



New Research Revealed “TV x Web x DOOH Advertising Effectiveness” Study reveals targeted DOOH has an effect on awareness and purchase intention.

The results have been revealed of a recent research study aimed at visualizing advertising effectiveness across multiple channels; TV, Web & Digital Out of Home (DOOH), conducted by Video Research Ltd., ("Video Research"), LIVE BOARD, INC., ("LIVE BOARD"), NTT DOCOMO, INC., ("DOCOMO"), DENTSU INC., ("Dentsu"), and Hakuhodo DY Media Partners Inc., ("Hakuhodo DY Media Partners").

Proof of Concept (PoC 1);” Characteristics of DOOH target group.”

In PoC 1, we conducted a validation of the characteristics of the DOOH target group using location data comprising fused TV audience logs with profiles. The purpose was to understand TV and Web consumption among the DOOH target group. The results revealed below suggest that DOOH could be an effective means of reaching consumers who are relatively difficult to reach on TV and Web.

* DOOH Target Group: Location data (location data that include advertising ID without personal data) , provided by LIVE BOARD to show target groups that were in close proximity to 20 LIVE BOARD screens. ADID and location data without personal data.

* TV audience logs with profiles are provided by Video Research. * Classified as High 20%, Middle 50% and Low 30% in descending order of the amount of time the target group spent consuming media from each channel: TV and Web.

Chart 1;”TV and Web consumption status among DOOH target group”

Rank	TV consumption	Internet consumption	%
1st	Middle	Middle	27%
2nd	Middle	Low	15%
3rd	Low	Middle	14%

Within the DOOH target group, the most common age group by gender was ‘female 20-34’, and by occupation ‘salary clerk/researcher’. In terms of ‘hobbies’, the most popular activities were ‘social networking’, ‘shopping’ and ‘mobile gaming’. In this way, linking profile information to location information enables more multifaceted targeting than using just basic attributes.

Chart 2; “Characteristics of "audiences" exposed to multiple DOOH ads and two or more campaigns in June 2023.”

rank	Gender & Age group	Occupation	Hobbies
1 st	Female 20-34 (23.9%)	White-collar (27.1%)	SNS (36.7%)
2 nd	Female 35-49 (18.5%)	Salesperson (16.7%)	Shopping (32.1%)
3 rd	Male 35-49 (17.3%)	Housewife (12.2%)	Mobile games (28.3%)

The results of the survey also showed that DOOH was an effective channel for engaging with middle funnel audiences, such as employed people and women aged 35-49, who are expected to go out more often.

Chart 3; “Results for "digital (video) OOH ads" on the walls and rooftops of trains, stations, and buildings.”

※★Significance level 95%, results of significance tests for all individuals aged 15-64, male and female

Working people			Female, aeg 35-49 years old		
awareness	Often learn about new products and services	70.4%	awareness	Often learn about new products and services	68.0%
likability	Can enjoy looking	★62.6%	likability	Can enjoy looking	60.0%
understanding	Remembers or makes an impression	★62.3%	understanding	Remembers or makes an impression	★70.0%
interest	Stimulate interest sometimes	★59.9%	understanding	Easy to understand	56.0%
reliability	Feels like a product brand or service is in trend	★53.7%	interest	Stimulate interest sometimes	62.0%

Proof of Concept (PoC) 2; “TV × Web × DOOH” measurement scheme and verification of DOOH effectiveness”

In PoC 2, we conducted a study on triple-media advertising effectiveness, including DOOH, using two advertising campaigns. Two patterns were used to screen survey targets: one was determined using a survey of ‘people who appeared near the DOOH screens during the campaign period’, and the other was determined using media contact logs, TV audience logs, Web ad contact logs and location data.

