

E-LEARNING

JCDecaux

# DIGITAL ACADEMY

**AN E-LEARNING SERIES**

by Digital Marketers, for Digital Marketers & Planners.

# DISCOVER MORE FOR YOUR DIGITAL MARKETING.

According to WARC, 72% of marketing investment is now digital, and the IAB includes Digital Out-of-Home and Video On Demand as digital channels. However, when we spoke to brands and agencies, the majority were keen to find out more, because they didn't feel as knowledgeable as they'd like to about those channels' true digital capabilities.

Our response to this challenge was to produce the Digital Academy eLearning series, designed by digital marketers, for digital marketers and planners, to help build that knowledge in a thought-provoking and actionable way.

We're thrilled that hundreds of marketers have already been through the Academy, and rated it 4.5/5\*, and we will continue to evolve the content to keep it consistently relevant for our customers' needs.

Thanks to everyone who contributed to developing this eLearning Programme.  
Get in touch to find out more and register your team.

**RAJVI KANTARIA**, DIRECTOR OF MARKETING

# PROGRAMME OVERVIEW

The Digital Academy kicks off with two significant learning programmes.



## 1 WE ARE ALL DIGITAL

P<sup>2</sup> + C = 5 eLearning Series

## 2 HOW TO PLAN

Digital Out-of-Home Masterclass

### WHAT IS IT

- 14 modules with the latest insights to make performance and brand media work harder.
- Based on the book P<sup>2</sup> + C = 5 by Justin Gibbons, a leading researcher and media planner.
- P<sup>2</sup> + C = 5 stands for Public and Private Media combined, plus a Creative Bridge, equals 5 Outcomes; Trust, Attention, Awareness, Consideration and Conversion.

### WHO IS IT FOR?

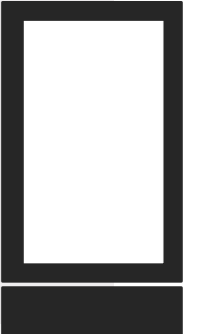
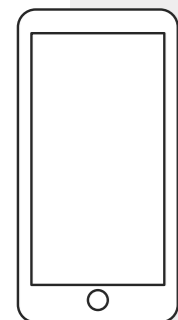
- Anyone involved in the media planning or decision-making process.
- Brands looking to optimise brand growth or campaign performance.
- Media planners looking to understand the latest capabilities of Digital Out-of-Home to plan innovative and tactical campaigns and improve results.

### WHO IS THE PRESENTER?

- Presented by Niamh O'Mahony, Digital Marketing Professional
- Work includes: GroupM/ Msix, News UK, Paddy Power and Ryanair.

### HOW IS IT DELIVERED?

- 14 modules of content
- Approx. 3 hours of video learning
- Bite-sized 15min modules 1 - 4 min sections
- Reflection questions on each module
- Progress is saved as you move along



