

THE POWER OF THE PUBLIC SCREEN IN INTERESTING TIMES

Q1 2022

JCDecaux

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115

JCDecaux INTELLIGENCE

LOCAL RESEARCH PROGRAMME TO UNDERSTAND HOW JCDECAUX TOUCHPOINTS CONNECT WITH AUDIENCES

2019
ATTENTION



2020
EMOTION



2021
TACTICS



2022
INFLUENCE





Why Neuroscience?

95% of our behaviour and decision-making is driven by our subconscious

People struggle to articulate the impact advertising will have on future behaviour thus conscious studies are inaccurate predictions

Neuroscience allows us to accurately measure people's subconscious response to advertising



**Long term
memory encoding (ME)
is the key effectiveness metric**

**ME
CORRELATES
86%
TO SALES**

$$ME > 0.70$$

A memory encoding peak of >0.70 has been scientifically validated as a moment where the brain is responding to the stimulus and encoding information to memory for future use

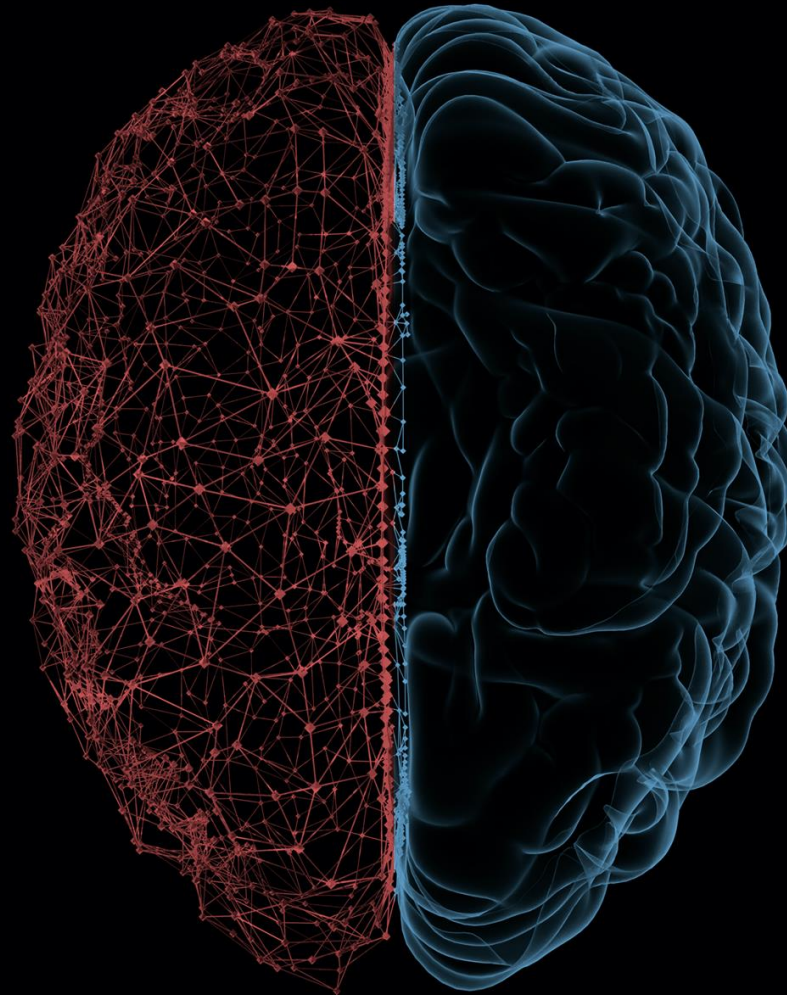
MEASURING MEMORY ENCODING

TOTAL: PEAK / AVERAGE

LEFT BRAIN

Detailed memory encoding

The left hemisphere of the brain likes to encode **micro elements**, such as facts, details, words or price



