

2+2=5

THE TWO SCREEN FUTURE: EYE TRACKING RESEARCH

THE RESEARCH

This ground-breaking research investigates the synergy between Mobile & DOOH advertising. Using state-of-the-art eye tracking technology and a media first pioneering approach we have discovered DOOH amplifies Mobile advertising, exposure to both mediums increases attention and subsequent impact for advertisers on recall.



THE METHODOLOGY

- 1 Respondents watched mall video
- 2 Infrared technology tracked human eye via webcam
- 3 Exposure to DOOH identified
- 4 Respondents went onto handsets
- 5 Exposure to social feeds with corresponding ads inserted
- 6 Infrared technology tracking human eye via front facing mobile camera
- 7 Answered questionnaire to asses recall and message uptake

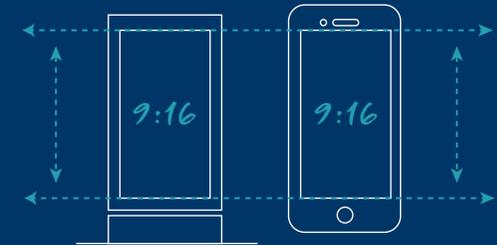
THE HYPOTHESIS

DIGITAL OUT-OF-HOME ELEVATES MOBILE ADVERTISING CAMPAIGNS



THE OPPORTUNITY

SYNERGY WITH MOBILE: 57% of all JCDecaux weekly viewed impressions in DOOH are 9:16 aspect ratio*



WHAT WE DISCOVERED

1 RESULT

AVERAGE DWELL TIME LOOKING AT AD

Viewed OOH only	2 seconds
Viewed mobile only	2 seconds
Viewed both	5 seconds

+52%

2 RESULT

% VIEWED AD FOR MORE THAN 5 SECONDS

Viewed OOH only	9%
Viewed mobile only	13%
Viewed both	38%

+192%

3 RESULT

SPONTANEOUS BRAND RECALL

Viewed OOH only	7%
Viewed mobile only	9%
Viewed both	21%

+133%