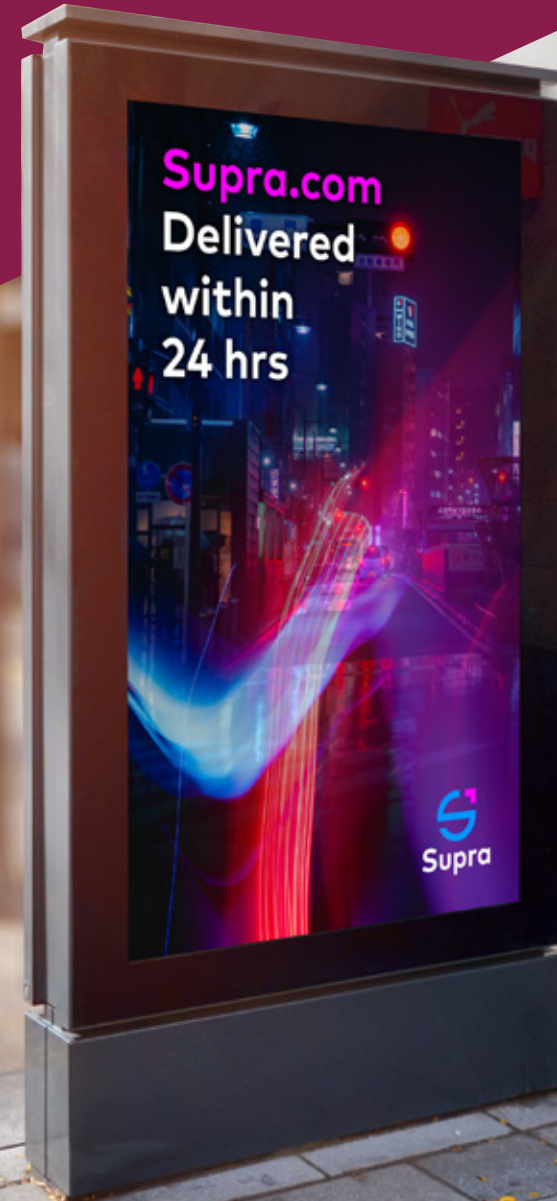


D-OOH SAMPLE REPORT SUPRA IMAGE CAMPAIGN

April 29th, 2022



SAMPLE REPORT
Made up results!

CONTENT

- 01 Scope
- 02 Timing
- 03 Allocation
- 04 Results



SCOPE



Supra D-OOH image campaign:

- ✓ Zone: United Kingdom
- ✓ Media: Adshell Live, Adshell Poster, Billboard Live, Digital Roadside
- ✓ Vendor: Clear Channel, JCDecaux
- ✓ Amount: 654 sites
- ✓ Duration: April 4 – 24, 2022 (21 days)

TIMING

- Timing by Inventory
- Monthly frequencies
- Weekly frequencies
- Daily frequencies



TIMING BY INVENTORY

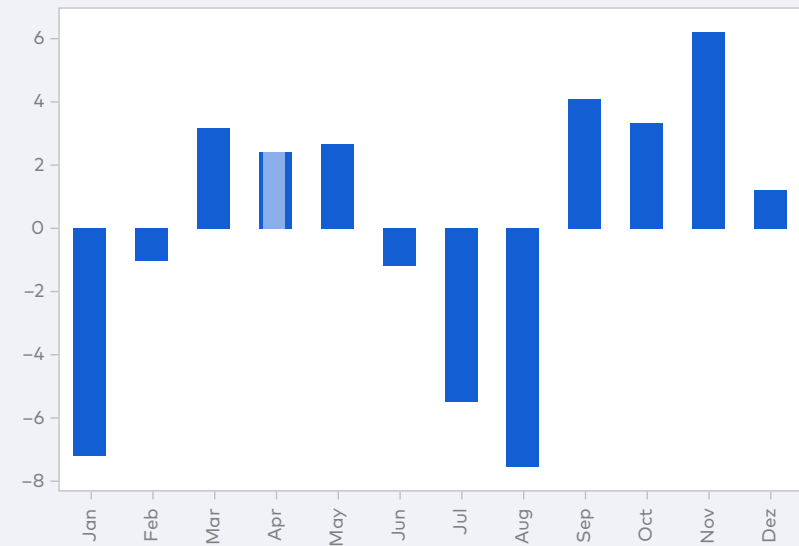
The total duration of the evaluated campaign was **21 days**, and ran from **April 4. till 24, 2022**