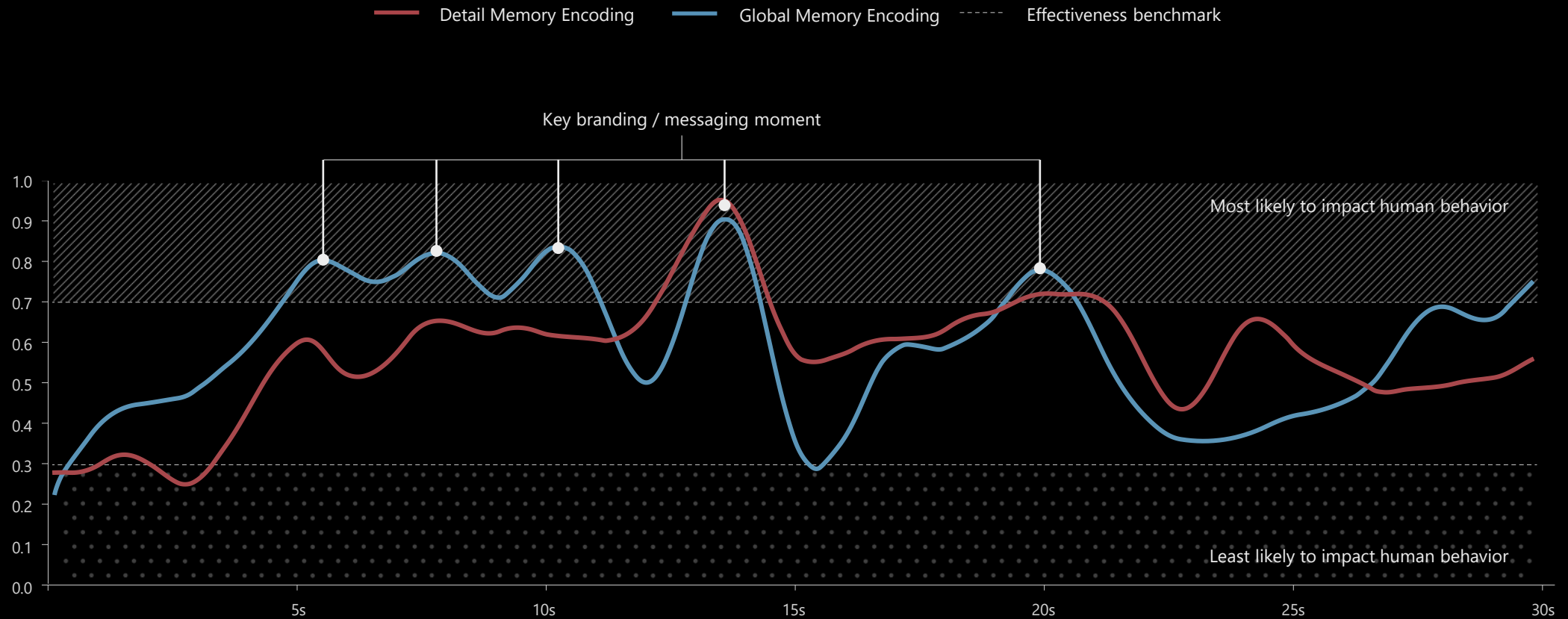
RIGHT BRAIN

Global memory encoding

The right hemisphere of the brain likes to encode **macro elements**, such as meaning, connotation, feelings, big picture, environment

MEASURING MEMORY ENCODING

SECOND-BY-SECOND ANALYSIS OF SPECIFIC NEUROMETRIC PERFORMANCE



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NEURO-INSIGHT

Large Format memory encoding study with Neuro Insight

OBJECTIVE

Understand how JCDecaux Large Format influences future behaviour, for retail brands (with memory encoding as the key metric being measured)





Virtual journey
30 mins
12 JCDecaux sites
3 campaigns

Sub-conscious
neural response
measured

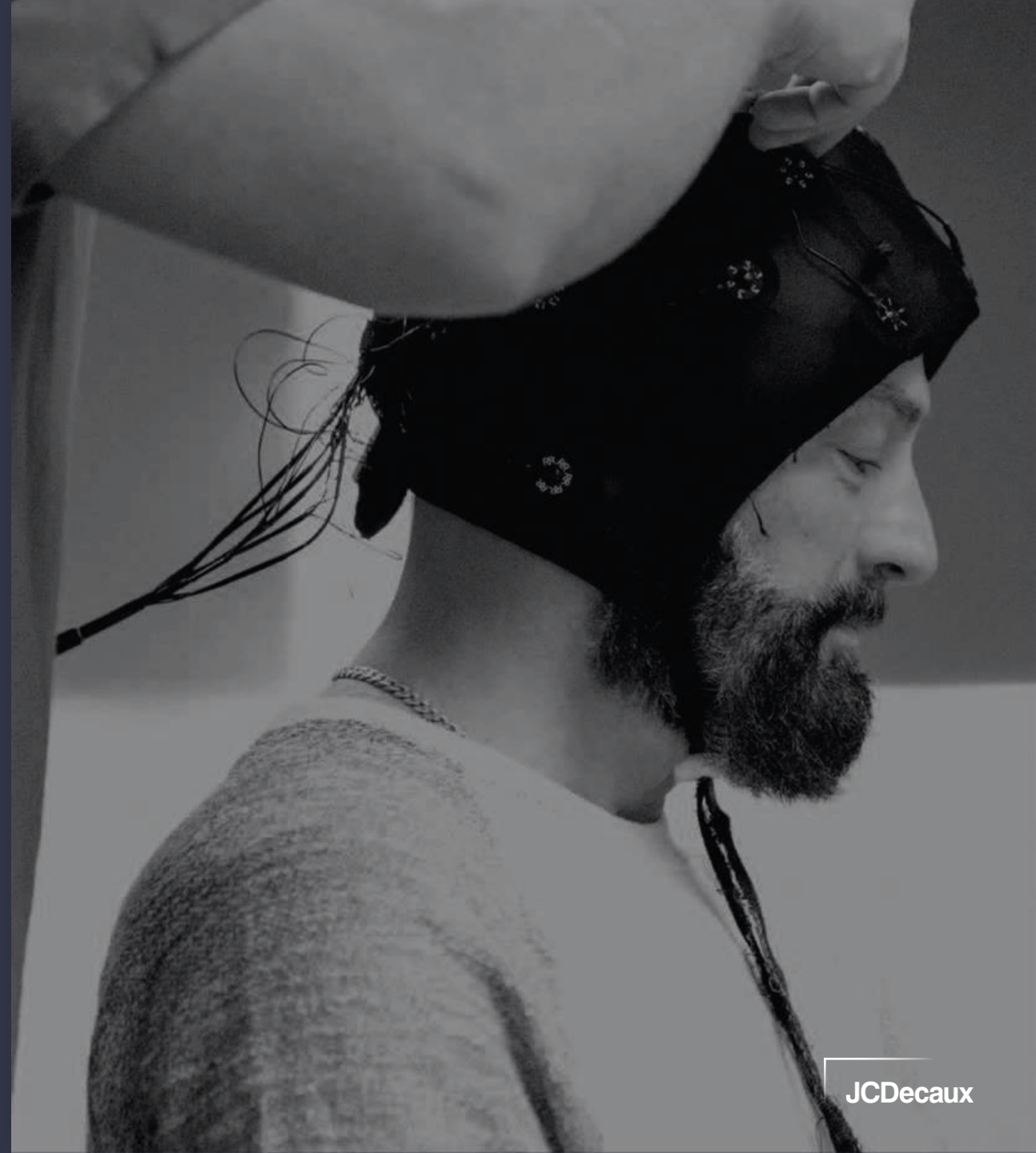
Large Format
creative mocked
onto JCDecaux
Large Format sites