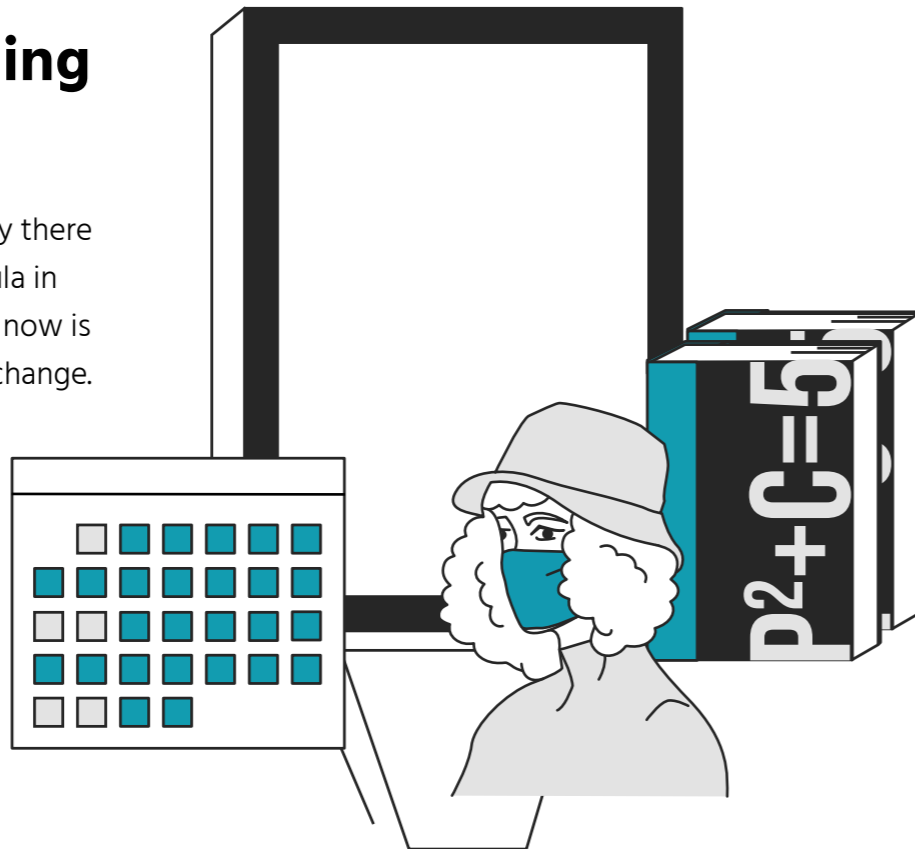
# MODULE 1

“  
LET'S SHUT UP ABOUT LONG  
TERM BRAND BUILDING OVER  
SHORT-TERM SALES

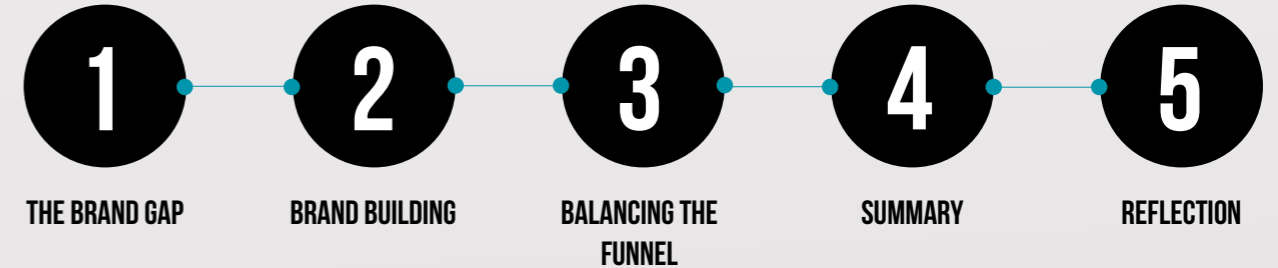
JILL DOUGAN

## Media Planning Post Covid

Exploring the reasons why there is a need for a new formula in media planning, and why now is the best time to make a change.



# SECTIONS



## CONTENT SUMMARY

- Covid has provided the opportunity to pause and think about how we are going to play in media planning in the future.
- Hear why 38 of the top 75 UK brands are in decline.
- Get introduced to why the formula  $P^2 + C = 5$  offers the industry a simple, actionable solution for measurable results through the funnel.