VENDOR	LOCATION	MEDIA TYPE		AMOUNT	W I4	W I5	W I6	W I7
Clear Channel	London		AdShell Live	22		April 11 – 24, 2022 (14 days)		
Clear Channel	London		AdShell Poster	200		April 11 – 24, 2022 (14 days)		
Clear Channel	Manchester		Billboard Live	140		April 11 – 24, 2022 (14 days)		
Clear Channel	Birmingham		AdShell Poster	132		April 11 – 24, 2022 (14 days)		
JCDecaux	London		Digital Roadside	180	April 4 – 17, 2022 (14 days)			
				674	April 4 – 24, 2022 (21 days)			

MONTHLY FREQUENCY

- The base index is a seasonality adjusted weekly index based on a basket of representative locations.
- Typically, monthly values vary from the BI up to $\pm 9.1\%$ (MoM), with two high seasons: Mar-May and Sep-Nov

Base Index (Average Frequency)



+4.6%

WEEKLY FREQUENCY

- The weekly frequencies are representing the percentage difference between the observed and the base-frequency (bars).
- The campaign had a slightly higher weekly frequency

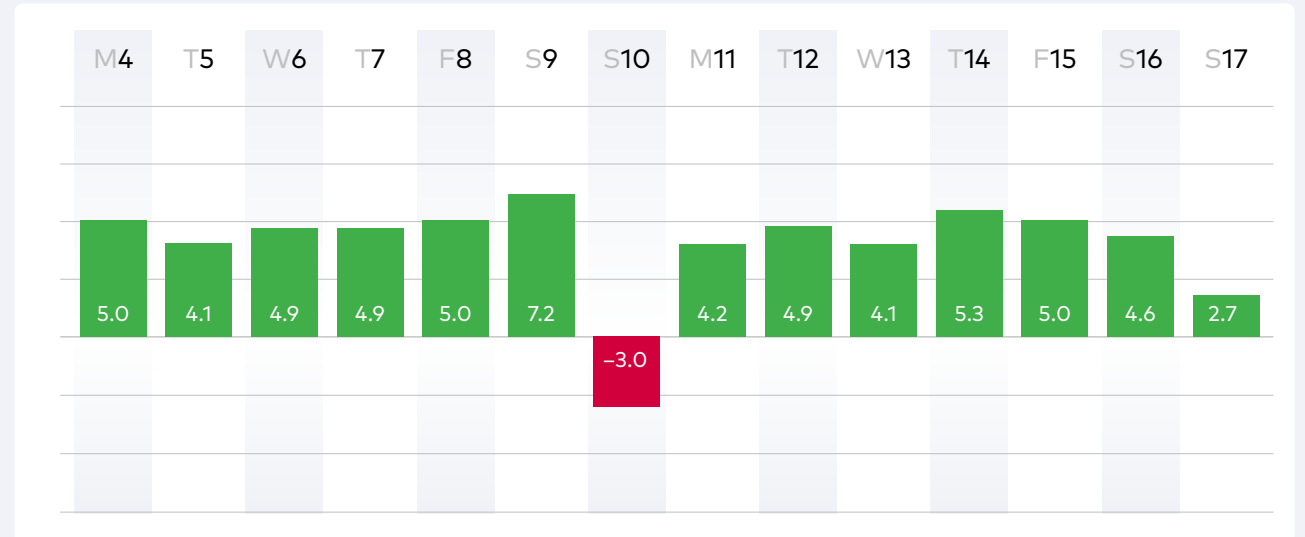
+4.6%

Weekly Frequency (Inventory)