2 cells,
combined
137 respondents

1

FINDINGS

THE POWER OF
THE LARGE PUBLIC SCREEN
**IN INFLUENCING FUTURE
PURCHASE INTENT**



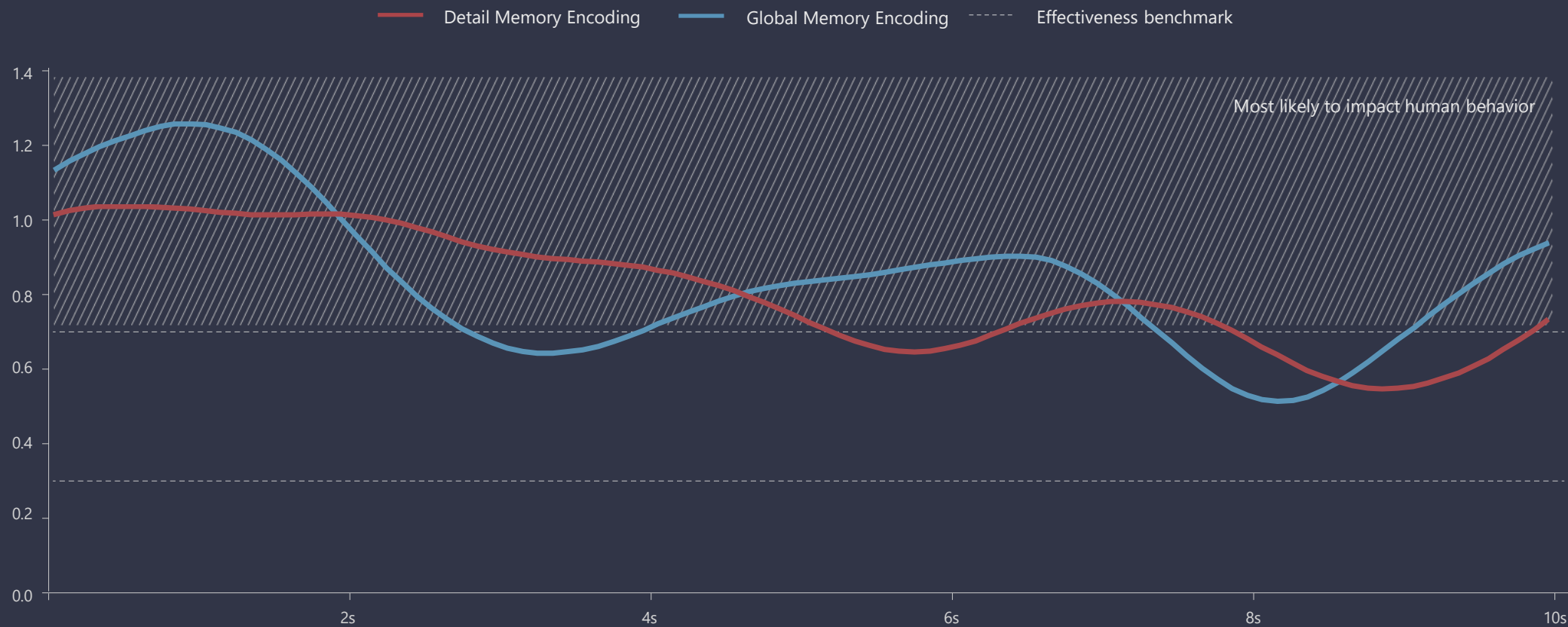


AVERAGE PEAK ME — 0.69

HIGHEST PEAK ME — 1.25

JCECAUX STUDY EXAMPLE

SECOND-BY-SECOND ANALYSIS OF SPECIFIC NEUROMETRIC PERFORMANCE



Large Format delivers
a Global, right brain, bias

+12%

GLOBAL VERSUS
DETAILED PEAK ME

Peak memory encoding moments
throughout the experience

JCDecaux INTELLIGENCE — THE INFLUENCE OF LARGE FORMAT



Digital sites deliver higher
memory encoding than static

+ 8%
ME VS STATIC

Average memory encoding
throughout the experience

JCDecaux INTELLIGENCE — THE INFLUENCE OF LARGE FORMAT

JCDecaux INTELLIGENCE — THE INFLUENCE OF LARGE FORMAT





FINDINGS

JCDecaux Large Format memory encoding

- Out-of-Home delivers a unique memory state that differs from other channels
- JCDecaux Large Format campaigns are influential; deliver average memory encoding in the sweet spot known to drive mental availability and influence future behaviour and peaks well above the 0.70 effectiveness benchmark
- The commanding spatial qualities of Large Format, consumed in the context of the environment, delivers high levels of memory encoding and right brain (global) responses
- Large Format can deliver impactful and meaningful campaign messages, in a glance. Brain quickly translates brand messages and adds meaning/ feeling
- Emotional horsepower generated by Large Format screen creates intense right brain responses and a deeper connection for brands



Dr Sean Seixas
Director of Research
Neuro Insight



JCDecaux Large Format sites are influential and deliver memory encoding within the sweet spot that we know drives future behaviour. It's commanding nature and size, consumed in the context of the environment, delivers emotional horsepower or intensity which supports a memory encoding bias to the right hemisphere of the brain (which leads to a deeper connection).

