

A close-up, high-angle photograph of a woman's face, focusing on her eyes, nose, and bright red lips. She is wearing a blue top with a ruffled collar and a silver necklace. The background is a warm, golden-brown color, possibly a wall or a piece of fabric.

Sunlight & Seduction

How Out of Home gives
meaning to brands

Introductions

Truth is an
independent
strategic insight
consultancy.

Tim Spencer
is head of
semiotics &
cultural analysis.

Our Analysis

- 500 hours of research
- 400 photographs
- 200 ads
- 100 Years of history
- 60 intercepts
- 20 customer journeys
- 16 locations
- 6 expert interviews

And only 20 minutes
to tell you about it....

Where we went

Manchester Airport



Heathrow Airport



Arndale, Manchester



Deansgate, Manchester



Westfield, London



London Underground



Liverpool Street Station



Waterloo Station



Brighton Station



Hove Station



M4 Approach

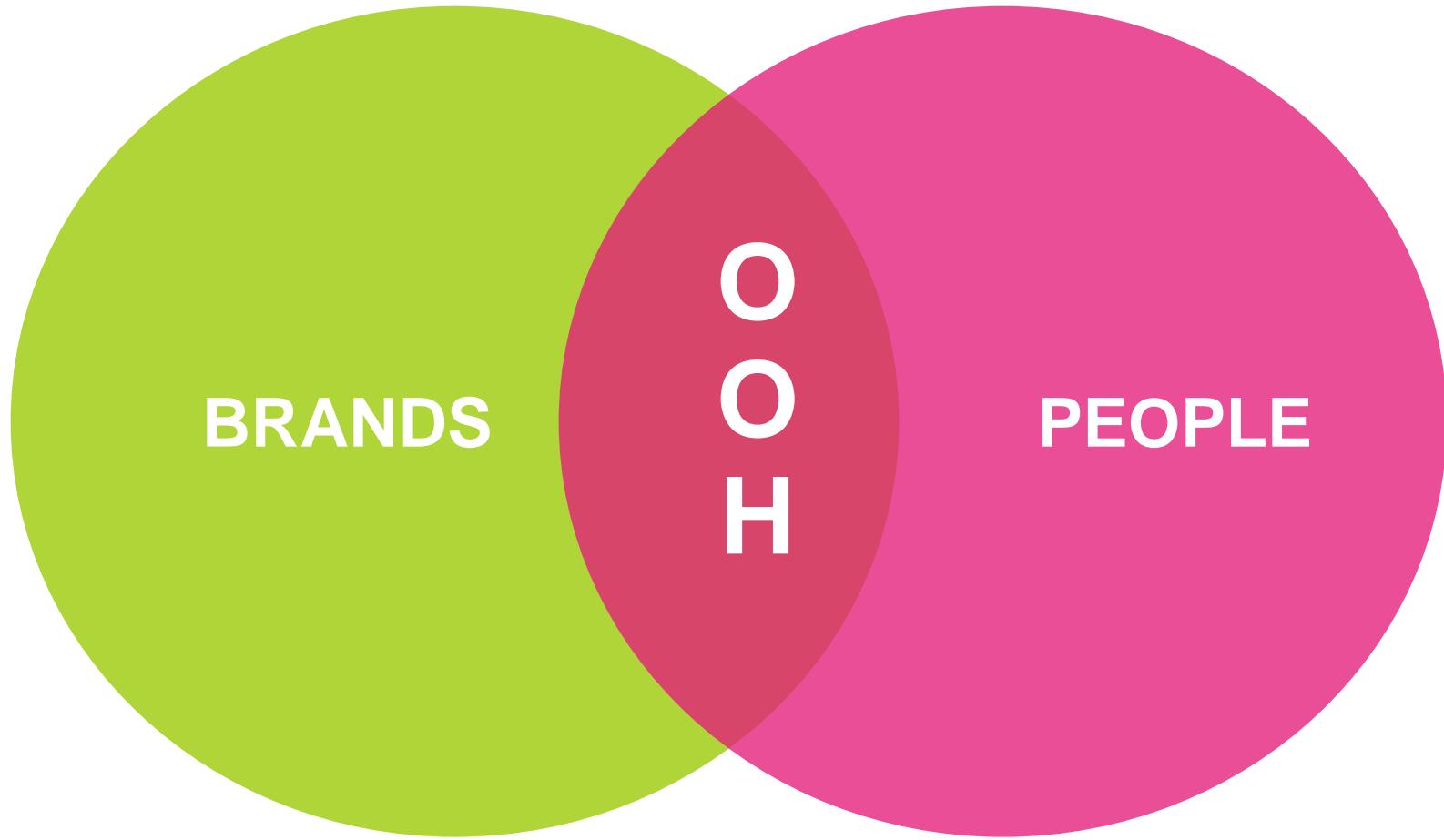


Piccadilly Circus



Regent Street





THE GREAT
OUTDOORS

1

Absorbency



Watching TV



Reading a Magazine



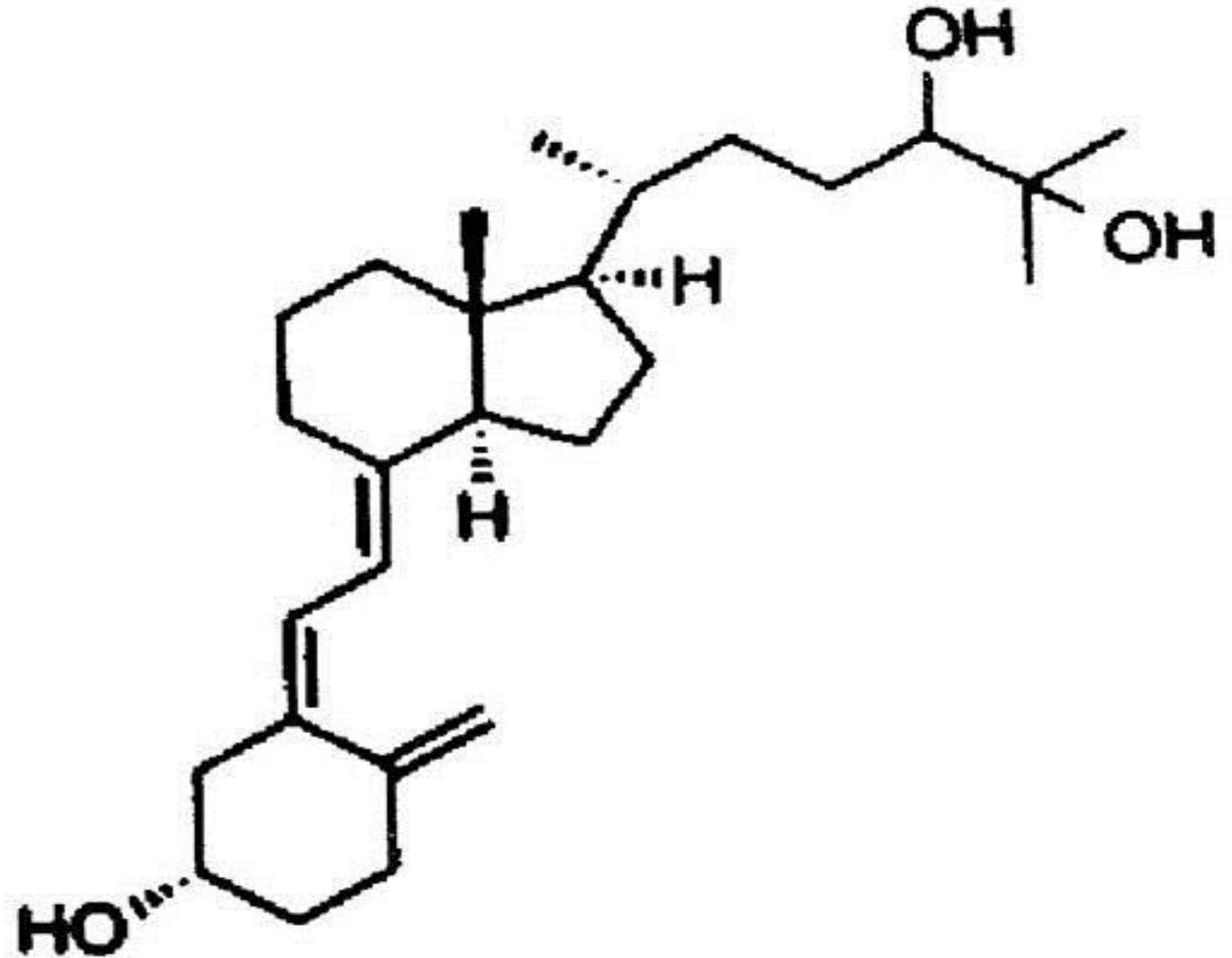
**Commuting
to work**

Retail therapy



Question:
What makes the great outdoors great?