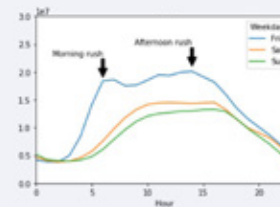
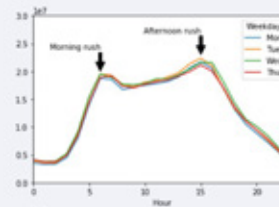


DAILY FREQUENCY

- The shown daily frequency represents the daily difference-% between the evaluated and the base-frequency (bars).
- The campaign mostly had a slightly higher daily frequency



+4.6%



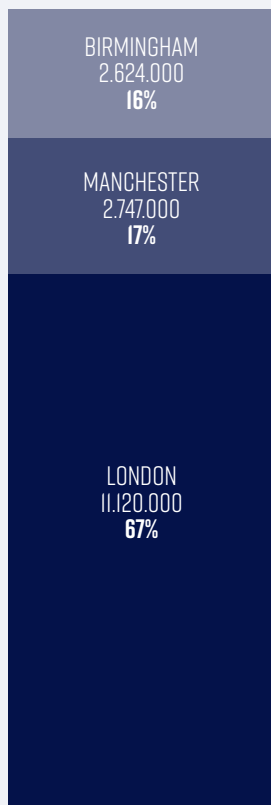
ALLOCATION

- Allocation by city
- Media vs. Gross Contacts vs. Cost

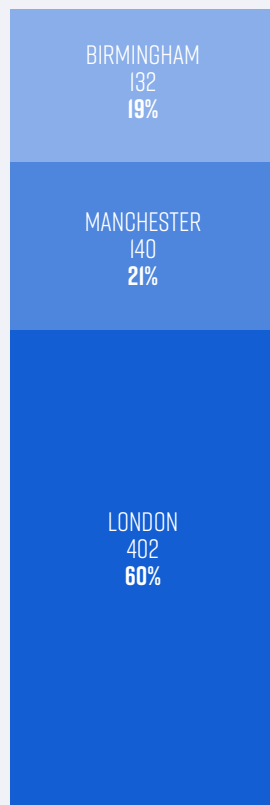


ALLOCATION BY CITY

Population