This high of level of emotional intensity and global memory is an important finding. Previous studies have shown that ads with high emotional intensity and higher global memory are generally more effective. Emotion is important in triggering memory, and we know that memory drives decision making and future behaviour.

The high peaks in memory encoding achieved by JCDecaux Large Format in this study, have been validated both scientifically and commercially, to drive mental availability and future behaviour.

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NEURO-INSIGHT

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THE POWER OF
THE LARGE PUBLIC SCREEN
**IN A COOKIELESS
DIGITAL FUTURE**



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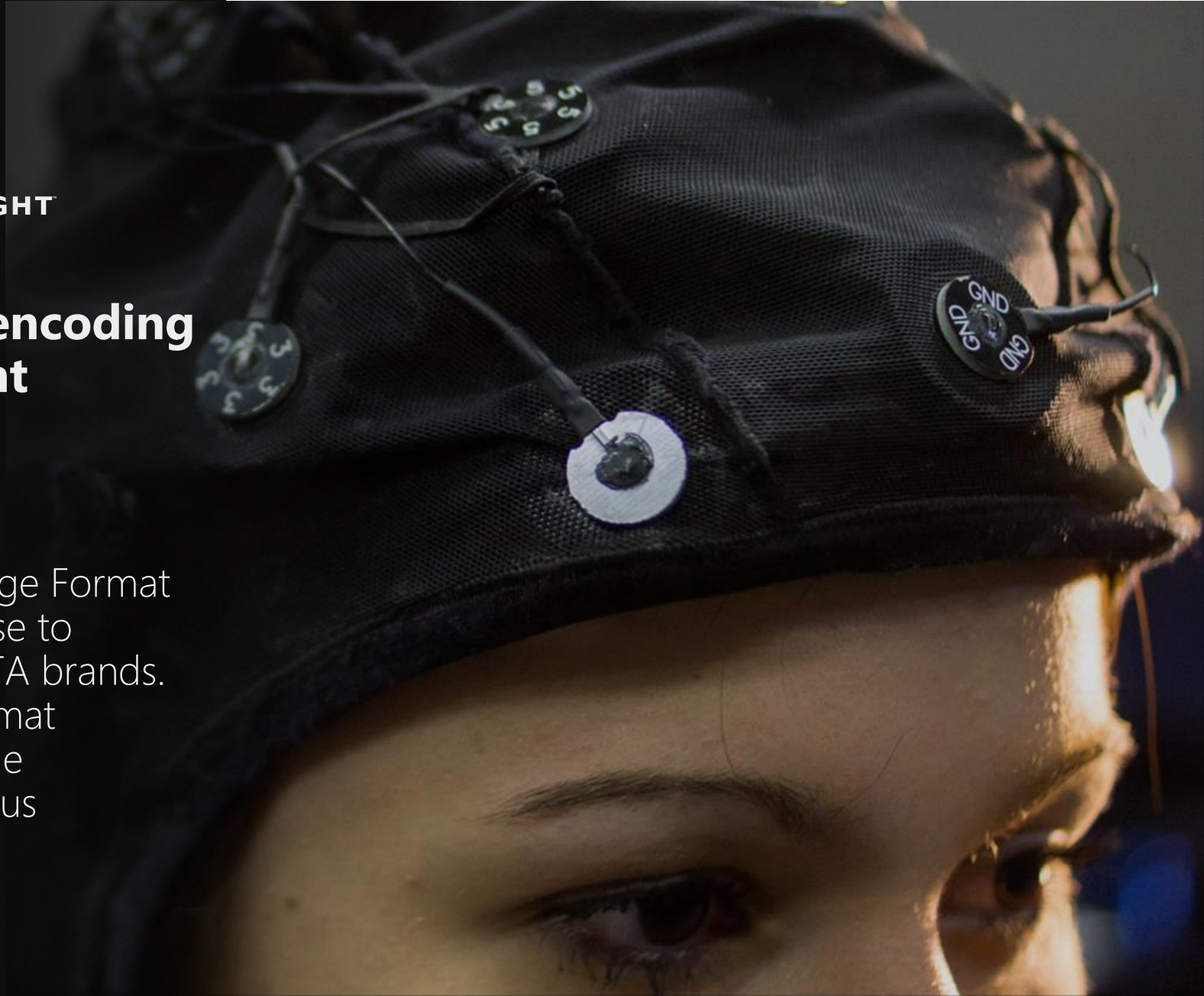


NEURO-INSIGHT

Large Format memory encoding study with Neuro Insight

OBJECTIVE

Understand how priming by Large Format influences subconscious response to mobile advertising for retail / CTA brands. Unique research how Large Format influences effectiveness of mobile advertising (previous studies focus on Out-of-Home effectiveness).





Digital journey
following virtual
roadside journey

2 cells,
68 respondents
in each

Mobile creative
mocked into
NZH and Facebook
ad units – brand
and retail

Mobile ads became more effective / likely to influence future behaviour

+ 8%

GROWTH IN
AVERAGE ME

In some cases / campaigns
+62% growth in memory encoding score
between unprimed and primed cells

JCDecaux INTELLIGENCE — THE INFLUENCE OF LARGE FORMAT



Flip in the subconscious response to mobile ads

+ 5% DETAILED BIAS

+ 11% GLOBAL BIAS

In some cases / campaigns from +33% and +40% respectively change in memory encoding bias

