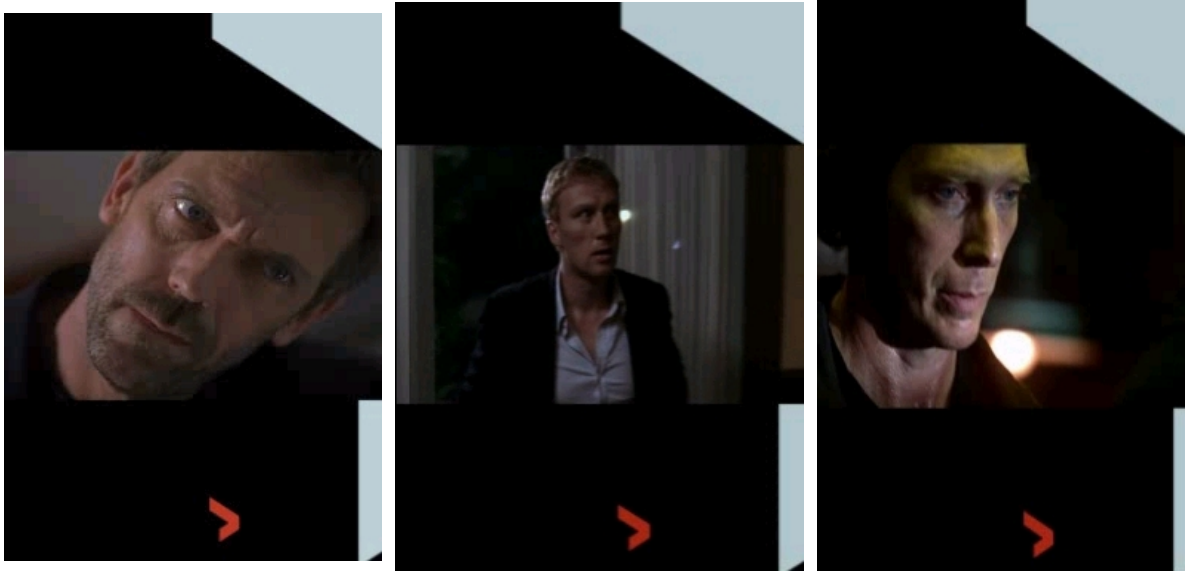
Guidelines for Creating Indoor Digital Advertising

1. Be single-minded - concentrate on communicating one main idea.
2. Be sure to grab the viewer's attention in the first five seconds.
3. Brand clearly and strongly.
4. Have a strong call to action and be clear on what the viewer should do (visit a website, call a number).
5. Provoke interest and curiosity through the use of humour or intrigue.
6. Inform and entertain.
7. Use no more than 20 words – 5 or 6 words per screen.
8. Make the most of video. Full frame is the best. If you have a still image, zoom in slowly or pan left or right.
9. If re-purposing existing creative, ensure you are capitalizing on the creative potential and intricacies of indoor digital. Indoor digital is a different medium than TV or traditional OOH – ask your indoor digital partner for assistance in creating an impactful message.
10. Consider the environment where your message will be viewed.

View digital ads in OMAC's creative library by visiting http://www.omaccanada.ca/en/oooh/case_studies/creativeprocess.omac

Creative Pick

Global TV dominated Captivate's office elevator digital screens across Canada with their advertising on two distinct days in September 2007, launching specific season programming that evening. The first day of the campaign was a Monday and the creative for Prison Break, Heroes & Journey, representing the Monday night lineup ran during the afternoon daypart. The Tuesday night lineup consisting of Cane, House & NCIS ran the following day. This end-of-workday strategy reminded viewers to watch Global's fall premiere TV shows, as they prepared to commute home to their living rooms. Subway domination, a wrap of the Toronto Star, electronic outdoor billboards, Metro and 24 hours subway newspapers and radio, complemented Captivate's domination of Global TV and offered a timely multi-touch point campaign.



To view the digital ad, click here:

http://www.omaccanada.ca/en/oooh/case_studies/creative1047.omac

"Captivate is an essential layer of our media activities. Purchasing specific days or dayparts allows us to present a timely, relevant message to our consumer. We were extremely pleased to be the first advertiser to dominate an entire daypart on the Captivate network. Purchasing the entire inventory from 3-7pm provided us the opportunity to speak to our potential viewers as they headed home from work – reminding them of the launch of the new season of programs on Global. The results were clearly positive against our three core targets: internal stakeholders, our clients, and, most importantly, our viewers. Ratings for the two days were an average 20% higher than estimates. We look forward to working with Captivate to dominate again."

Scott MacLeod, VP, Media Strategy; Canwest

[Get printable PDF version](#)