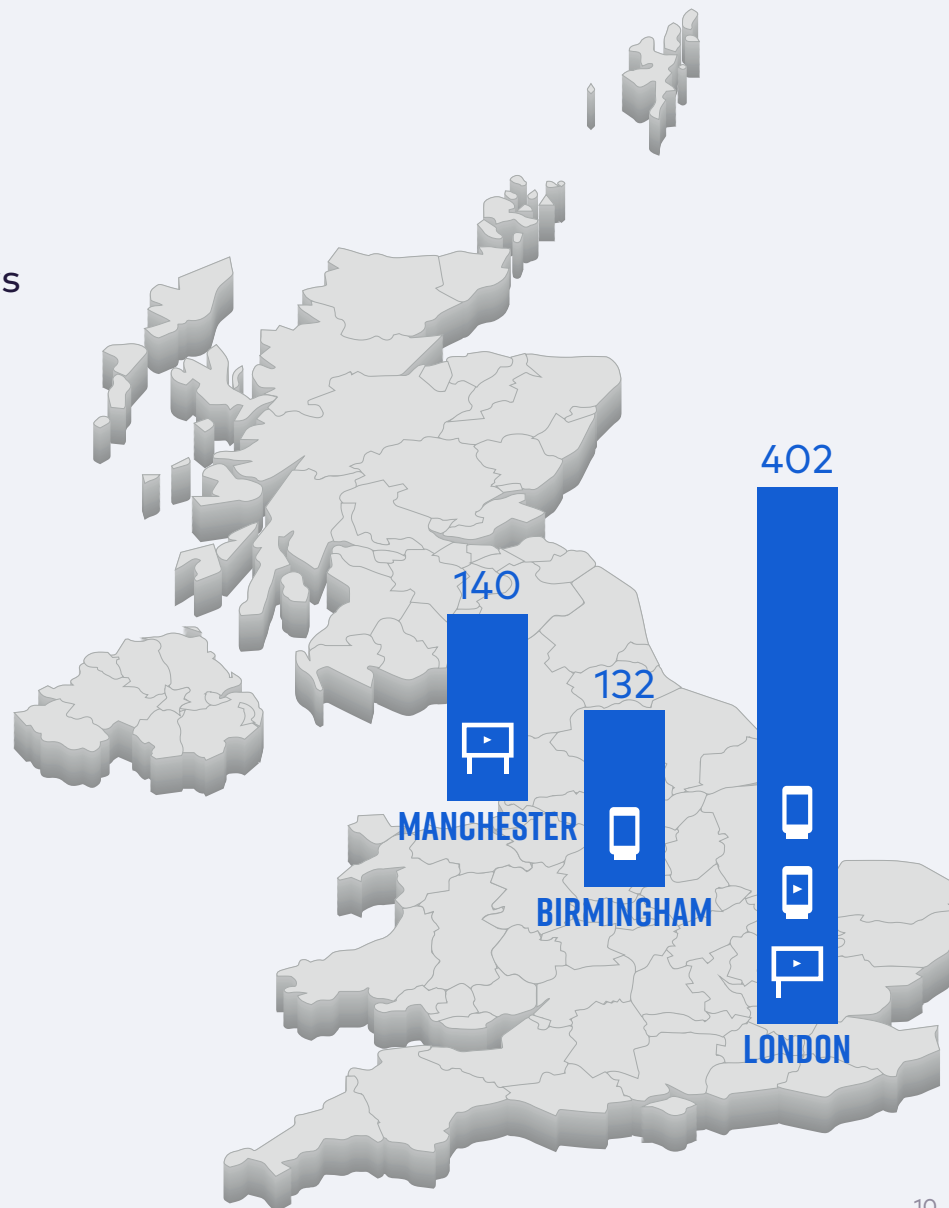


Inventory



→ The chart on the left shows the distribution of the population and booked inventory by city in %

→ The chart on the right shows the total booked inventory by city



LOCATION-RANKING

Rank	Standort	Location-Rank	Score
01	London, Piccadilly Road	T	+36%
02	London, Oxford Street	T	+32%
03	Market Street, Manchester	T	+28%
04	St Peter's Square, Manchester	M	+27%
05	High Street, Birmingham	T	+24%

[DOWNLOAD TOTAL-RANKING BY SITE](#)