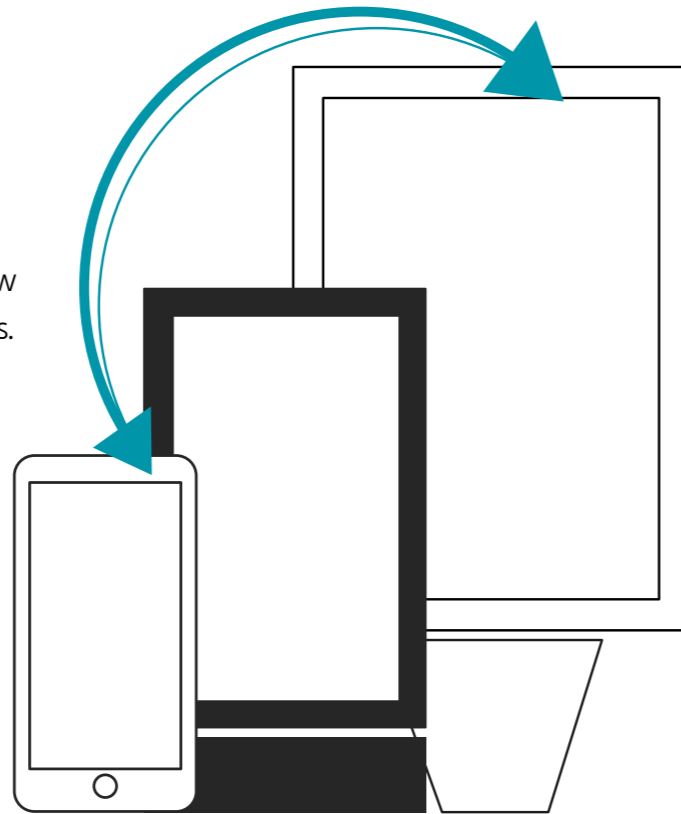
# MODULE 2

“  
A NEW WORLD WILL EMERGE  
IN WHICH EVERY ASPECT OF OUR  
MEDIA WILL BE DIGITAL

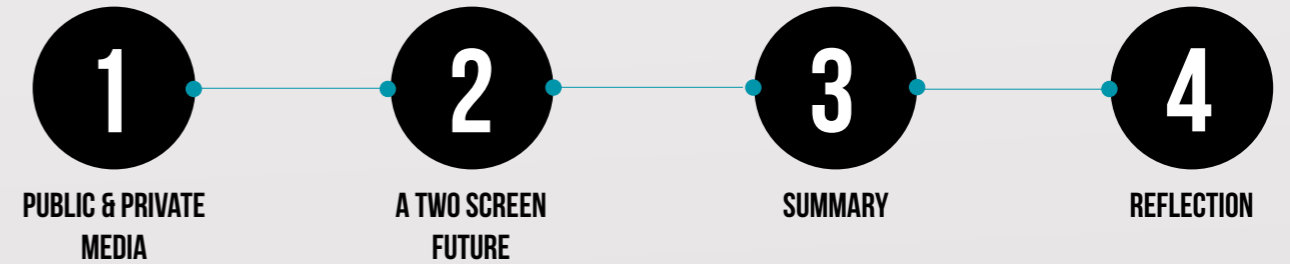
JUSTIN GIBBONS

## Combining Public & Private Media

Exploring  $P^2$ , the first part of the formula. What is Public and Private media and how they can work together to amplify results.



# SECTIONS



## CONTENT SUMMARY

- Learn how to define Public and Private media.
- See how combining Public and Private media increases sales results using a Facebook case study.
- Review the latest digital capabilities of Public media which now offer the “Best of Both worlds” in media.