First answer:
Vitamin D





Second Answer:
The Amygdala



Our brains are
hard-wired from
primitive times to be
more alert in transit



It keeps us out of danger

NOT EVERYONE HAS THE BALLS TO RIDE THE NATIONAL

The John Smith's Grand National Sat 6 April

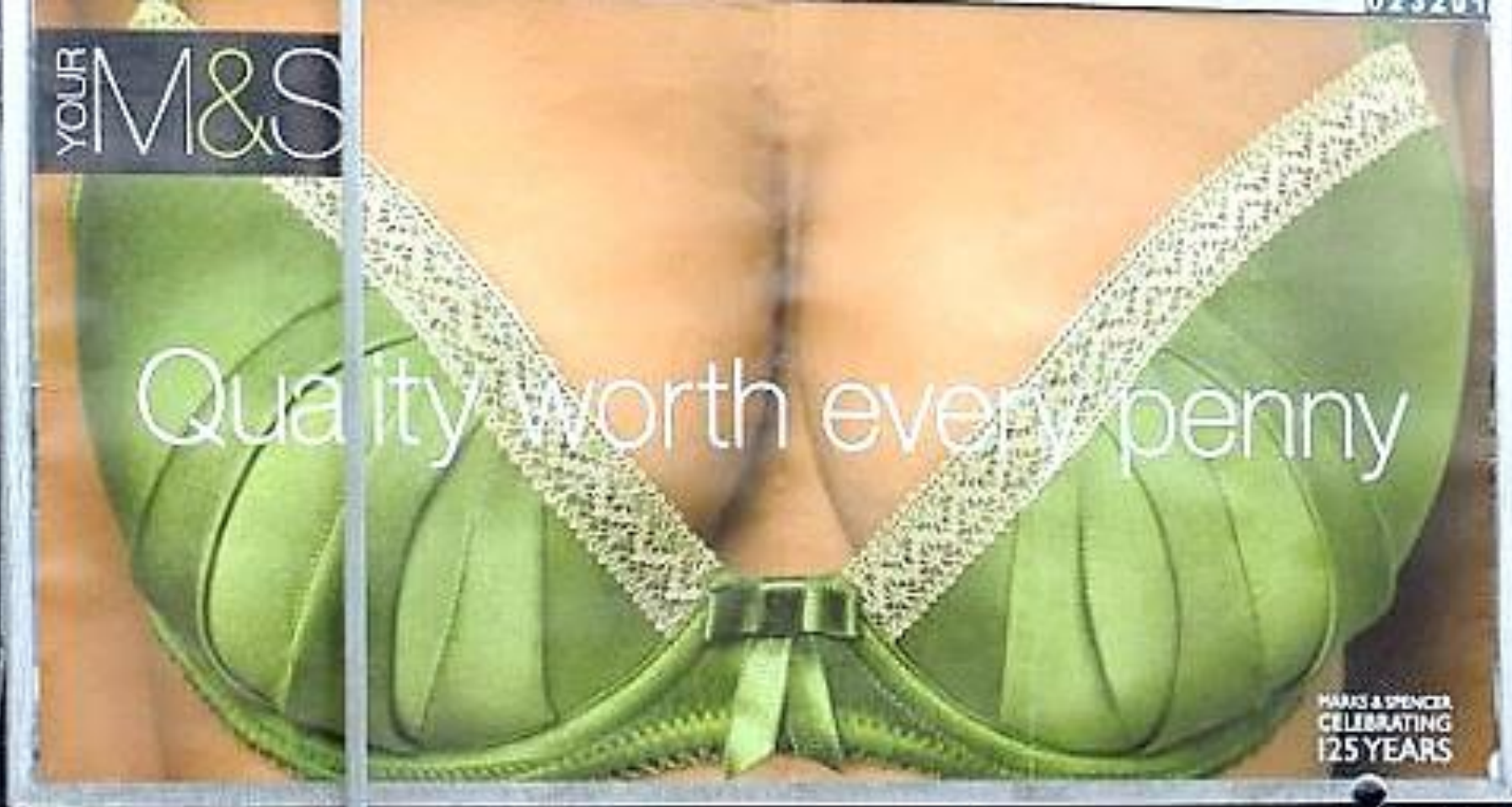


Sponsored by
DUBAI

It helps us read the landscape

DEFENDER





... and identify mating opportunities

BULLER ST.



“London remains undiscovered for me.
There’s always some hidden gem”

Paloma Faith, singer

HAVE YOUR SAY: #MESSAGE2LONDON

When we're in transit, we are highly receptive



OOH Doesn't have an off switch



OOH exploits peripheral vision



It broadcasts messages across high volumes of absorbent people

Providing instantaneous messaging



1

Absorbency

OOH catches people in an
'Ultra-Absorbent' state of mind.

2

Enchantment



OOH is an advertising medium that exists in 'constructed environments'



Cultural signage puts us at ease



GANDYS
Gandys for Children

230,000
TSUNAMI VICTIMS
PURCHASE WITH
PURPOSE
230,000
PAIRS SOLD

**GANDY'S
FIRST
CHILDREN'S
HOME**

AVAILABLE AT
WWW.GANDYSFIRSTCHILDRENSHOME.COM

SOLE TRADER **schuh** HOUSE OF FRASER LSC FOOTINGHAM

SUN
SEEK

Kaffi
£1

Show us your #boohostyle

boohoo.com
TWENTYFOUR | SEVEN

Places feel more real with advertising



Landscapes evolve





OOH is a vital element of evolution

