



# q&a

## Susan Clark

Managing director, Continental Europe, Middle East & Africa and Global Marketing Director, The Economist Group. Susan was appointed global marketing director of The Economist in 2005, and added publisher, CEMEA to her remit in 2007. Susan came to The Economist Group from Le Meridien Hotels & Resorts, where she spent four years as Senior Vice-president, Marketing and Sales. Susan was also a founding partner in The Phineus Company, a marketing and strategy consultancy and spent fifteen years with the American Express Company, in New York, Washington DC and Sydney, Australia.



**In these uncertain times, how do you see Out of Home adding extra value?**  
The increasing flexibility, shorter lead times and improved geographic and demographic targeting of OOH sites offer advertisers very adaptable advertising opportunities.

**What latest developments in OOH have captured your attention and why?**  
Digital Out of Home is exciting and offers the opportunity for up to the minute messaging, usually in great locations. I think digital sites will continue to take an increased share of revenue in 2009, despite the current climate. Experiential and interactive marketing are also interesting ways of giving audiences the experience of a brand.

**The Economist has long been a great exponent of Out of Home – what do you think Out of Home gives advertisers from both a media and creative point of view?**  
Our media has a global thread but is planned and executed regionally. It is built around 'target rich' cities or markets and is based on effective channel mix and usually includes high-impact Out of Home sites in locations where our audience clusters. A big, bold medium, Out of Home offers high impact, frequent exposure and great creative opportunities.

**The growth of digital OOH formats offers an innovative and flexible medium for advertisers but how do you think it can improve?**  
There is always room for innovation. Advances in technology will help to improve and advance the image of digital OOH. I'd like to see more creative that uses the digital screens for moving images, not static ones.

**Do you think The Economist is making the most of the medium?**  
To keep campaigns fresh and relevant, The Economist has always pushed creative boundaries. We will continue to evolve our brand marketing within the context of the media landscape, by market, and to execute campaigns that effectively and efficiently reach our target audience.

**What media developments are The Economist watching with interest?**  
We are watching with great curiosity the evolution of digital from banner ads on stationary PCs to the far broader range of possibilities of mobile marketing – including OOH with bluetooth.

**What have been your favourite Out of Home campaigns of the last few years?**  
I loved the original HSBC airport campaign. The FT campaign commanding businesses not to slash advertising budgets said a lot about the fallout from the economic downturn. The new 'Life's for sharing' campaign from T-Mobile has had a great launch and I'm seeing it everywhere I go right now. The Economist campaigns around the world, of course! The creative is inclusive, inviting and locally relevant and dramatises core product truths about the magazine.

**What other media do you think best complements Out of Home?**  
A comprehensive channel mix is really important and we often complement Out of Home with press, online and radio. Campaigns are integrated and can also include PR and DM to maximise coverage and frequency.

**What has been your most rewarding OOH experience and why?**  
Coming across one of our ads in an unexpected place, and seeing someone getting a kick from it.



An overview of the international Out of Home industry

# globalview

**kinetic everywhere**  
News and campaigns from around the globe

**feature**  
Ivan Clark explains how digital Out of Home is now the fastest growing media channel

**interview**  
The Economist's Susan Clark gives her perspective on Out of Home

## further growth

Sam Walton, the founder of WalMart famously said, 'I was asked about the recession. I thought about it and decided not to participate'. A clever and brave comment but a course of action that few have the luxury of taking.

This year, and maybe next, is about valuing knowledge and expertise. It's about finding the agency with the data, the research and the insight to make decreasing budgets go further; in short to make investments more effective.

Consumers' behaviour will change and translating this into practical media action that can be implemented is going to be critical.

Choose the right media agency partner, have a flexible and informed plan of action and be able to make quick decisions. There is immense advertiser value in Out of Home and this like no other year is a value added one.



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## new business wins

**We are delighted to announce some significant business wins and the further strengthening of our client portfolio.**

MillerCoors has appointed Kinetic for all OOH duties following a competitive pitch in November. Kinetic will work in partnership with Chicago based Draft FCB, it's Interpublic partner agency Initiative and Publicis joint venture to deliver all offline media planning and buying across the MillerCoors brand portfolio. The four partners have formed a new dedicated unit called MC Media, which will be based in Chicago and led by David Krupp and his team. Kinetic beat rival Starcom for the 3 year contract beginning in 2009.

Barclays Bank also recently awarded Kinetic Los Angeles its OOH duties through MEC.

In Germany, Kinetic recently won the roadside and airport OOH business for O2, following a lengthy pitch.

## light news

### Russia: Moscow tackles billboard buildup.

A boom in Outdoor advertising since the Soviet Union's collapse in 1991 has turned Moscow into one of Europe's largest billboard markets.

The push for removal began last year when authorities took down about 4,500 billboards, according to industry estimates, reducing the total number in the city to around 45,300. In July, Mayor Yuri Luzhkov went a step further, ordering the total removal of billboards from three historic areas, including one around the Kremlin.

