

## IRISHTIMES.com

### The future is flexible as advertising goes digital

28.02.2013  
Laura Slattery

The number of digital advertising screens in the Out of Home sector is forecast to increase 50 per cent this year, but the regeneration of Ireland's billboard sites – backed by local authorities – is expected to take some years to complete.

Core Media, the largest media-buying agency in Ireland, predicts that the number of digital screens in the Republic will grow from 930 to 1,400 by the end of 2013 – but this equates to less than 12 per cent of the total number of poster sites.

“It still costs a huge amount to put up a digital

screen, and obviously there is less incentive to invest money on that technology when the market is so slack,” says Core’s chief executive Alan Cox.

#### Inherent flexibility

Core estimates that the Out of Home market shrank more than 6 per cent last year to €54 million and will fall a further 2 per cent to €53 million in 2013.

But Cox believes the full digitisation of poster sites will rejuvenate the sector, as well as make “for a much more dynamic city environment”.

Digital Out of Home advertising screens boast an inherent flexibility, in that the messages displayed can fluctuate depending on the time of day or week.

The Licensed Vintners Association’s “Dublin Does Fridays” campaign took advantage of such “day-part” techniques last year, deploying messages

on digital screens on Wednesday and Thursday evenings, when consumers are most receptive to the suggestion they should make weekend social plans.



*Transvision format located in Heuston Station*

The advent of near field communications (NFC) also points to a future explosion in out-of-home interactive advertising.

But the industry has warned that the lack of a

broad-based digital out-of-home infrastructure is likely to limit innovation.

Digital accounted for 4 per cent of the entire out-of-home sector in 2012, with much of the activity taking place in retail spaces and transport hubs, according to out-of-home specialists PML Group.

The location of CBS Outdoor's "dPods" near multiplex cinemas in Dundrum Town Centre and the Pavilions Shopping Centre in Swords meant movie studios were the biggest users of digital out-of-home formats last year. Warner Bros, the top spender, splashed out on the The Dark Knight Rises, while Sony Pictures came in fourth with its outlay on Spider-Man and Men in Black 3.



*dPod format located in the Pavilions Shopping Centre in Swords*

PML describes the sector as "still in its infancy", but points to planned new locations for both the Transvision network of digital screens in bus and rail stations and retail dPods.

"There is an appetite to create real engagement with the audience via digital Out of Home," says Pat Cassidy, who is responsible for digital planning and buying at the group.

Meanwhile, Dublin City Council is backing a cull of older, less desirable large-format poster sites. In January, the council amended its development plan to allow "for the possibility of innovative design and creative thought".

**'Visual clutter'**

In practice, this means promoting "the phased removal of existing 96-sheet and 48-sheet advertising panels". No new applications for these billboards will be permitted, with smaller advertising structures preferred.

In a bid to contain "visual clutter", any upgrades to existing outdoor advertising sites will only be allowed if an agreement is made to decommission at least one other display panel.

"The one thing the planners don't want to see is more panels," says Cox. "I would be very surprised if they were resistant to the idea of digital panels because they can also serve as public information panels. Any public authority could make a fantastic use of digital."

**Evening Herald**

**Focus on strategic ideas when asking agencies to pitch, advertisers told**

Michael Cullen  
27.02.2013

Advertisers must focus on strategic ideas when inviting agencies to pitch for business and steer away from demanding big creative ideas. That's the central message from a new set of guidelines launched by the Institute of Advertising Practitioners in Ireland (IAPI) arising from the huge financial and unsustainable burden being placed on Ireland's ad industry.



*Tania Banotti, IAPI*

As well as controlling pitching costs, IAPI is urging advertisers to be more responsible in the number of agencies they ask to present. Government and semi-state companies have come in for particular criticism in that regard, with demands for a rethink. IAPI recommends that four – but no more than five – agencies, including the incumbent, should be on the pitch list.

Banotti says advertisers must do the right thing by agencies. If they know the existing agency has little or no chance of holding on to the business, they should tell them they needn't apply. Ad spend in Ireland came to €973m last year, down by 4.3pc on the 2010 total. Press has been the main media focus, with a 36pc share at €355m.

Online ad spend was up by 41pc from 2010, reaching €152m last year. Media spend for online retail almost doubled from €3.6m in 2011 to €6.8m last year.

## BUSINESS & LEADERSHIP

### Cork dealership presents Simon Zebo with Toyota car

Bernice Barrington  
27.02.2013



*Anthony Horgan presenting the keys to Simon Zebo outside Toyota dealership Cogans in Carrigaline*

Cogans Carrigaline has announced that it has teamed up with Simon Zebo, the international and Munster rugby star to give him a Toyota GT86 for the year.

Zebo was presented with his keys on Tuesday, 19 February by former Ireland and Munster player Anthony Horgan.

Speaking in relation to the announcement, a spokesperson for Cogans said: "With only two models of the GT86 registered in Cork, people are bound to spot Simon Zebo driving around Cork city and county."

Cork native Zebo is currently out of action with a broken foot.



## Strong creative key for Outdoor ads

28.02.2013

LONDON: The average British consumer is exposed to over 40 out-of-home ads each day, indicating the need to deliver creative that can cut through the clutter, research into travelling habits has revealed.