Culture evolves, constantly

RESIDUAL

Analogue disenchantment
lead to digital enchantment



DOMINANT

Immersive online
enchantment lead to
digital disenchantment



EMERGENT

Re-enchantment with
the real world once more.





OOH: “Some [Out of Home ads] are beautiful, transporting you to a world of colour and excitement”



Online: “I find it quite creepy the way that online ads seems to know your behaviour and who you are and it directs ads at you based on that”



#FIND YOUR FUN




crocs

crocs

BE PART OF HIS HISTORY
20 YEARS OF...
crocs



JUST DO IT 

beats executive.

THE SOUND OF FIRST CLASS



0370

beats by dr.dre John Lewis

PHING



£748

SAMSUNG



£748



open happiness™



I THINK I DID OK
IN THE EXAM.

LOVE,



#ShareaCoke

000102

1 Epping
3 Epping
Cen
0

BAD PALPITATIONS

SUMMER OF HATE NOT LOVE
LIMITED EDITION LAGERBEER TASTE



GOOD VIBRATIONS

SUMMER OF LOVE NOT HATE
LIMITED EDITION LAGERBEER TASTE



Power



Prestige



Empathy

311 US 400...
VOLCANICITY
AND WIN!



REFRESHINGLY JUICY



Lift →

The Em...
Acco...

2

Enchantment

OOH is an essential ingredient of our environment. The real world has the power to enchant and delight us once more.

OOH owns real-world engagement.

3

Entanglement

Entanglement embeds unique semiotic brand codes irreversibly within our consciousness



If at first you don't succeed... hang on, sorry, wrong poster.