**Global: Sorrell urges media companies to invest.** Media companies hoping to weather the financial storm over the next 12 months should be looking for areas to invest in now, says WPP chief executive Martin Sorrell.

"Our view is that when times are tough, it's the time to invest not cut," said the chief executive, "This comes from years of research dating back to Ogilvy's Alex Biel in the eighties and Millward Brown's interaction surveys before then.



Fueled by GroupM insights, Sorrell has been flagging 2009 as a difficult year, but urged companies to resist the temptation to slash marketing budgets.

### UK: JCDecaux target new Heathrow networks.

JCDecaux Airport has created a range of short-term networks in Heathrow airport to target travel trade professionals heading to the World Travel Market between 10 and 13 November.

Six packages will allow brands to target delegates with the Heathrow squares format, six-sheets, 96-sheets and digital airport panels as they pass through Heathrow Terminals 1, 3, 4 and 5.

**Europe: News Corp Sells 35% Share In Poland's TV Puls.** News Corp has reached a deal to sell its 35% share of Polish broadcaster TV Puls to the remaining shareholder of the company.

News Corp. has recently had two deals scrapped due to the financial crisis. First it suspended a plan to combine operations with French outdoor advertising group and it was then forced to suspend the sale of certain broadcasting assets in Latvia, Serbia and Bulgaria.

**China: Heritage Media Applies for High Profile LED Billboard Placement in Beijing.** Heritage Media announced that a letter of intent has been entered into on behalf of the company calling for the lease, construction, placement and programming of one of the largest LED video billboards in the world, to be located in Beijing.



The digital display will be large enough to show a life-size image of a jumbo jet. It will overlook a traffic flow of more than 400,000 vehicles per day and be visible to all aircraft entering or departing Beijing airspace.

**Middle East: JCDecaux wins 10-year contract for Dubai International.** JCDecaux, has entered into a 10-year contract with Dubai Airports for the exclusive advertising at Dubai International Airport. Dubai International will have an annual capacity of 75 million passengers following the completion of its ongoing expansion project. Dubai International is expected to welcome more than 40 million passengers in 2008.

**Global: JCDecaux to generate 20% of revenue in emerging countries.** JCDecaux will generate 20% of its revenue in emerging countries in 2009, which is a year earlier than previously forecast. 17.9% of the company's first-half sales came from emerging states with strong growth potential.

With the group generating only 8% of its revenue in the USA which means that its exposure to the volatile US market is relatively small.



## Digital Out of Home – the fastest growing media channel



**Ivan Clark**  
Director of digital and creative solutions

Outdoor advertising has been around even longer than the earliest documented postal services, in Egypt during the time of the Pharaohs. The development of printing techniques enabling mass production of advertising posters preceded the use of postage stamps. Now the emergence of effective digital Out of Home media – digital billboards, posters and screens – has stimulated fresh growth in an already buoyant Outdoor advertising market.

Traditional Outdoor is still recognised by agencies and advertisers alike as an excellent channel for delivering impactful, simple advertising messages to the mass-market. However, some practical aspects of OOH such as, creative design limitations, the business issue being addressed and the logistics of billposting have restricted Outdoor's ability to take a larger share of advertising budgets.

Creatively, billboards work best when the message is simple, only one design can normally be displayed at any one time. With digital it is not only possible to run a sequence of messages, think of telling a story in pictures, most sites can also run animated copy. A good creative execution can deliver movement and colour to attract more eyeballs and a more engaging consumer interaction. Even at roadside, where animation is not used, LED screens can be more impactful, particularly at night.

Normal posting cycles, when a poster goes up through to when it comes down, are dictated by fixed calendar dates called in-charge periods. Digital need not be constrained in this way. Advertising can run for a few days only, perhaps for a price promotion. If it is important to reach commuters, you only need advertise at relevant times on weekdays.



Perhaps the most significant aspect of digital OOH is in the distribution process. You don't have to: print a poster, deliver it to depot, distribute around the country on Lorries, carry it up a ladder, stick it up, and go back to take it down and recycle.

**“Digital copy can be distributed electronically and changed at the touch of a button.”**

All this allows digital OOH to be integrated into the total communication plan, delivering the appropriate messages at key moments on people's journeys. This was the case with the recent British Airways “Terminal 5 is working” campaign.

Newspapers, radio, online and digital OOH were used to highlight the experiences of real people at T5 during the previous day. Images of people with their comments on the T5 experience were used along with statistics of importance to travellers, such as, proportions of flights leaving as scheduled and the average time to check-in and get through security.



Without the flexibility of the media channels to receive copy late in the day for display the following morning, the business need would not have been fulfilled.

In the future we will see even more imaginative use of digital OOH as media planners and the creative community realise its full potential. Digital OOH, turbo-charged Outdoor, will be the fastest growing media channel in the UK this year, even outstripping online. It just goes to show being old doesn't mean you're past it.



