



Opportunity in Out of Home



Première

JCDecaux



Now, Near, Next is a collection of thought leadership pieces, research studies and insights from PML Group in response to Covid-19 which aims to help ensure brands can communicate and engage with their customers most effectively now, in the near future and in the more distant future.

Posting of Classic OOH Back

The five-phase government roadmap gives us a clear indicator of important milestones in the weeks and months ahead and it has positive implications for advertisers and OOH media.

The confirmation provided by last week's announcement means OOH media owners are now in a position to **reinstate the posting of many classic OOH formats** from cycle 11 (May 18th) onwards. Great news for brands, offering them more scope to deliver relevant OOH advertising in the context of an ever-increasing audience for OOH.



Mobility

Evidence is emerging all the time as to how Covid-19 will affect the movement of people in the Now, the Near and the Next and below we have details on the latest audience mobility data from sources including Locomizer, Apple and Transport Infrastructure Ireland.

At PML Group, we are using multiple sources of mobility data to track behavioural changes in audience movement as the population adapts to their circumstances



locomizer

This week in Locomizer we've looked at auto and pedestrian movement out of home in Dublin across the past four Mondays and fused it with DIY and electrical retailer locations, many of whom opened this Monday with the advent of phase 1 of the government's roadmap. The visualised hotspot timelines trend movement patterns by foot and motor over the past month.