Staring won't make your internet faster

But calling 0800 123 1234 could





Entanglement is the key to visual branding



Barons and Victoria lines
Northbound
platforms 4 and 6



New Iced Fruit Smoothies

Information 12:39:19 <small>THE DEPARTURES</small> The weekend improvement work will affect Bedford, Hemsworth and City and Northern Lines. Also London Overground will be affected in Sunday. <small>www.rfj.gov.uk</small>	Departures 1244 Plat 1 None Calling at: Page 1 of 2 None only	Departures 1249 Plat 4 London Victoria Calling at: Page 1 of 1 East Croydon, Clapham Junction & London Victoria. Formed of 9 coaches Tridley Service SouthWestern	Departures 1252 Plat - Ore Page 2 of 3 Due to Short Platforms Customers for Services Bay should travel in the Rear 3 coaches of the train.	Departures 1253 Plat 2 West Worthing Calling at: Page 1 of 2 None Brighton Portlaine Southwick Shoreham-by-Sea Lancing Worthing East Worthing Worthing & West Worthing.	Departures 1303 Plat - Portsmouth Hbr Calling at: Page 1 of 3 None Portsmouth Southwick Shoreham-by-Sea Lancing Worthing East Worthing Worthing & West Worthing.	Departures 1304 Plat - Bedford Calling at: Page 1 of 2 Bedford Heath Three Bridges Bedford Airport East Croydon London Bridge London Blackfriars London City Tink Farringham St Pancras Int'l St Albans Harpenden	Departures 1307 Plat - Bedford Calling at: Page 1 of 2 Preston Park Buxton Burgess Hill Bedford Heath Bideford Three Bridges Bedford Airport East Croydon London Bridge London Blackfriars	Next Fastest Train East Croydon Plat 4 Falmer Plat - Gatwick Airport Plat - Regents Heath Plat 1 Nine Plat 1 Limes Plat - London Bridge Plat - London Victoria Plat 4 Preston Park Plat - Worthing Plat 2	Subsequent Departures 1310 Seaford - On Time 1314 Nine - On Time 1318 For Worthing & Littlehampton - On Time 1319 London Victoria - On Time 1322 Limes - On Time 1323 West Worthing - On Time 1324 London Victoria - On Time 1332 Bedford International - On Time 1333 Southampton Central - 1339 Formed of 8 coaches 1334 Bedford - On Time 1337 Bedford - On Time
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France





LONDON
FASHION
WEEK
19-23 FEBRUARY 2016
PRINCIPAL SPONSOR
sunglass hut

THEATRE DRAMATIC ACCEPTING STRONG FEELINGS
UNRESTRAINED CREATIVITY FEARS LESS
AWAKE DARING STRONG UNEXPECTED

6-10



JACK DANIEL'S
ORIGINAL RECIPE
Tennessee HONEY
SMOOTH COUNTRY
SWEET COUNTRY
JACK DANIEL'S
ANTHONY'S TONIC

**THIS JACK
LIKES IT
CHILLED.**

FLY STRAIGHT. DRINK RESPONSIBLY.
for the facts drinkaware.co.uk



RVI

WIND
PROTECTOR



London Underground
Information
Eye logo

Clear Channel

A cut above.



DISCOVER THE MOISTURISER
THAT WORKS IN THE SHOWER.

NEW
IN-SHOWER
BODY MOISTURISER

NIVEA
IN-SHOWER
BODY MOISTURISER
NEW! 24 HOUR
MOISTURE

facebook.com/niveauk

The advertisement features a large image of a smiling woman in a shower, with water droplets around her. A blue bottle of Nivea In-Shower Body Moisturiser is shown to the right of the woman. The text 'DISCOVER THE MOISTURISER THAT WORKS IN THE SHOWER.' is written in white across the top. Below the woman, a blue banner contains the text 'NEW IN-SHOWER BODY MOISTURISER'. The Nivea logo and product name are on the bottle. A small Facebook logo and 'facebook.com/niveauk' are at the bottom left of the ad.