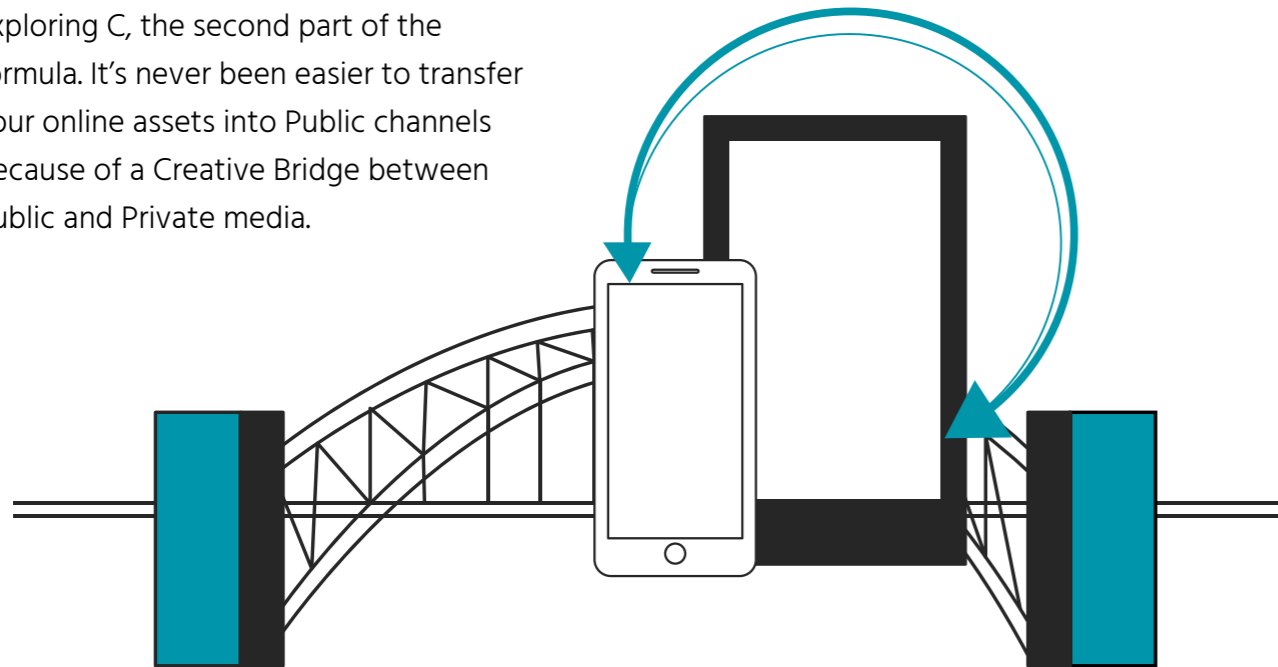
# MODULE 3

“  
SUCCESSFUL CAMPAIGNS  
MAKE THEIR ASSETS MOVE  
ACROSS CHANNELS

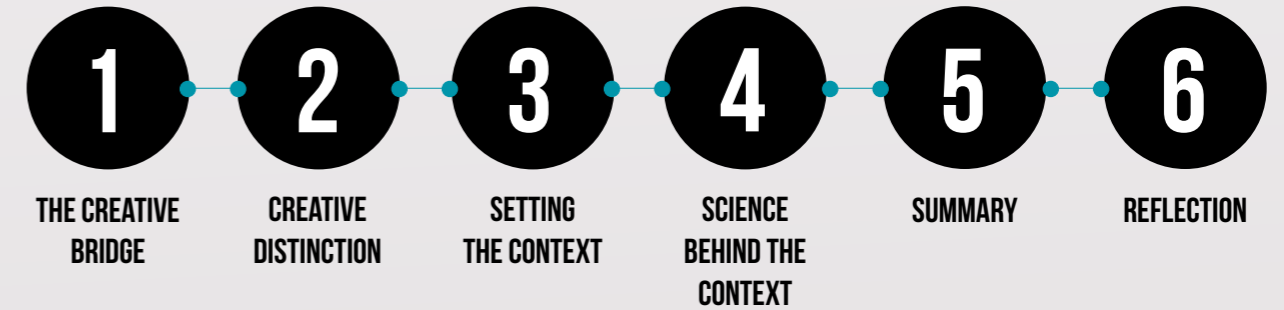
JUSTIN GIBBONS

## The Creative Bridge

Exploring C, the second part of the formula. It's never been easier to transfer your online assets into Public channels because of a Creative Bridge between Public and Private media.