## British Airways uses digital Out of Home to demonstrate 'T5 is working'

### The Objective

The campaign aimed to provide an accurate portrayal of how BA's new Terminal 5 was performing, demonstrating that it is now working effectively and helping to dispel any negative perceptions

### The Campaign

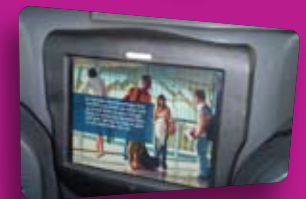
Time sensitive copy ran on carefully chosen Out of Home digital environments around London. They displayed images of T5's check-in, baggage reclaim and arrival areas, together with statistics showing how efficiently the terminal was operating. Formats included:

- XTP
- DEP's
- LCD's
- Transvision
- Cabvision

### The Results

The campaign received extensive press coverage and was also featured on local TV news. The formats used reached commuters in London and live feeds allowed the copy to be updated hourly.

This innovative approach to BA's communication played a significant role in improving traveller's perception of T5 and the whole BA brand at a critical juncture for the company.



# catch the vision



a snapshot of the latest Kinetic campaigns from around the world.

## India – Kurkure Desi Beats Crisps

The objective of the campaign was to create an engaging Outdoor creative for Kurkure, a popular snack brand, by amplifying the celebrity endorser to gain the best impact.

Kinetic India used the structure of the unipole billboard and converted it to 28 feet high cut-out of the celebrity endorser. This was combined with 2D cut-outs of the pack to achieve a striking visual impact of both the product and the celebrity endorser.

The use of cut-outs coupled with the striking use of colours and lights ensured that the communication stood out and had achieved stand-out both during the day and at night.



## US – Remy Martin

In the US, Remy Martin was outspent by its top competitors and needed a distinctive strategy to support a national marketing campaign and to increase their share of voice in the liquor category.

Kinetic launched a multi-platform traditional and experiential OOH only campaign that wasn't attainable through traditional print or on-line channels. Non-traditional media (implemented by Destination Media Group) included 3D street graphics, large projections (with directional audio), underground subway digital media, graffiti murals and an interactive window fitted with custom designed sound, touch activation and a virtual bouncer.

The campaign achieved strong success including two media firsts and unprecedented PR coverage including Adweek and Mediaweek.

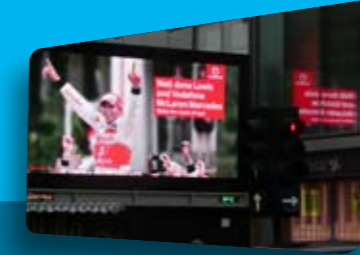


## Holland – Mercedes

The campaign used a variety of formats to promote the chance of free refuelling when purchasing the new Mercedes Vito.

The campaign ran on 10 standard monopoles and two spectaculars at the most traffic-prone points on the road network in The Netherlands. The spectaculars were two huge special build Mercedes Petrol Tank nozzles making sureweeks with every driver on the highway seeing the creative. The campaign was the first of its kind in The Netherlands and Mercedes, MEC and Kinetic were very happy with the results.

In addition to the monopoles gas stations were also targeted. Promotion teams were sent to gas stations between the hours of 06.00 – 10.00 o'clock, cleaning the windows, refuelling and measuring tyre pressure.



## UK – Vodafone

Vodafone were quick off the grid to offer congratulations to Lewis Hamilton upon winning the Formula 1 World Drivers Championship in Brazil. Lewis crossed the line in 5th place, which was enough to hand him the title, in what proved to be one of the most exciting and tense F1 races in history.

In conjunction with Kinetic, Vodafone launched a digital Out of Home Campaign within minutes of Lewis Hamilton clinching the title. Capitalising on the flexibility of Digital OOH, and bespoke outdoor creative, the campaign went live within minutes of Lewis crossing the line on a network of 15 digital billboards across London.



## US – Sean John

Sean John launched a new fragrance and needed an Outdoor strategy to generate strong brand awareness and interest surrounding the promotion. Kinetic implemented an impactful multi-format Outdoor "King" movement targeting high traffic and trendy areas in New York, Los Angeles, & Miami during December 2008.

The "I Am King" campaign was the first to run a digital taxi top domination in New York. An aerial banner was flown down popular beach/nightlife areas in Miami and around Sean John's house on Star Island. A wrapped storescape location was implemented in the heart of trendy South Beach.



## UK – Financial Times

Towards the end of 2008, The Financial Times chose Out of Home as the lead medium to showcase its campaign questioning the wisdom of cutting marketing budgets during an economic downturn.

100 Rail 48s in London and the South East were selected to be stripped back to bare boards and posted with a small panel in the top right hand corner. The poster sparked debate over the cutting of marketing budgets by posing the question 'Global downturn. What's the first mistake businesses make?'

The copy drove traffic to FT.com where advertisers could access numerous case studies highlighting the benefits to businesses who maintained marketing spend during difficult economic times.