JCDecaux INTELLIGENCE — THE INFLUENCE OF LARGE FORMAT

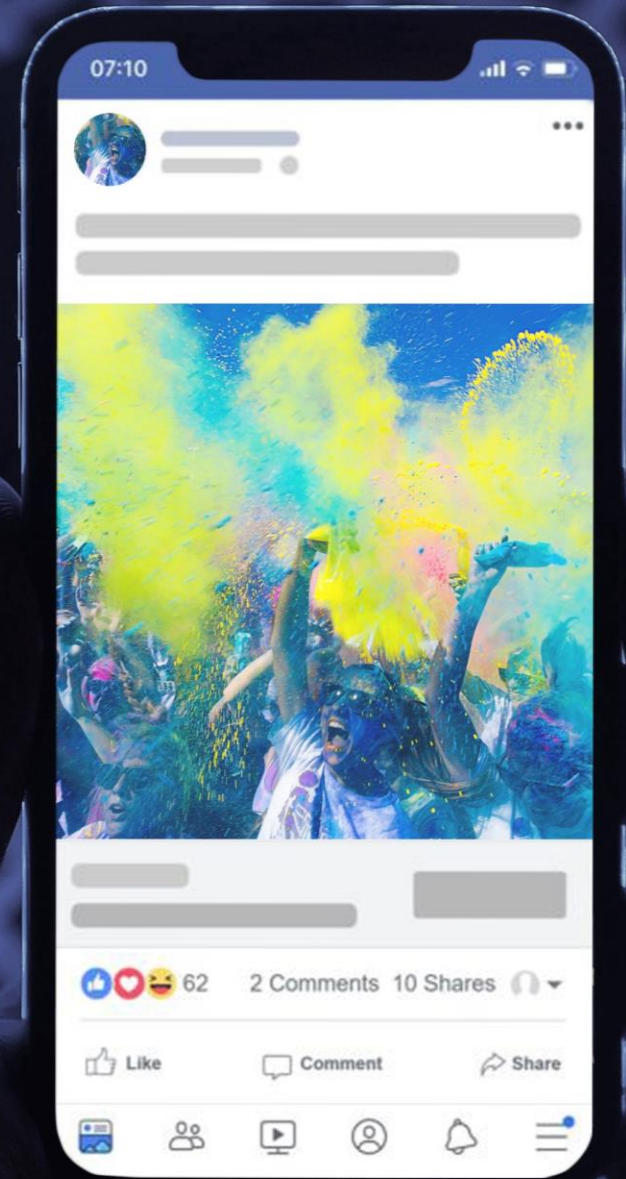


Mobile creative is de-risked

WEAK MOBILE CREATIVE SAW HIGHER MEMORY ENCODING LIFTS WHEN PRIMED

Strong mobile creative started with higher memory encoding, so lifts were small; weaker creative saw significant lifts in memory encoding when primed, up to 81%

JCDecaux INTELLIGENCE — THE INFLUENCE OF LARGE FORMAT



Brain appears to be 'warmed' for retail messages

BRAIN RESPONDS
DIFFERENTLY
AND WITH MORE
GLOBAL INTENSITY AT
START AND END OF
ANIMATED MOBILE ADS

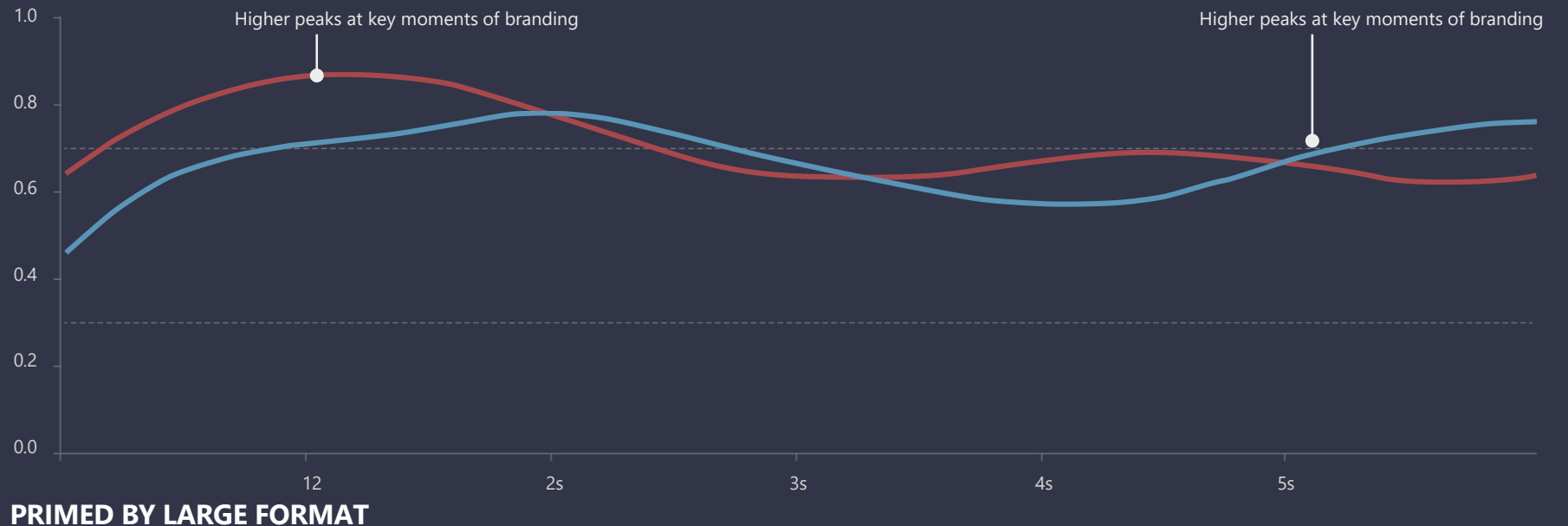
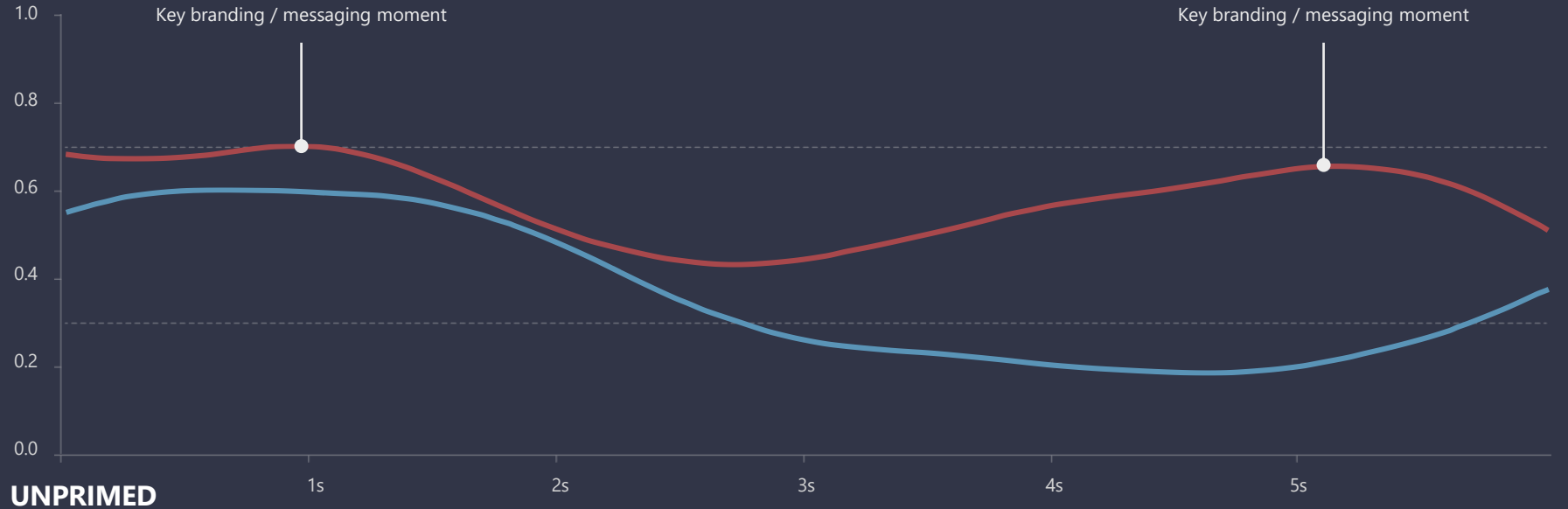
JCDecaux INTELLIGENCE