(M621, M1, M62)
& Holbeck
(A647)
Armsley Kirkstall
Novotel Hotel

Navigation signs for roads M621, M1, M62, A647, and directions to Armsley Kirkstall and Novotel Hotel.

Inner Ring Road
Skipton (A65)
Bradford (A647)
P Station
Airport
Armsley & Kirkstall

Navigation signs for Inner Ring Road, Skipton (A65), Bradford (A647), and directions to Airport and Armsley & Kirkstall.

First
Dynamo

First bus advertisement with 'Dynamo' branding.

37706

Blue bus advertisement with number 37706.

NLD4 YHV
YG62 KXN

Car license plates: NLD4 YHV and YG62 KXN.

Yellow taxi advertisement.

Yellow taxi advertisement.

3

Entanglement

Through multi-layered exposure, we become entangled with a brand's language, intention, and the real-world advantages offered by the brand.

4

Ubiquity & Scale



PS4

THIS IS FOR
THE PLAYERS

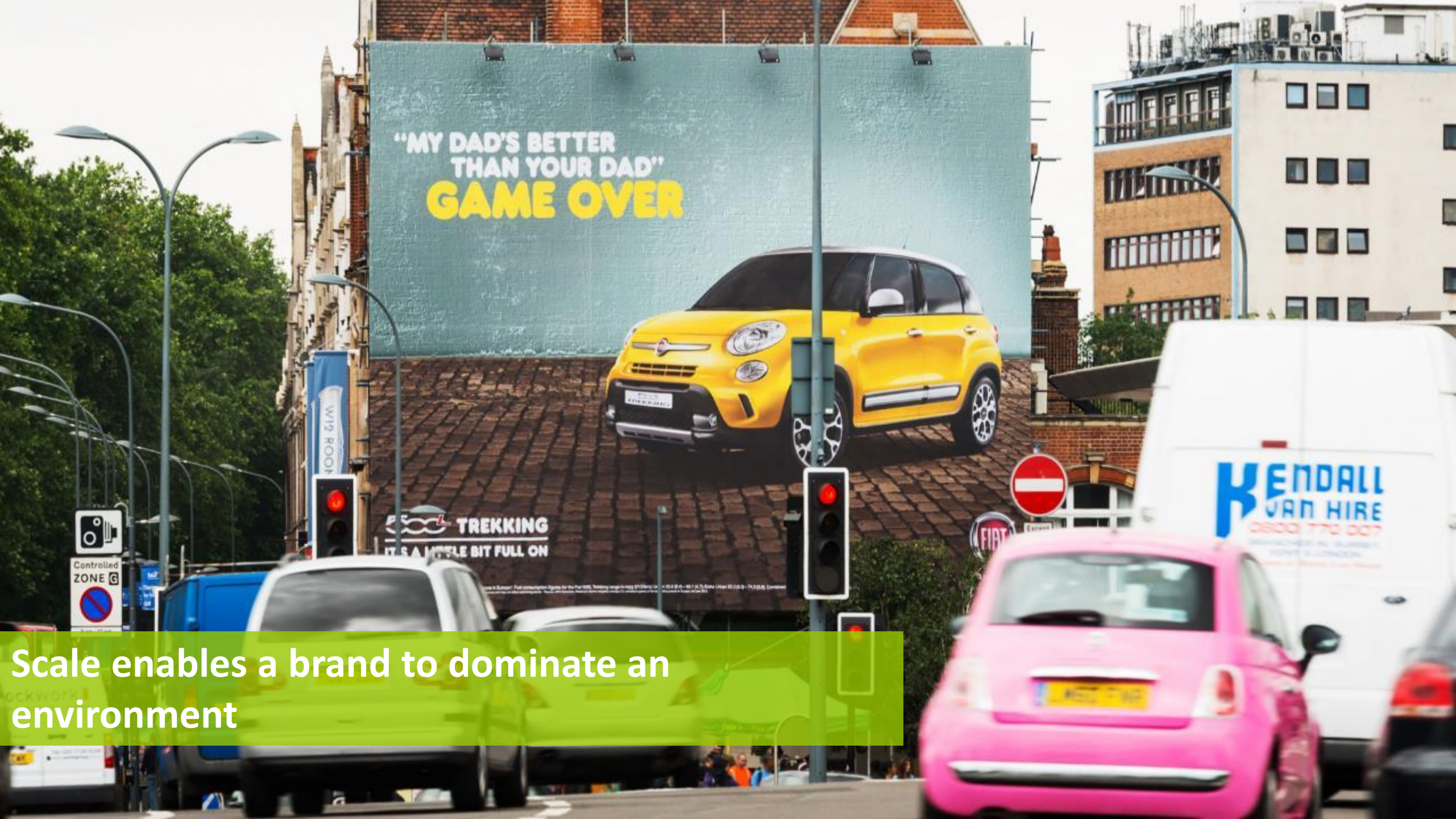
PS4

"MY DAD'S BETTER
THAN YOUR DAD"
GAME OVER



500L TREKKING
IT'S A LITTLE BIT FULL ON

Scale enables a brand to dominate an environment



Scale keeps us looking longer





Scale creates aspiration through authenticity



RIHANNA
ANTI
TIDAL

A billboard for Cubanismo Rum Beer. It features a stylized owl logo with the text 'CUBANISMO RUM BEER' and 'DISCOVER THE SPIRIT WITHIN'. There are also smaller logos and text at the bottom.

Bus, Taxi, and bicycle symbols with text: 'Mon-Sat at any time'.

55 'DA MARKET

LOW-FEE 30% UNLOCKED FROM 11:00PM TO 11:00PM MORNING DELAYS

RAMP





oks-fuhd sur-khus

say it to get it
Google voice search for mobile 

Out of Home is like receiving tweets from giants

STRONGBOW[®] DARK FRUIT

STRONGBOW[®]
CIDER
DARK FRUIT

EARN IT.

for the facts
drinkaware.co.uk

CLEARCHANNEL

817202

INDUSTRIAL UNIT
LAWRENCE ROAD