# SECTIONS



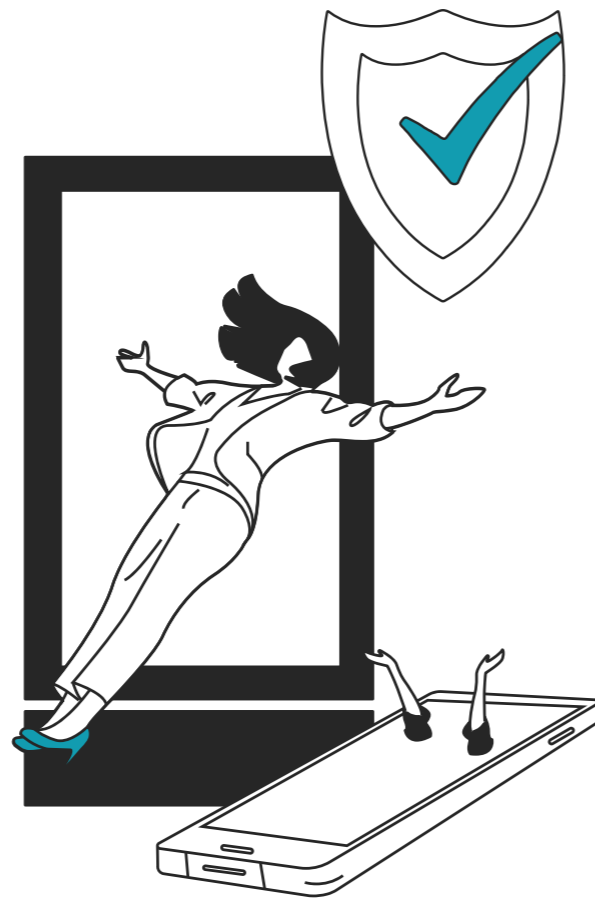
## CONTENT SUMMARY

- Review the second part of the formula, the Creative Bridge.
- See how the majority of creative aspect ratios used in online marketing, are also used in Digital Out-of-Home.
- Learn how to contextualise your Digital Out-of-Home ads to increase response and sales using the Moments of Truth research.

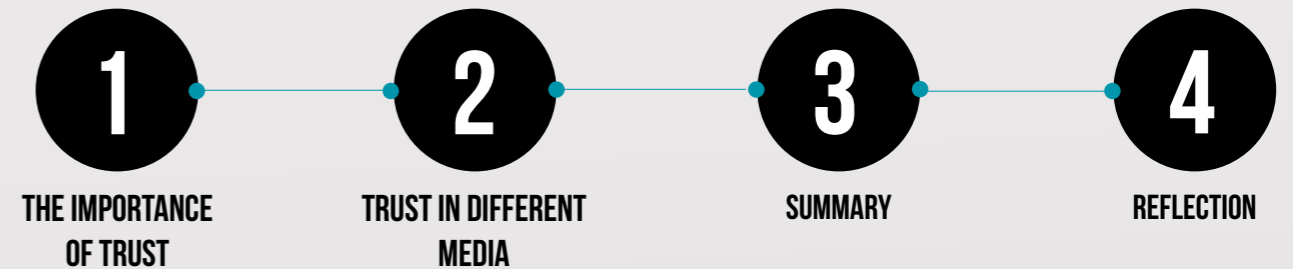
# MODULE 4

## Trust in Public Media

Introducing the first outcome of the formula, Trust. Why Public media is perceived as being more trustworthy and how familiarity affects campaign performance.



# SECTIONS



## CONTENT SUMMARY

- Explore how Trust creates a halo effect that impacts all funnel metrics.
- Learn why messages that are seen in Public are three times more likely to be trusted versus messages seen in Private channels.
- See how PensionBee doubled brand awareness and reduced acquisition costs by using Public media to create trust and familiarity.

