

EPISODE 3

Programmatic Digital Out of Home: Practical considerations for an omnichannel strategy

Out of Home (OOH) is a somewhat nuanced channel that has traditionally main been bought by specialist agencies. However, the introduction of programmatic buying capabilities has resulted in more collaborative approaches between OOH specialists and those responsible for buying online advertising.



Dom Kozak, Head of Programmatic at JCDecaux UK in conversation with Alys Donnelly, Head of Programmatic, Kinetic about what it's like to collaborate with digital teams.

What have been your career highlights in programmatic Digital Out of Home?

“ Building the team at Kinetic from the ground up and constantly working on key strategic projects to drive the adoption of programmatic Digital Out of Home (prDOOH) has been really great. Thinking about specific campaigns, the first time we integrated third-party data was a real achievement. From a people perspective, bringing different people from different disciplines together and building blended skill sets within our business has been really exciting. ”

PrDOOH in an omnichannel world

Research by JCDecaux UK and MTM showed that

61%

of prDOOH marketers are always directly involved in one or more other channels (54% always directly involved in one or more non-OOH channel).

Furthermore,

2/3 (66%)

always or usually use an omnichannel DSP to run prDOOH campaigns alongside other channels. But deciding on the right channel mix and the right people to execute an omnichannel approach is client-led.

“ The channels and individuals we work with vary from client to client and ultimately are bespoke to each campaign depending on what the client is looking for and how we can best meet their needs and add value. This approach is becoming much more scalable as levels of knowledge even out and omnichannel planning tools evolve to help us develop the best solutions to meet our clients' goals. ”

What are the benefits of a collaborative omnichannel approach

“ A collaborative effort helps everyone to understand the media goals and plan better because you get that understanding from the briefing process. Being involved in those conversations with people with different specialisms challenges your thinking and there's a lot of value in that. Being able to share previous experiences also generates additional insights and raises questions you might not have thought of without that collaboration. Ultimately, a collaborative approach means that everyone gets a little bit closer to what we're trying to achieve for the client. ”

What advice would you give to someone who finds themselves working in a silo and wants to broaden their skills – how can people empower themselves to drive the change from silo to omnichannel?

“ Firstly, concentrated expertise shouldn't be thought of as a negative thing - you can gain efficiencies when you have deep knowledge about a certain area, but there is a flipside and learning about other channels should always be seen as an opportunity. There's a lot of material out there about prDOOH making it possible to upskill enough in this area to start the conversation and ask interesting questions. ”

How do you think team structures or collaborations might evolve over the next year?

“ There will be a lot of movement and change that's being driven by people who are creating virtuous circles trying new things, measuring the results and then improving upon what they do. I think change will be driven by curiosity and a need to do things differently and find advantages and benefits for brands in new areas. ”

“ I think teams will become more fluid and there will be more collaboration in the areas where it makes sense, for example working more closely with data and measurement teams. ”

LISTEN TO THE FULL PODCAST HERE.

Get in touch to learn more about prDOOH: uk.programmatic@jcdecaux.com