TO LET
Surrey
01883 811111

← **WAVERLEY**
INDUSTRIAL PARK

An anecdote about instant ubiquity

4

Ubiquity & Scale

Ubiquity and scale are key ingredients in visual branding and brand-viewer entanglement.

They enable a powerful connection to be established very quickly with authenticity.

5

Propaganda & Seduction

Posters
shaped the
20th century



Poster art finds strength in economy

1. Purpose
2. Evocation
3. Brand



OMG



**STATEMENT
TIGHTS BY**
PRETTY POLLY





SOME ARE
MADE OF MORE



drinkaware.co.uk for the facts
The GUINNESS word and associated marks are trademarks of Guinness & Co. Dublin



EXPLORE
A CITY
WHEN
IT'S
ASLEEP



Upgrade to
BRITISH AIRWAYS

Travel poster- tropical island or something



ARMANI
code





Research kills cancer.



cruk.org



STRENGTH

FORGED IN AN OVEN ON A TUESDAY NIGHT



GOOD FOOD DESERVES LURPAK®



DOLCE & GABBANA
light blue





A Shout outwards

Selling, competing, compelling



A window, inwards

Aspiring, inviting, seducing



Soothing relief



FOR TODAY ONLY

Enjoy GUINNESS Sensibly

OCEAN

Wendy

GRY
GRAND / ISLAND

TO
GRAND / ISLAND
UNITED STATES
SKY
US 67 SKY

WAVE GOODBYE
★ TO ★
BAD WEATHER

 **Expedia.co.uk**
People shaped travel



Downed all
over Kent, just like
the Luftwaffe.





TEATON'S

NEVER HIDE

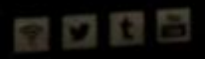
Ray-Ban
GENUINE SINCE 1937

OU



**BEER BODY
READY?**

#Probably



Engaging Audiences



ARE YOU  **BEACH BODY
READY?**

THE WEIGHT LOSS
COLLECTION

PROTEIN WORLD

EXCLUSIVELY AVAILABLE ONLINE AT PROTEINWORLD.COM



5

Propaganda & Seduction

OOH can push message out, and pull attention in. It can transport us to other worlds using a wide variety of highly effective approaches.