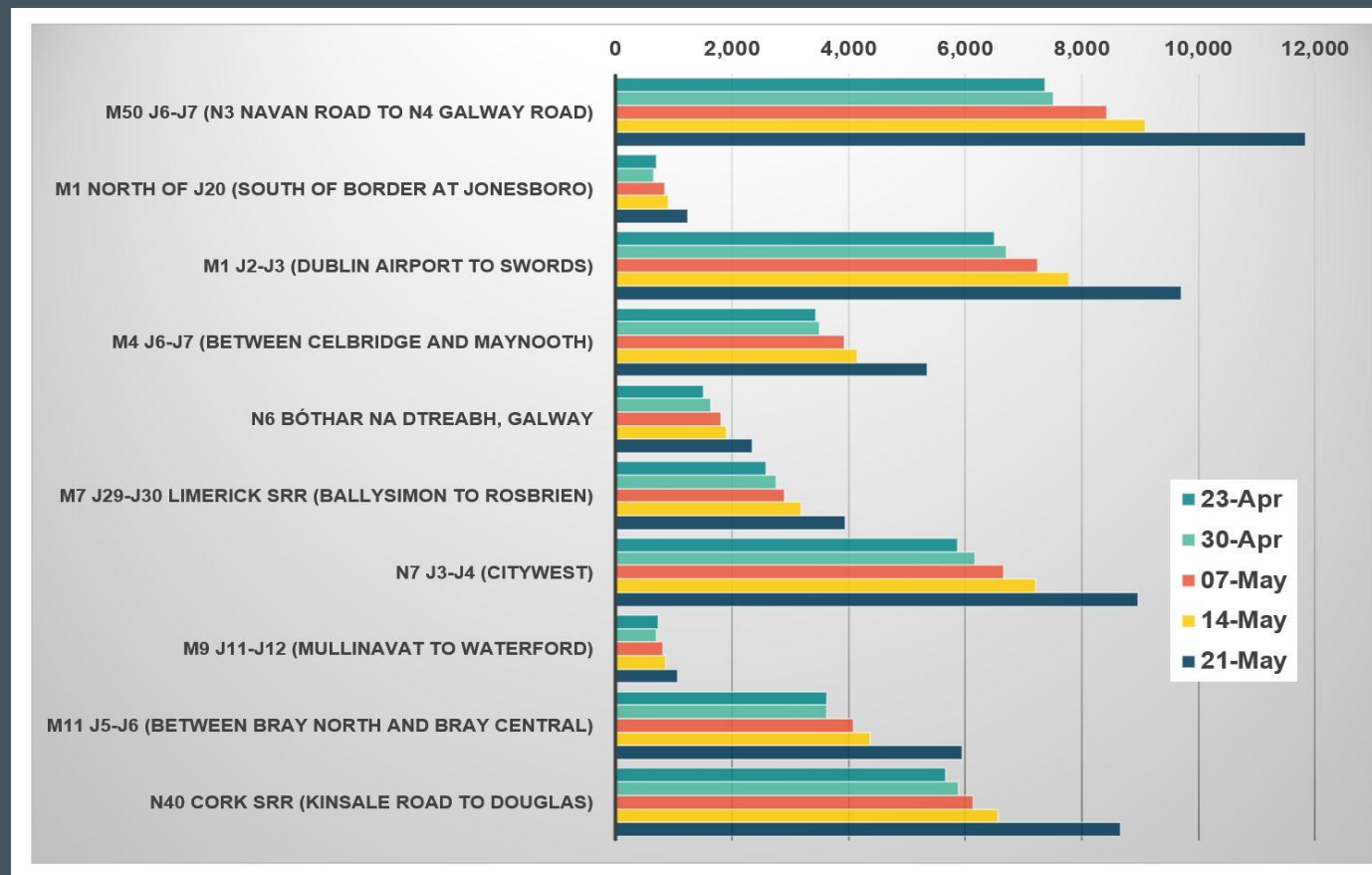
Auto



Pedestrian



This week, TII's daily snapshot of car traffic during the peak morning travel hours continues the narrative that from Tuesday 21st April, an upward trend in car traffic volumes became apparent. Analysis of data comparing counts on Thursday 21st May with the previous four weeks shows that traffic volumes have increased by more than 55 per cent on average on 10 routes into the State's main towns and cities since some restrictions on movement were lifted. The enactment of phase 1 of the government's roadmap on this week has seen traffic levels rise 28% over 7 days.