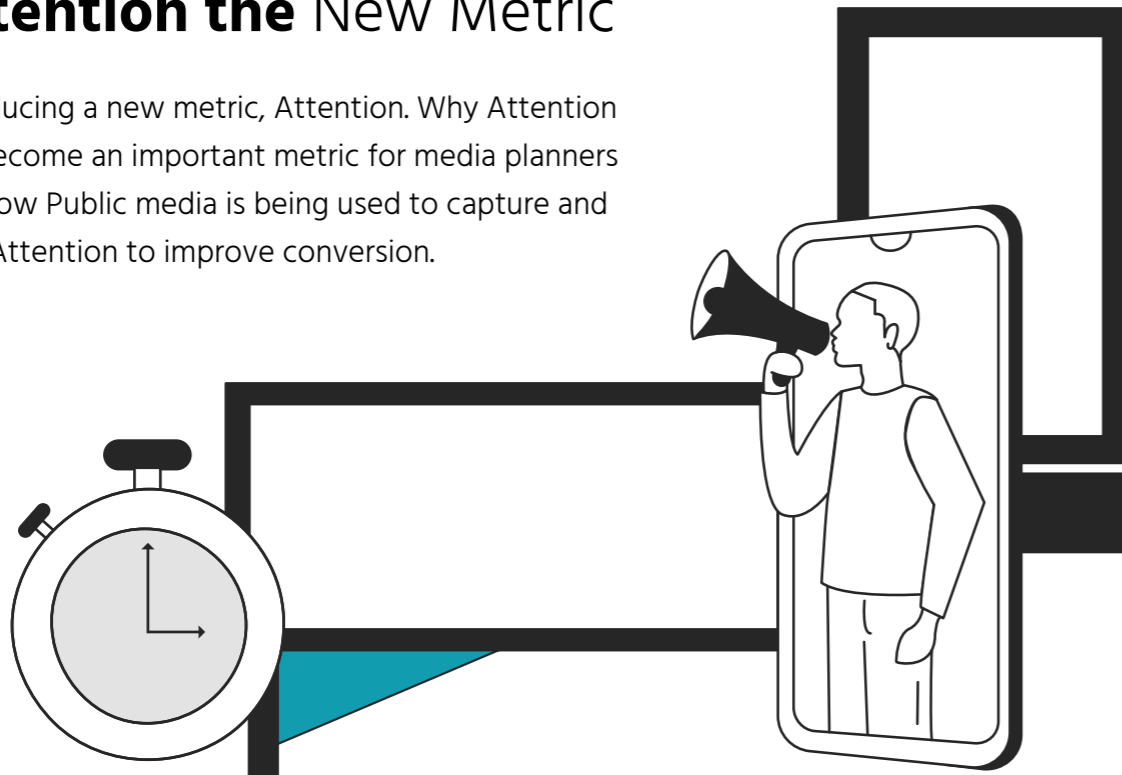
# MODULE 5

“PEOPLE ARE REALLY GOOD AT IGNORING THINGS, ADS ARE JUST ONE OF THE THINGS THEY ARE REALLY GOOD AT IGNORING

MIKE FOLLET

## Attention the New Metric

Introducing a new metric, Attention. Why Attention has become an important metric for media planners and how Public media is being used to capture and hold Attention to improve conversion.



