

Giving OOH Context

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In the OOH industry, we're constantly scrambling to integrate trending technologies into our inventory, seeking new value opportunities for clients. However, value is only generated when technology is leveraged by the right strategy. In our current OOH climate, an emerging yet promising strategy is context marketing.

Delivering the right content to the right people at the right time – that's the core of context marketing. So how do we as an industry utilize this phenomenon?

1) Content People Like

Demographics are great, but psychographics are a pivotal part of context marketing. What hobbies do they have? How do they consume media? Music preference? Behaviors? Attitudes? Understanding what makes your target demographic tick determines how you approach content curation. Pairing consumers with the right content converts into higher dwell time, thus more value and exposure for your clients. To drive successful brand engagements, pairing advertisers with relatable content is a big win for all players.

CONTEXT MARKETING

Owning the experience with right content to the right person, in the right place, at the right moment, based on the sum total of their past behaviors and current needs

2) Location is Everything

Understanding your demographic on a granular level is only a piece of the equation. Now they have to be targeted where they work, eat, commute, and play.

Exploring new OOH opportunities in smaller-scale venues are a great way to hyper-focus on unique and powerful demographic segments. It's all about quality over quantity; reaching the right consumer with the right message and converting them into brand evangelists.

3) Partnerships Add Credibility

Bringing in content partnerships adds another layer of attraction to your demographic. There are unique content providers with a strong reputation for every sub-interest category. Brand power and content boosts consumer credibility, giving them a reason to stop, watch, and engage. This is particularly valuable for advertisers, as there is no ad blocker for OOH.

4) Relevant Timing

The final component of contextual marketing is timing. The effectiveness of content and advertising can be compromised simply by improper timing. Luckily, there are notable technologies that allow OOH to nail this. Integrating remote CMS systems along with mobile retargeting functionality, OOH placements can provide messaging to consumers when most relevant.

Following the above principles of OOH context marketing, the industry can create deeper consumer engagements and provide more value for clients through a much more targeted and tuned-in audience. When executed properly, OOH delivers greater value for clients, vendors, and the consumer.