THE INFLUENCE OF LARGE FORMAT



BRAND EXAMPLE 1

Much higher peaks at key moments of branding. Global ME surge, ending on an emotional high regarding trust.



Second-by-second analysis of specific neurometric performance

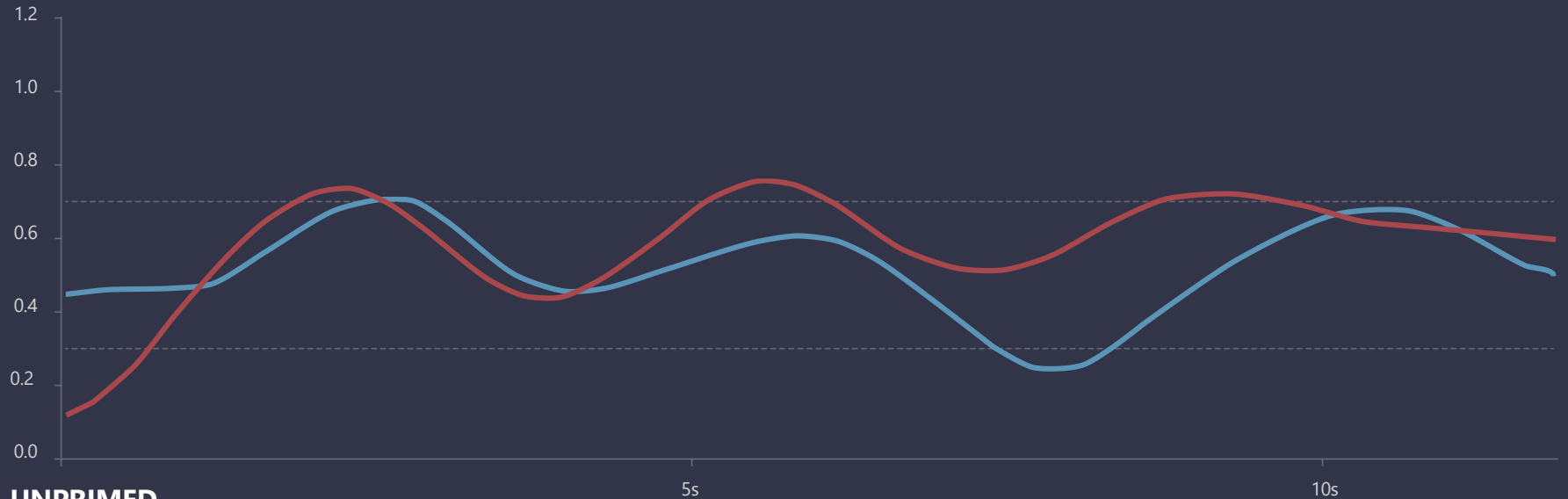
- Detail Memory Encoding
- Global Memory Encoding