# SECTIONS



## CONTENT SUMMARY

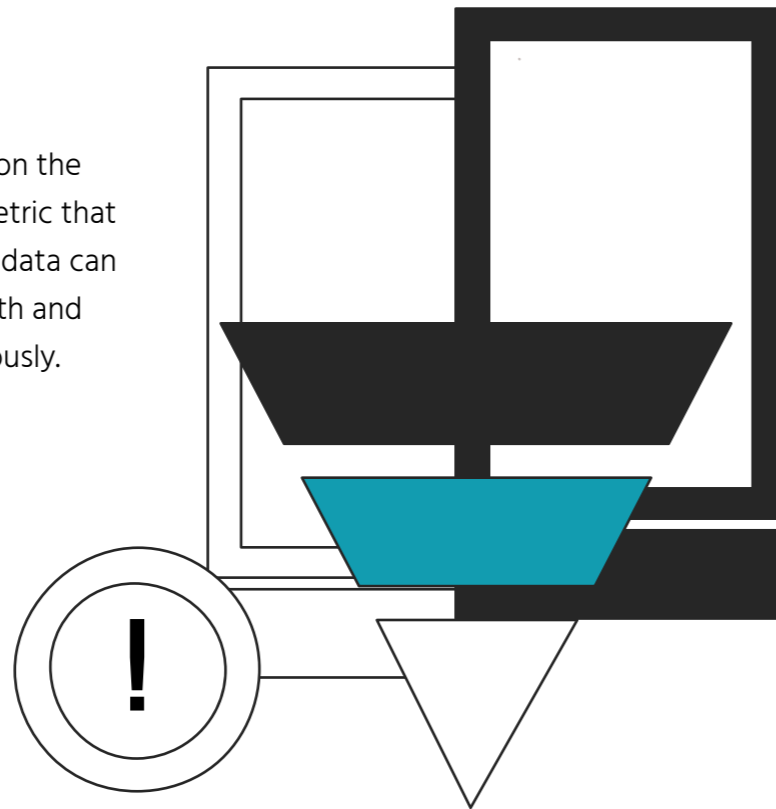
- Hear why 70% of marketers will actively be using Attention to measure campaigns by 2023.
- The Attention Council was formed to pioneer the use of the metric by leading media planners.
- Learn how priming an audience with Public media has been proven to increase Attention on Private ads by 52%, leading to higher conversion.



# MODULE 6

## The Funnel

Measuring the multiplying effects on the Funnel metrics. How choosing a metric that sits between Awareness and sales data can work toward long term brand health and short-term sales results simultaneously.



# SECTIONS



## CONTENT SUMMARY

- Understand the last part of the formula and how results across Awareness, Consideration and Conversion can be improved.
- Learn to choose the right metrics for your objectives through the funnel, leading to better performance overall.
- See how British Gas and Candy Crush used Public screens to prime their audiences and improve Consideration and Purchase Intent by up to 49%.

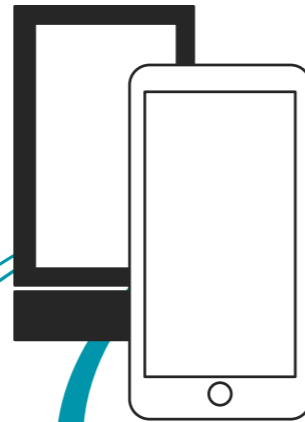
# MODULE 7

HOW WILL WE PLAY THE GAME  
WHEN THE WORLD STARTS TURNING  
AGAIN? THESE ARE THE STRATEGIC  
QUESTIONS YOU SHOULD BE  
THINKING ABOUT NOW

MARK RITSON

## Bringing it All Together

Why getting started with Public media is easy because digital planning skills are transferable between Public and Private media.



# SECTIONS



THE EVIDENCE SO FAR



GAUGE WHERE YOU ARE



WE ARE ALL DIGITAL

## CONTENT SUMMARY

- Assess which stage of implementation you are at; Initiation, Iteration or Integration.
- Compare the strong transferable skills between digital planning and Digital Out-of-Home planning.
- Hear how teams can expand their digital remit without having to engage new resources.

# HOW TO

## Plan Digital Out-of-Home? Masterclass.

The **How To** Series is a practical 7 part video series for those who want to grow their funnel performance by planning the optimal Digital Out-of-Home campaign.

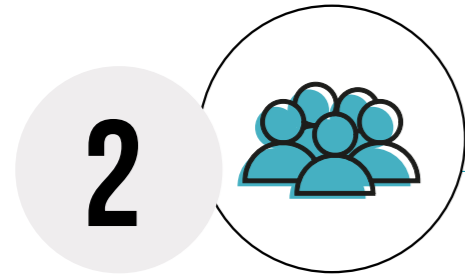
### INTRODUCTION

- Learn why Digital Out-of-Home is the second fastest growing media channel and how to utilise all its features.
- Learn how Digital Out-of-Home is an easy channel to add to your digital media mix because of its audience targeting capabilities and ability to host dynamic video content.
- Understand how digitisation of Out-of-Home has led to revenue share growth, predicted to be 83% by 2023.