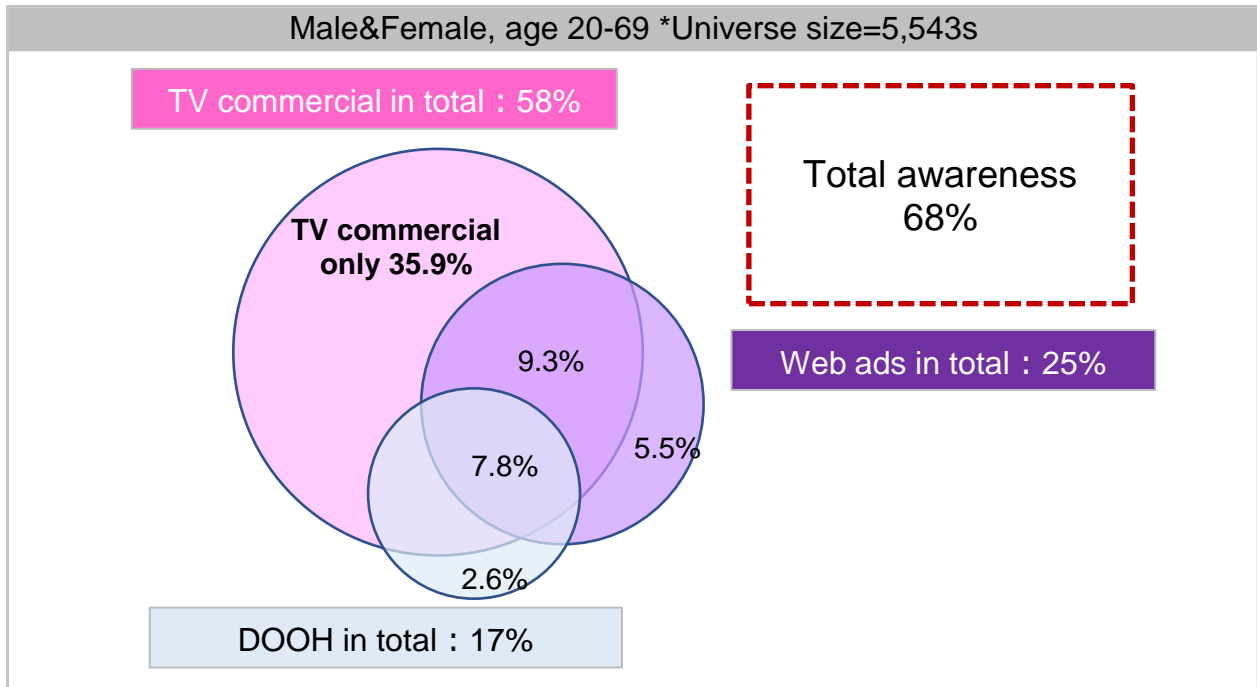
Chart 4; “PoC2 Survey outline”

Survey target	Pattern 1 Survey of audiences near DOOH screens during the campaign period.	Pattern 2 Survey of audiences identified as the target group based on media contact logs.
Products	Food & Beverage	Toiletries/Body Care
Main target	Male & Female, age 20-69	Female, age30-59

Firstly, when ad awareness of ‘Food and Beverages’ was checked, 68% were shown to be aware of this campaign as a whole, while 17% of respondents were aware of the campaign in total. Approximately 3% were











aware of the advertising campaign through DOOH only, confirming the complementary effect DOOH has on upper funnel audiences.

Chart 5; “Advertisement awareness by media”



When we compare the middle funnel effect between those who were aware of “two media, TV commercials and web ads” and those who were aware of “three media, TV commercials, web ads and DOOH”, the effect from the latter study was significantly higher

Chart 6; “Middle funnel effect by media mix patterns”

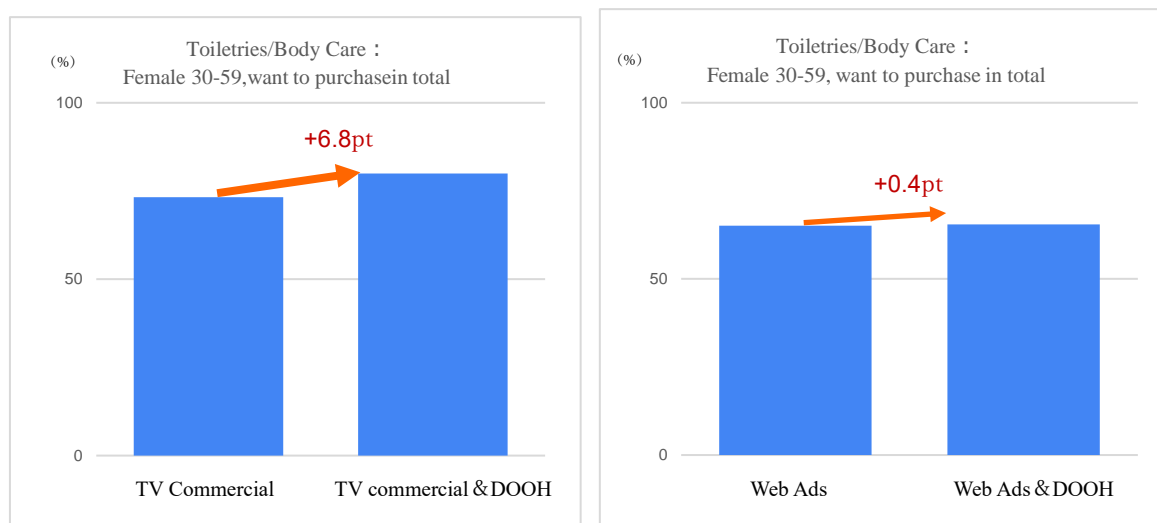
※Scores : Definitely agree		"Ads" Likability	"Ads" Interest	"Ads" Understanding	Search intention	Purchase intention
Male & Female, age 20-69years old	n=5,543	22.2	20.1	26.0	15.0	20.1
		    				