BRAND EXAMPLE 2

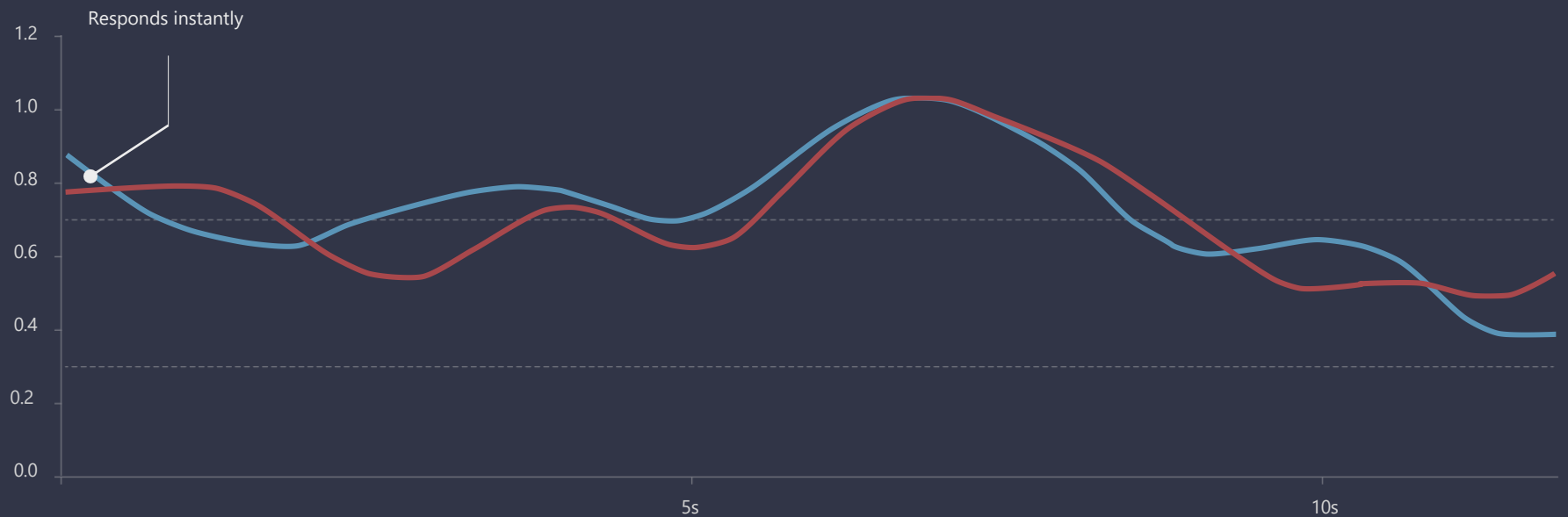
Priming
'warms up' brain;
responds instantly
from opening
screen and
engages with
detail. ME
consistently above
0.7 level.