- 1 Absorbency
- 2 Enchantment
- 3 Entanglement
- 4 Ubiquity & Scale
- 5 Propaganda & Seduction

**Good Out of Home ads
give something whilst
selling something.
Great ones magnify the
experience.**



LOVE COMES IN EVERY SHADE



BE BRIGHT

Best friend love.
Director Ole Cioppola & actress Nathalie Love



Get ready for the
Notting Hill Carnival

29-30 August. Visit tfl.gov.uk or pick up a leaflet
from any Tube station for travel information.

A large outdoor billboard with a blue background and a white grid pattern. It features four wooden-style signposts pointing in different directions, each with a destination name: Antigua (pink), Barbados (red), Trinidad (light blue), and Grenada (purple). The British Airways logo is in the top right, and the slogan 'Take your pick of the Caribbean' is on the right. A small 'Download the app' icon is in the bottom left.

Antigua

BARBADOS

TRINIDAD

Grenada

BRITISH AIRWAYS

Take your pick of the Caribbean

Download the app





to change the common morning.

GOODNESS
ON THE GO

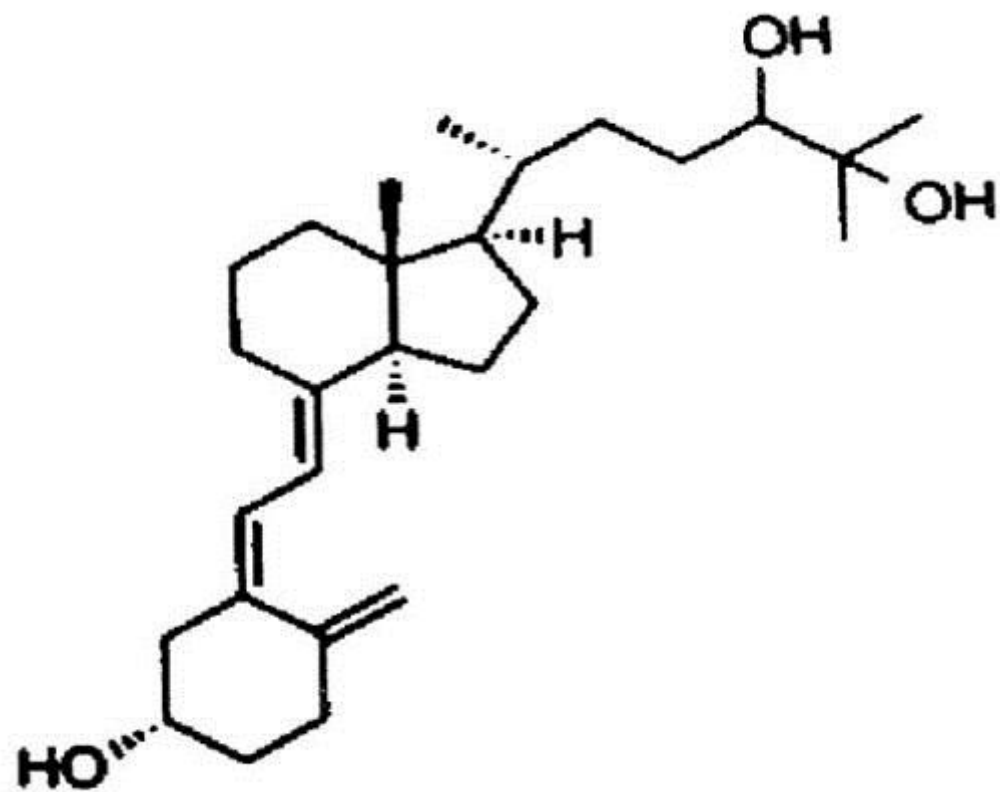


APEROL Spritz



facebook.com/ukaperolspritz

Sparkling, refreshing and unique Drink responsibly



OOH is Vitamin D