Route, which measures out-of-home advertising in the UK, used GPS devices to follow the movements of 28,000 volunteers, tracking 3.5m journeys and measuring traffic near 450,000 outdoor advertising sites, from shopping centres to Tube carriages.



The average person makes contact with 27 roadside posters and 14 bus ads every day, according to the study. And on a typical London commute, travellers will encounter 74 ads.

Other findings included the fact that Londoners get around 25% slower than Glaswegians, people in the north east walk further than anyone else and people in the east of England travel at the greatest speeds. The average distance travelled is 241km a week, with men typically journeying 46% further than women, covering 288km compared to women's 197km.

"We now know who is travelling where, how, when and at what speed," said James Whitmore, Route's managing director.

In the future, he added, advertisers will be able to target UK outdoor sites with greater insight, using standard factors such as age and gender, as well as lifestyle and leisure habits or education and wealth.

"The medium is changing rapidly and we must think from the point of view of the audience, not from the position of a poster," said Whitmore.

The four-year study sought to understand how people see the world, considering, for example, the relative visibility of buses to people in cars and those on walking on the pavement or how people see things from inside a train or tube or on board a bus.

Whitmore explained how a complex traffic intensity model had been created to map and populate every pathway in the country, taking data from such diverse sources as ticket barrier volumes from Transport for London and road traffic numbers from the Department for Transport. Algorithms then calculate the probability of each respondent being exposed to any advertising site (or combination thereof) for any period of up to one year.

# campaign

## Sony to launch 'most ambitious' campaign for the Xperia Z

Maisie McCabe  
26.02.2013

Sony is to launch a major international integrated campaign to promote the range of Sony features, from the Sony Walkman, through the PlayStation to cameras, to the new Xperia Z smartphone.

The campaign, created by McCann London, will use TV, print, digital, outdoor and retail activity in more than 20 markets to highlight how the new handset captures the range of Sony technology.

The TV ad begins with a recap of Sony products: people watching the moon landing on a Sony TV; women rollerblading and listening to an original Sony Walkman; a man using a Sony Handycam to capture the fall of the Berlin Wall, and children playing the first Sony PlayStation model.

The ad then ends with a couple of travellers at the Holi festival in India, known for its explosion of paint power and water – perfect conditions to show off the phone's water and dust resistant qualities.

A spokeswoman for Sony declined to comment on

the media value of the campaign, but said it was the "most ambitious marketing campaign yet" for the Xperia brand.

The TV spot was directed by Tarsem Singh and is set to David Bowie's 'Sound and Vision', which was specially remixed for the spot by Sonjay Prabhakar. The media agency is PHD.



Steve Walker, chief marketing officer at Sony Mobile, said: "The launch of our new flagship Xperia Z smartphone marks a milestone as it truly brings together the innovative Sony technology, entertainment and connected experiences into a single device."

Other marketing channels will be used to promote the specific features of the phone, including the HD display, an HDR camera that can take pictures in any light, one-touch sharing functionality, and water/dust resistance.

Rob Doubal, executive creative director for McCann London, said: "There aren't many brands that can leverage such emotion in people's lives. It's been great working with Sony, Tarsem and Bowie to bring to life all that the Xperia Z offers. It's a big moment in the mobile world."

Chloe Grindle and Thomas Ilum wrote the campaign, with art direction by Michael Thomason and Zoe Sys Vogelius.

# BroadcastEngineering.

## Nielsen develops new definition of television viewing

Michael Grotticelli  
22.02.2013

After years of complaints from television networks that audience measurement isn't accurate enough, Nielsen has now agreed to expand its definition of television viewing and the measurement tools that go with it. The move by Nielsen is an attempt to correct the old system and address industry concerns.

The New York City-based television ratings company said it would expand its system to measure broadband, Xbox and, later this year, Apple's iPads. Other devices will come in the future.

The decision to expand the ratings came from a meeting last week of the What Nielsen Measures Committee, a group that has been meeting for nearly a year. The Nielsen committee is made up of representatives from major TV networks, local TV stations, cable TV networks, advertising agencies and some major advertisers.

By this September, when the next TV season

begins, Nielsen expects to have in place new hardware and software tools in the nearly 23,000 TV homes it samples, The Hollywood Reporter said. That equipment will continue to measure viewership from the 75 percent of homes that rely on cable, satellite and over-the-air broadcasts. However, it will add measurement to devices that deliver video from streaming services such as Netflix and Amazon, some iPads and tablets that use Wi-Fi, over-the-top services and to TV-enabled game systems like the Xbox and PlayStation.



A second phase, scheduled to begin by the end of the year, will be more comprehensive and expand to television viewing on all iPads and other tablet devices. The goal of the second phase will be to capture video viewing of any kind from any source.

The change at Nielsen does not mean the company will provide ratings data for services such as Netflix. The measurement company will capture how much time is spent on that kind of viewing,

but to actually provide ratings, Netflix would have to agree to encode its program signals so that Nielsen software can identify them and trace their source.

The traditional TV networks encode their signals to be compatible with Nielsen's measurement tools.

While Nielsen wants to expand its measurement outside of the home, The Hollywood Reporter said that is not part of its new initiative. Nielsen, the report said, will wait until it acquires Arbitron, which does more of such out of home measurement, before making that a priority.