Second-by-second analysis of
specific neurometric performance

- Detail Memory Encoding
- Global Memory Encoding



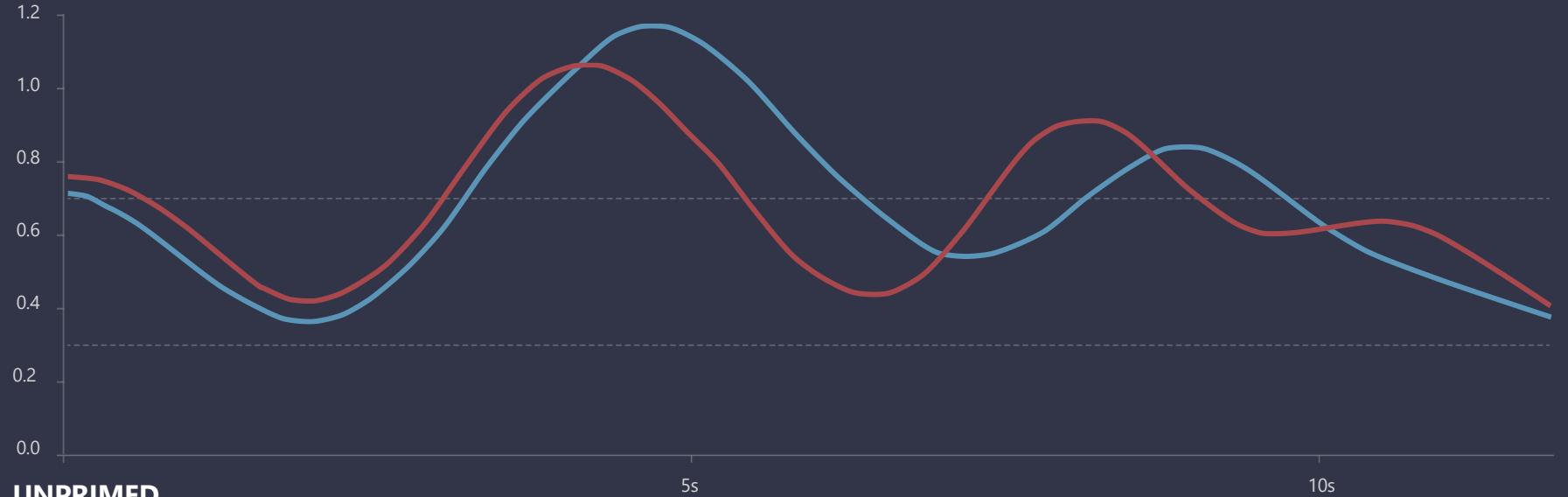
UNPRIMED



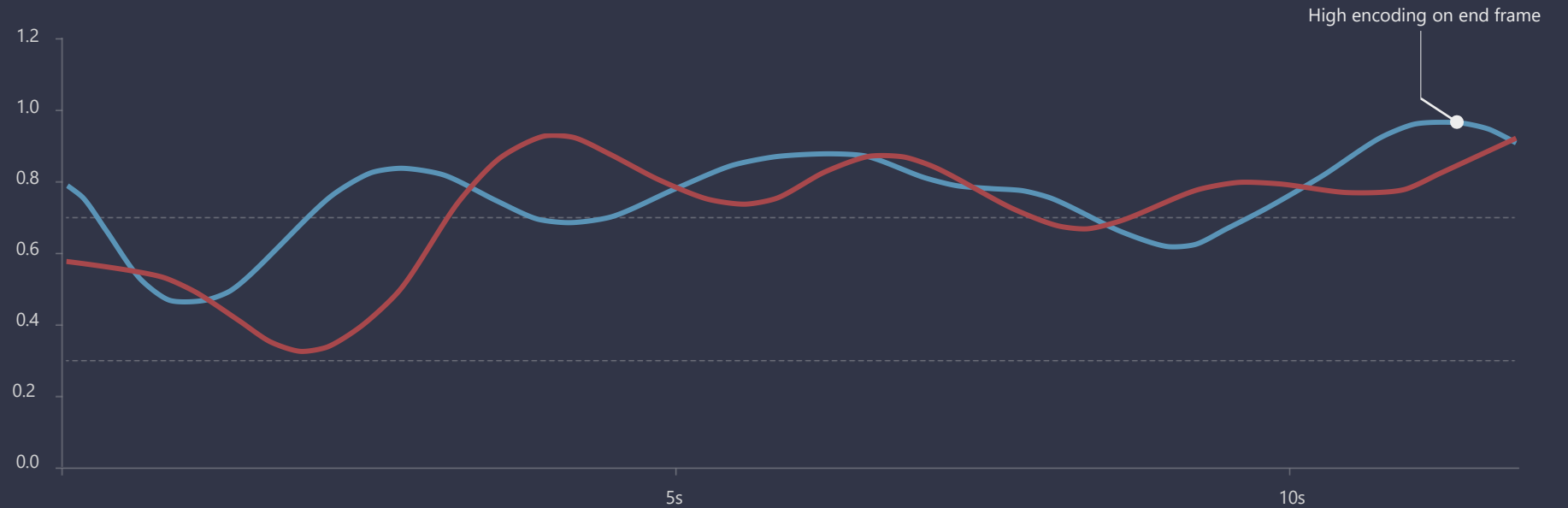
PRIMED BY LARGE FORMAT

BRAND EXAMPLE 3

Brain remains engaged throughout. Emotional response from start and peaks at end on value/brand lock-up.



UNPRIMED



PRIMED BY LARGE FORMAT

Second-by-second analysis of specific neurometric performance

- Detail Memory Encoding
- Global Memory Encoding

A silhouette of a person standing in a hallway with blue bokeh lights.

FINDINGS

- World first neuroscience study; how Large Format's inclusion in media mix will make mobile creative more effective
- Priming occurs between all channels; but large memory encoding increases seen by Large Format and switch in bias to global memory encoding would not be expected by other media
- Significant priming seen due to unique memory state of Large Format and commanding nature of media. Leads to deeper connections and lasting campaign impact (from mobile creative)
- Large Format as a lead channel and throughout campaign will drive increased memory encoding for mobile advertising
- Increased effectiveness of mobile is seen in the study as a result of priming; advertisers can expect the same outcomes in the real world



Brian Hill
NZ General Manager
Neuro Insight

This study was a world first and looked for relationships as to how priming by Large Format can improve the effectiveness of mobile ads.

The inclusion of Large Format in a multi-channel campaign, as a lead media and throughout, can help to drive increased memory encoding and mental availability from mobile advertising.

Priming by Large Format, with its unique neuro-state has increased the effectiveness of the mobile creative in this study and we believe the results are applicable to all advertisers.

We expect to see a level of priming between all media channels, but we would not expect to see many cases of the large increase in global memory or the switch in bias to global memory, as we saw in the JCDecaux study, from other channels or media.

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NEURO-INSIGHT

IMPLICATIONS FOR MEDIA PLANNING

OUT-OF-HOME PLANNING

1

LARGE FORMAT IS A POWERFUL, SPATIAL MEDIA. PROVEN HIGH PROBABILITY TO INFLUENCE FUTURE PURCHASE DUE TO MEMORABILITY OF CAMPAIGNS

2

LARGE FORMAT CAN COMMUNICATE MEANINGFUL BRAND MESSAGES, IN A GLANCE. COMPARATIVE 15S TVC FOR IMPACT AND INTENSITY; PLAN TO HIGHER FREQ CONSIDERING PEAKS

3

SIZE, QUALITY, VIEWABILITY, LOCATION MATTERS FOR BEST MEMORY ENCODING OUTCOMES. SMALLER FORMATS WOULD NOT ACHIEVE THE SAME RESULTS FOR BRANDS

IMPLICATIONS FOR MEDIA PLANNING

DIGITAL PRIMING BY LARGE FORMAT PLANNING

1
IRREFUTABLE, SHOWN
TO MAKE MOBILE
ADVERTISING MORE
EFFECTIVE; ESPECIALLY
AT KEY MOMENTS

2
NECESSARY
CHANNEL IN ANY
DIGITAL CAMPAIGN;
AS LEAD AND
THROUGHOUT

3
PRIMING = DEEPER,
MORE GLOBAL
CONNECTIONS, WITH
MOBILE CREATIVE /
BRANDS ONLINE

4
DE-RISK MOBILE
CREATIVE. TYPICALLY
MULTIPLE MOBILE
EXECUTIONS

5
CONSIDER MOVING
CREATIVE AROUND FOR
PRIMING IN NEW
ENVIRONMENTS

6
BETTER TOGETHER;
IMPACT & MEMORY
VS OOHMAA ROI
(INCREM REACH)

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