

THE DYNAMIC DIFFERENCE +

HEADLINE RESULTS

The Dynamic Difference is powerful proof of the increased Return On Investment derived from dynamically served, relevant copy in DOOH.

+18%

SPONTANEOUS RECALL

+53%

MESSAGE RECALL

+10%

PURCHASE INTENT

METHODOLOGY

MODELLED USING AN AWARD WINNING RESEARCH TOOL

Using the award winning Virtuocity platform, 500 respondents were tested as if they were driving a car. They were exposed to the adverts as the car moved through the suburbs in to the town centre and afterwards they answered the recall questionnaire. The great strength of this methodology is that all elements are controlled within the Virtual City with the only difference between test and control respondents is the variable being tested - in this case dynamic and contextually relevant creative.

Two videos were created in Virtuocity: a control video, viewed by half the sample, running non-dynamic creative; and a test video, for the second group of respondents, which featured the same brands running as a dynamic advert that was contextually relevant. All 6 adverts for both test and control groups featured non animated creative in order to reflect the reality of most roadside DOOH screens. This also ensured the only variable being tested was the dynamic message rather than movement.

RESEARCH 15th - 23rd Dec 2015 | 550 Participants

TEST -318 respondents **CONTROL** - 244 respondents

DEMOGRAPHICS

Male/Female (50%), 16-34 (38%), 35-54 (47%), 55-64 (15%)



To download an in-depth report into the findings visit liveposter.com/dynamicdifference

THE DYNAMIC DIFFERENCE

SUMMARY OF RESULTS

MEASURE	CONTROL	DYNAMIC	% INCREASE
Spontaneous Recall	33%	39%	+18
Prompted Recall	75%	84%	+12
Message Recall	51%	78%	+53
Memorability Driver "Relevant Messaging"	15%	41%	+273
Location Memorability	20%	29%	+45
Average Creative Score	5.12%	5.70%	+12
Would recommend/talk about it	4.70%	5.11%	+9
More likely to consider buying brand	4.83%	5.32%	+10

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