RESULTS



OVERALL RESULTS

Base

11.485.000

Gross Contacts

Measured

11.937.000

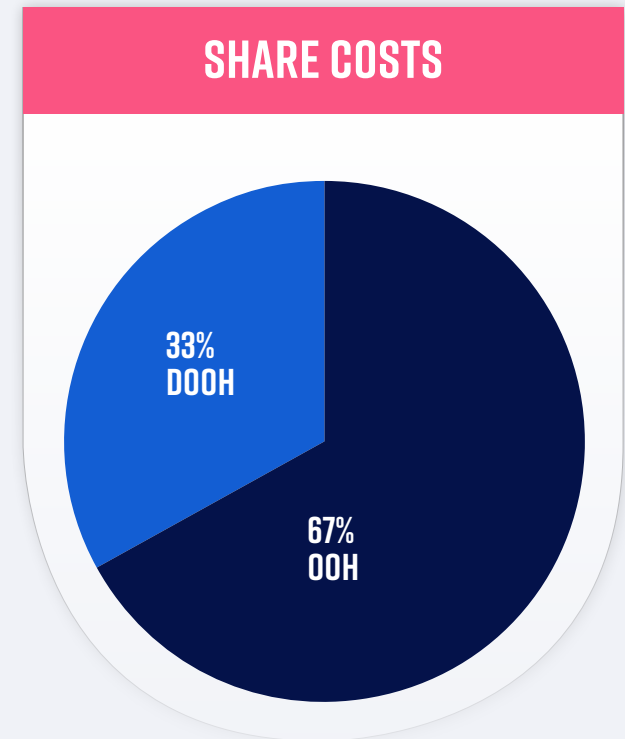
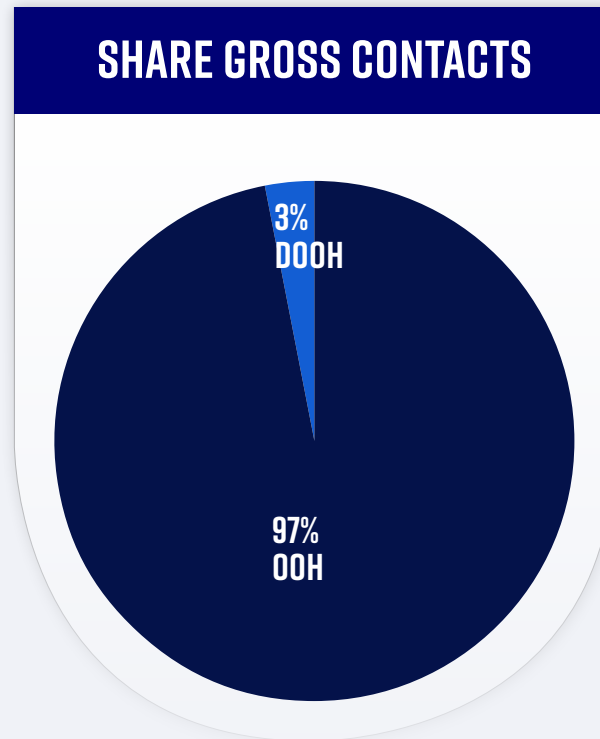
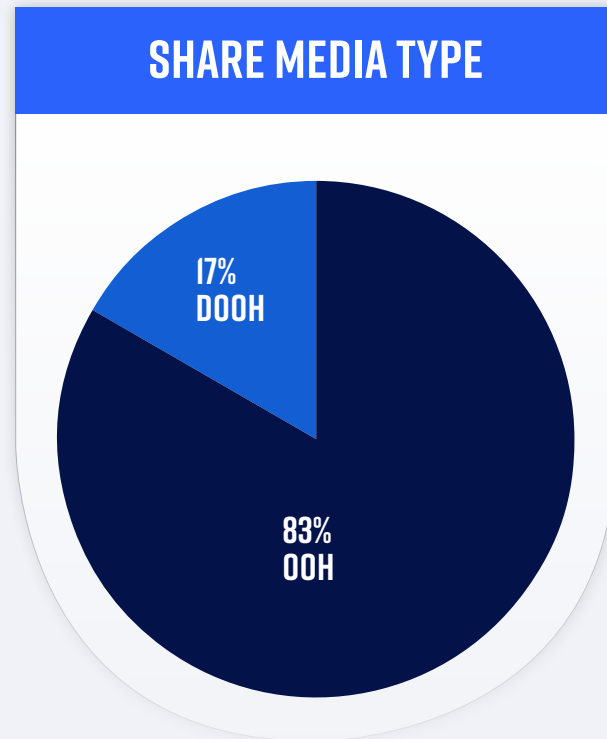
Gross Contacts

The campaign performed 3,9% better than the average

RESULTS BY MEDIA TYPE

Media Type	Inventory	Base	Measured	To Base	Cost	CPM
OOH	332	10.566.000	11.579.000	+9,6%	160.821	13,9
DOOH	342	919.000	358.000	-61%	53.071	148,3
Total	674	11.485.000	11.937.000	+3,9%	213.892	17,9