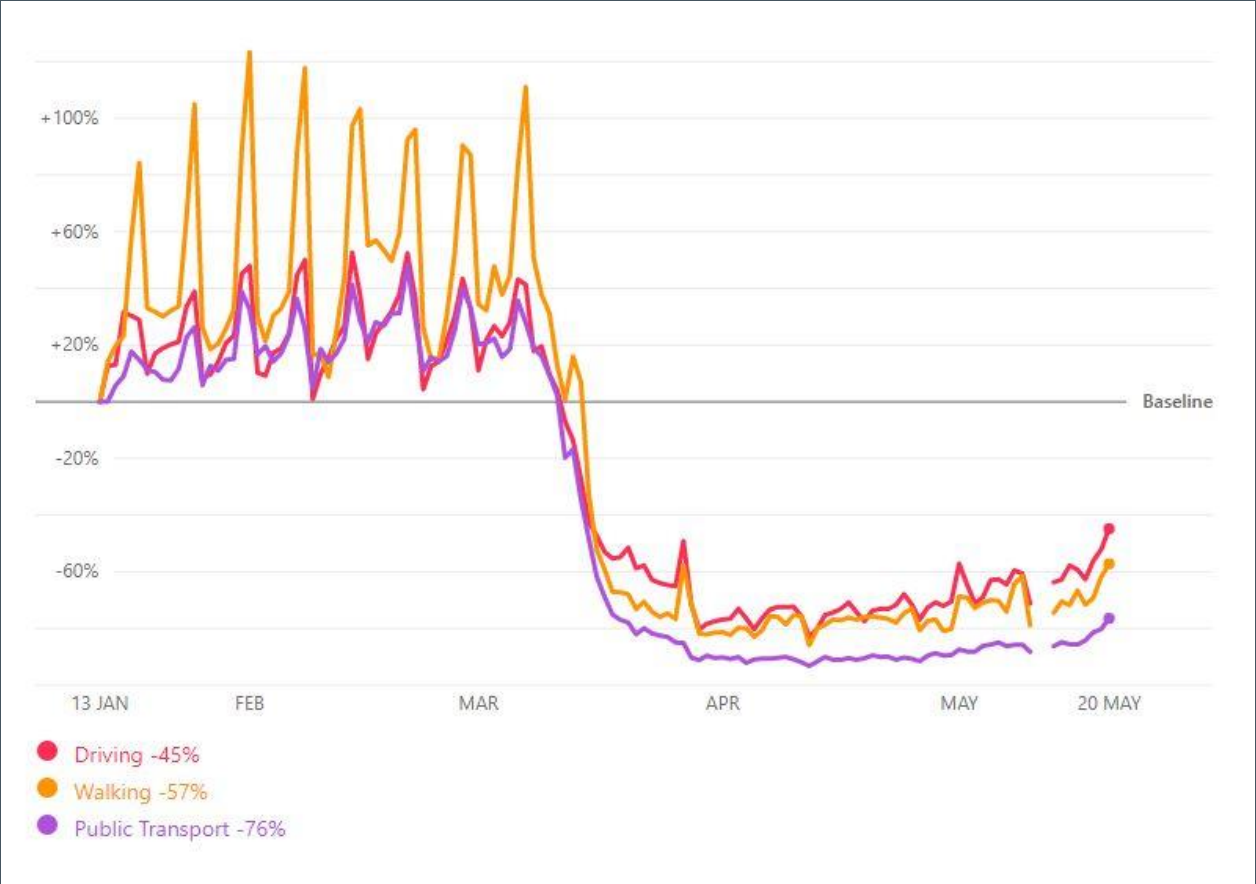




The latest data from Apple reveals changes in the travel behaviour of people who use its Maps app.

Here is the change in routing requests in Ireland to Wednesday 20th May. All forms of mobility have increased from seven days earlier driving (+39%), transit (+61%) and walking (+56%). This is the largest weekly increase since the low point in mid-April. Dublin is among the counties seeing the largest weekly rise in driving at 52%.

Other modes are also well up in the capital with transit up 71% and walking up 68%. Combined national mobility has nearly doubled (+96%) from a low point in the same day just over a month previous on 15th April.





64% increase in
dublinbikes
journeys when
comparing first
two weeks in May
to first two weeks
in April



Retail

1,500 Retailers Reopen for Business

This week saw us enter phase one of the roadmap to reopen our economy and society and retail will be one of the areas to see significant change, with an estimated 1,500 retailers open for businesses again. Among the initial wave reopening were garden centres, DIY outlets, electrical retailers and car sales and servicing outlets. McDonald's reopened six Dublin restaurants for Drive-Thru service from May 20th and they plan to reopen all Irish Drive-Thrus by early June



B&Queue

Stories of queuing have been conspicuous this week. Monday was garden centres and DIY stores, Wednesday was McDonald's. The inevitable rush to these beacons of 'normal life' are clear evidence of people's desire to re-engage with day to day life, to taste normality and to change their scenery.



NOW
NEAR
NEXT

pinpoint

Our Pinpoint map here shows almost 300 garden centres and DIY outlets plotted, and these can be overlaid with OOH panels and the latest audience data mobility data to give brands the opportunity to engage the expanding OOH audience.



NOW
NEAR
NEXT

pinpoint

Our Pinpoint mapping system has plotted all thousands of points of interest, overlaid with audience movement data and OOH panels, meaning brands can optimally reach an ever-expanding OOH audience in the present, the near future and when planning in longer term.



2.6 million!!

New data from SuperValu last week revealed that the Supermarket chain are serving an incredible 2.6 million customers per week.

One banana per second is being sold in SuperValu stores!



Baking Boom

This baking boom is also evident in Tesco stores with Clear Channel/Dunhumby analysis of its sales figures showing eggs and butter/spread jumping by 55% and 35% respectively. The good weather has sprung an uplift in sales of ice cream by a whopping 74% across a recent two week period.

BAKING BOOM (29th April - 5th May)

The sales of Fresh Baking Staples are soaring!