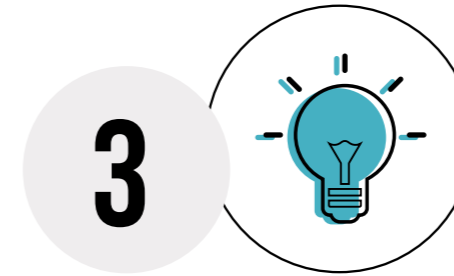
## FRAMEWORK TO BUILD A DIGITAL OUT-OF-HOME CAMPAIGN

- Learn how the new capabilities of Digital Out-of-Home affect your campaign planning.
- Adapt how you set objectives, target your audience and select the right creative formats within these new capabilities to optimise your planning.
- See how Dynamic Content and Automated/Programmatic allow you to optimise Digital Out-of-Home in the same way as Digital Online.



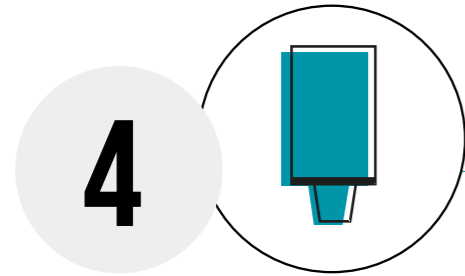
## BUILD YOUR AUDIENCE

- Learn how to build your audience for Digital Out-of-Home using your campaign objectives.
- Understand in detail how sources like Route, advanced survey, mobile and location data can match your audience with the right Digital Out-of-Home location for your campaign objectives.
- Start thinking about how you can marry the information you hold on your Digital Online audience with Out-of-Home audience data.



## CREATIVE RESOURCES

- Learn the difference between Out-of-Home, Digital Out-of-Home and Dynamic Digital Out-of-Home so you can choose the format that works best for your campaign.
- See how the most common aspect ratios in Digital Online, 9:16 and 2:1 are also the most common formats in Digital Out-of-Home. Meaning you can move assets seamlessly between channels without production costs.
- Understand how to use Digital Out-of-Home technologies such as 4G and HTML to create distinctive, effective and measurable ads in the Public space.



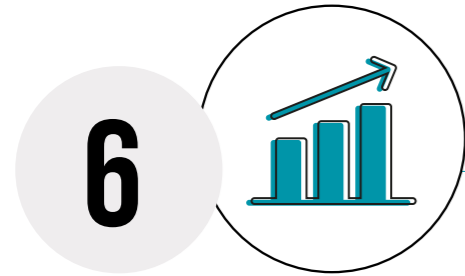
## EXECUTING YOUR BRIEF

- Learn how to create a strong brief to your channel specialist agency using a customer data-led approach.
- Understand the roles of the different players within the buying process and what expertise they bring.
- Learn what automated and programmatic buying are and the typical scenarios where your specialist team may recommend them for your campaign needs.



## MEASURING YOUR CAMPAIGN

- Learn how to tell with absolute precision what has been played out in market.
- Monitor how and when your ad is played out.
- Learn how to measure the impact of your campaign using the tools and dashboards available to you.



## ADVANCED MEASUREMENT

- Learn why Attention is a new metric that is being used by media planners to increase the likelihood of their ads being viewed and for longer.
- Learn how neuroscience studies are proving that choosing media that capture and hold Attention for longer is increasing metrics like Recall and Conversion.
- See how location data on mobile is being used to measure the impact Digital Out-of-Home has on location footfall and retargeting.



## CASE STUDIES

- See how Candy Crush doubled awareness and increased downloads by using mobile and Digital Out-of-Home together.
- Hear how Octopus Energy increased sign ups and became award-winning by moving budget into digital Public channels like Digital Out-of-Home.
- See how 'PensionBee' used Digital Out-of-home to build trust and familiarity in the pensions market in order to improve the response to their online ads.