

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 assess recall and message outtake

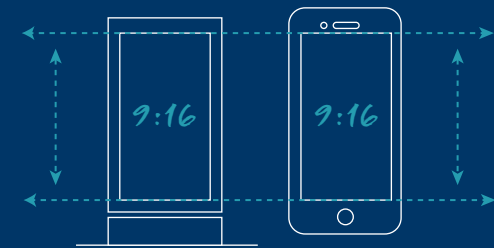
THE HYPOTHESIS

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	2 RESULT	3 RESULT
<p>AVERAGE DWELL TIME LOOKING AT AD</p>	<p>% VIEWED AD FOR MORE THAN 5 SECONDS</p>	<p>SPONTANEOUS BRAND RECALL</p>
Viewed OOH only 2 seconds	Viewed OOH only 9%	Viewed OOH only 7%
Viewed mobile only 2 seconds	Viewed mobile only 13%	Viewed mobile only 9%
Viewed both 5 seconds	Viewed both 38%	Viewed both 21%
+52%	+192%	+133%

*Source: Route