2 media TV commercial & Web	n=514	★34.6	★32.0	★43.5	★25.8	★35.7
		+12pt	+12pt	+18pt	+11pt	+16pt
		    				
3 media TV commercial, Web, and DOOH	n=431	★56.8	★55.3	★57.8	★47.5	★56.5
		+35pt	+35pt	+32pt	+33pt	+36pt

※★Significance level 95%, results of significance tests for all individuals aged 20-69, male and female

Furthermore, the results of the Asking survey for Toiletries and Body Care, which used location-based contact data, also showed that purchase intent was higher when the DOOH target group was included, confirming the

effectiveness of DOOH.

Chart 7; “Purchase intent effect including DOOH ads awareness, by location data.”



Conclusion

Firstly, we confirmed that DOOH is a media channel that enables targeting using rich profiles of consumer values, interests, and preferences, and improves planning accuracy. Secondly, DOOH also clearly showed a ‘top funnel effect’ to support TV and web reach and a ‘middle funnel effect’ to promote interest in the product/advertisement, understanding of the content and purchase/use.

Going forward, we want to continue to build a sustainable and effective measurement system to demonstrate measurable indicators of DOOH's effectiveness.

[Survey outline]

PoC1 Asking survey

1.	Methodology	Internet survey
2.	Survey period	November 21 st to 27 th , 2023
3.	Survey area	Tokyo 23 Wards Residents
4.	Sample	Male and female, 15 to 64 years old *excluding junior high school students
5.	Target condition	Contacted with DOOH on building walls and rooftops at least 2-3 days per week.
6.	Sample size	400s

PoC2-pattern 1 Asking Survey

1.	Methodology	DOOH target group *visited the area near the DOOH placement during the campaign in screening survey & Internet survey toward DOOH target group.
2.	Target Ads	Food and Beverage" *Survey and release licensed for PoC
3.	Survey period	January 11 th to 16 th , 2024
4.	Sample	Male and female, 15 to 69 years old *excluding junior high school students
5.	Target condition	Have visited the advertised area between December 22nd to 28th, 2023
6.	Sample size	4,000s※Weighted number of samples, 6,078s
7.	Sample weighted	Weighted values using the population of the study area and the percentage of visitors to the area where the article was posted.

PoC2-pattern 2 Asking surveys based on location-based contact determination.

1.	Methodology	DOOH Audience judgement *location data during the campaign period. Advertisement evaluation is Internet survey toward DOOH target group
2.	Target Ads	Toiletries/Body care" *Survey and release licensed for PoC
3.	Survey period	October 16 th to 19 th , 2023*Internet survey
4.	Sample	Female, 30 to 59 years old
5.	Target condition	Media contact logs, TV commercial, Web ads, location data between September 27 th to October 15 th , 2023
6.	Sample size	30,000s※ number of samples 12,050s

◆**LIVE BOARD inventories across the nation**

Currently LIVE BOARD has over 64,200 screens and continues to expand the network with not only its owned and operated, but also aggregating screens from partners across the nation.

URL : <https://liveboard.co.jp/en/screen>

◆**About LIVE BOARD,INC.**

An operator of a digital OOH ad network that achieves data-driven targeting and effectiveness verification.

LIVE BOARD is the first company in Japan to achieve impression (VAC)-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

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