MEDIA vs GROSS CONTACTS vs COST



RESULTS BY TARGET AREA

#	Target Area	Inventory	Base	Campaign	To Base				
					-100	-50	0	50	100
01	London	402	688.000	750.000			8,7%		
02	Manchester	140	488.000	531.000			8,2%		
03	Birmingham	132	953.000	1.032.000			7,7%		
Total		674	11.485.000	11.937.000			3,9%		

CAMPAIGN RESULTS

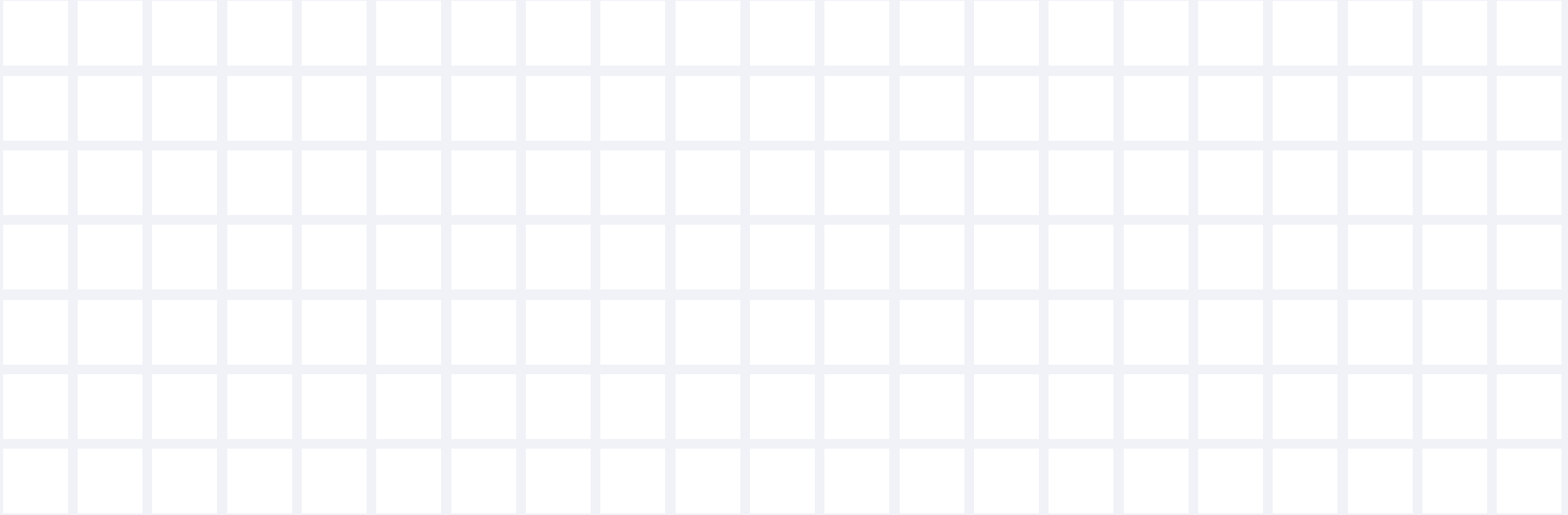
KPI	
Performance	Results
Gross Contacts	11.937.000
Net Contacts	731.000
Reach	89,90
OTS	16,33
GRP	1.468

DEMOGRAPHICS		
Age Range	Male	Female
Age (0-18)	10,20%	10,80%
Age (19-39)	17,20%	19,00%
Age (40-64)	14,30%	14,80%
Age (65+)	6,30%	7,40%
Total	48%	52%

ORIGIN	
Zip Code	%
E1 OAA London	12%
NW1 OAU London	9%
EC4N 1SA London	6%
M1 1AN Manchester	2%
more	

DOWNLOAD OVERALL RESULTS

CAMPAIGN PICTURES



[DOWNLOAD CAMPAIGN PICTURES](#)

DISCLAIMER

This sample report contains anonymized samples with randomly generated results.

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