Egg sales jumped by almost +55%

and were included in over **12%** of Tesco transactions (up **6%** YoY)

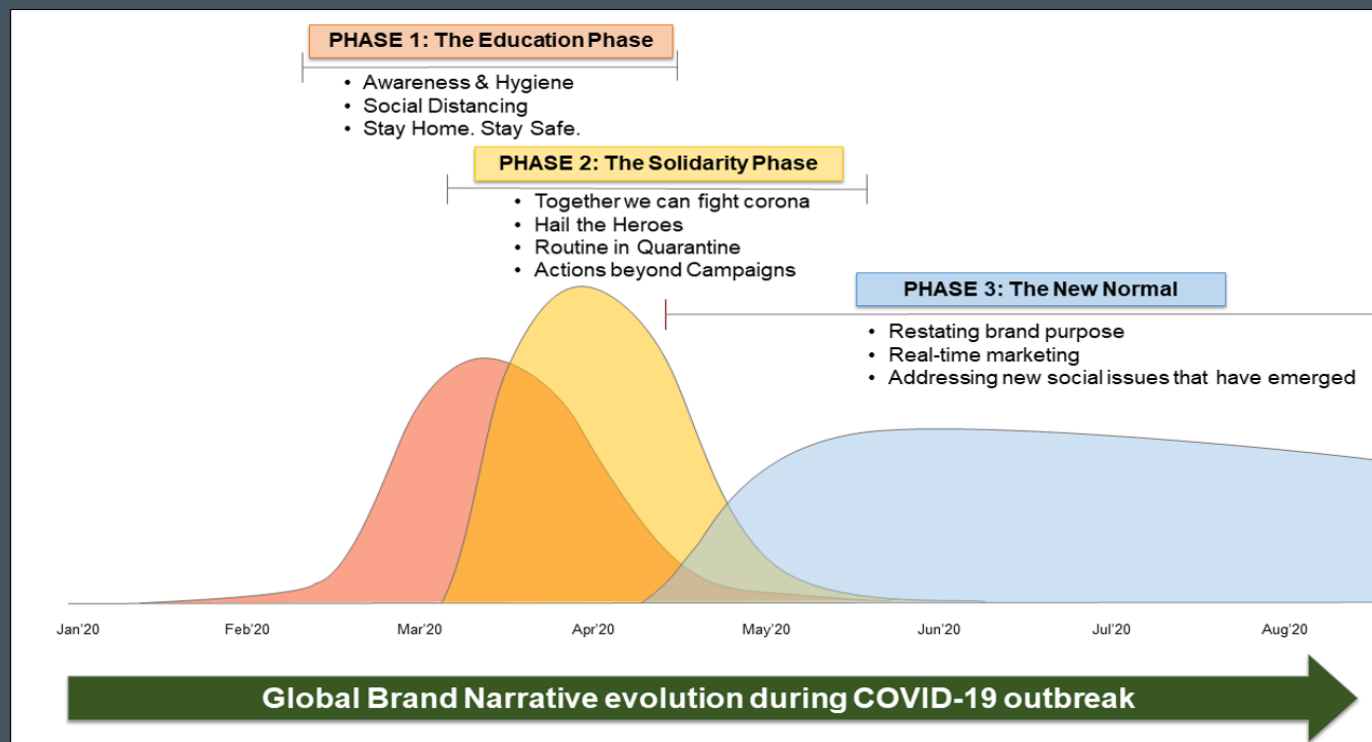
Butters & Spreads grew by +35%

and were included in over **11%** of Tesco transactions (up **7%** YoY)



Insight

Marketing and brand strategist Prerna Katyal compiled this graphic, showing the brand narrative evolution during the Covid outbreak. In Ireland, for many advertisers, we are probably at phase three now where brands are looking beyond Covid 'reactive' messages to a more regular brand comms but in a new Covid context. Connecting brands with consumers again, reacting to events in real time and addressing new societal norms all fall within OOH's capabilities, both from an audience and delivery point of view. But it's not all about new messaging. Research from Red C suggests that most consumers are craving normality, and if your advertising was already made as a longer-term brand building campaign, then the impact should be greater now than ever.



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