



# Underlying market trends supportive of outdoor performance

Structural growth fully intact driven by digitalisation

## Structural winners



ONLINE



OOH



TV



RADIO

## Structural loser



PRINT

but temporarily impacted twofold by...

company dynamics

**STRÖER**

out of home media

ramp-up mode for  
future growth

cautious approach by  
national customers

market dynamics



soft advertising  
market

social media  
hype



„Consumers are currently living in the most rapid period of technological transformation ever.“ (John Donahoe, ebay)

# Digitalisation results in two different target groups

## Digital immigrants



Not able to digest information flood with conventional ways of thinking. Result: strong focus on selected pieces of information at the expense of others.

Listening



Orientation

## Digital natives



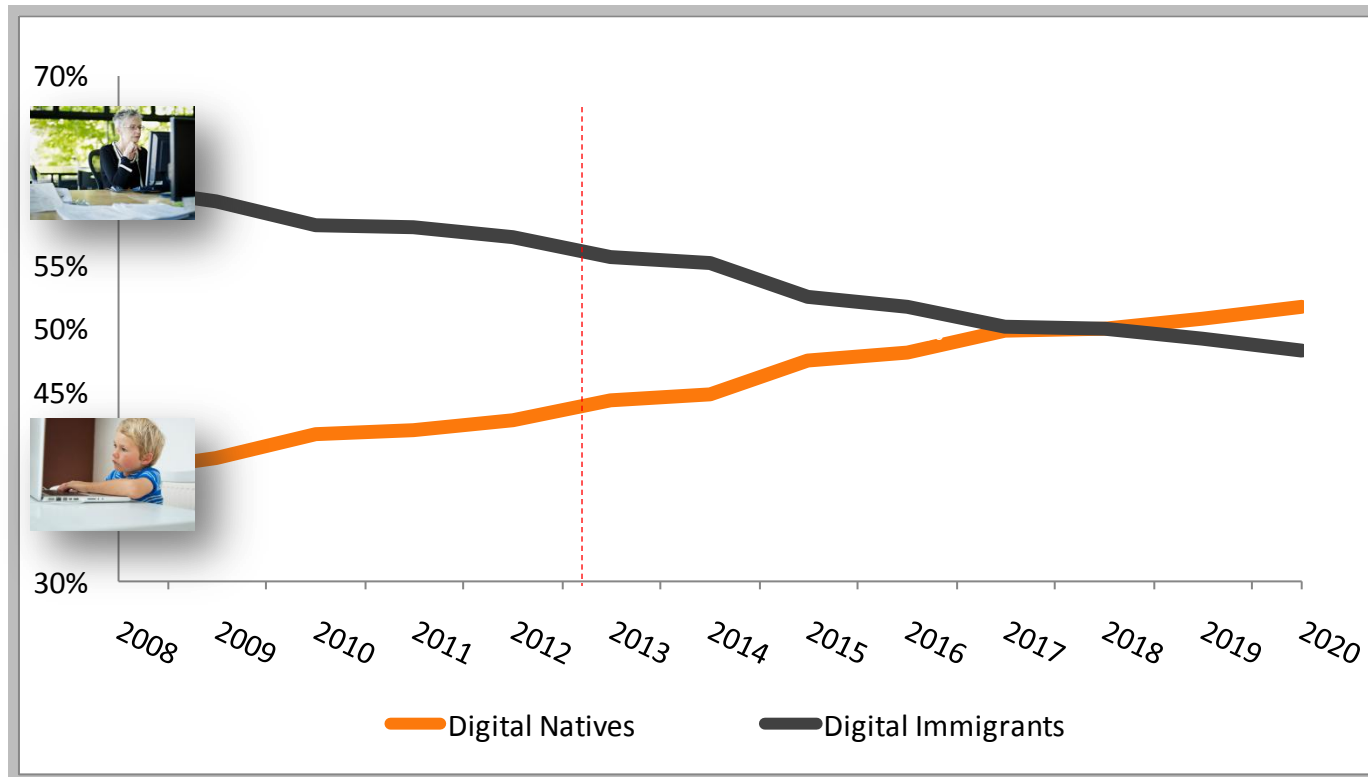
Enthusiastic about submerging in the variety of possibilities. Open for anything new. Always tries to do many things at the same time. Easily learns to distinguish between relevant and irrelevant information.

Always on



Distinctive features important

# Both target groups will soon be of similar size and relevance





What do both target groups have in common?



Increasing MOBILITY





Outdoor is INEVITABLE – for both digital immigrants and digital natives





Our world is increasingly VISUAL





Fragmentation prevents efficient mass communication







Print is compensated by tablets and smartphones





TV is compensated by VoD



Radio is compensated by webstreaming

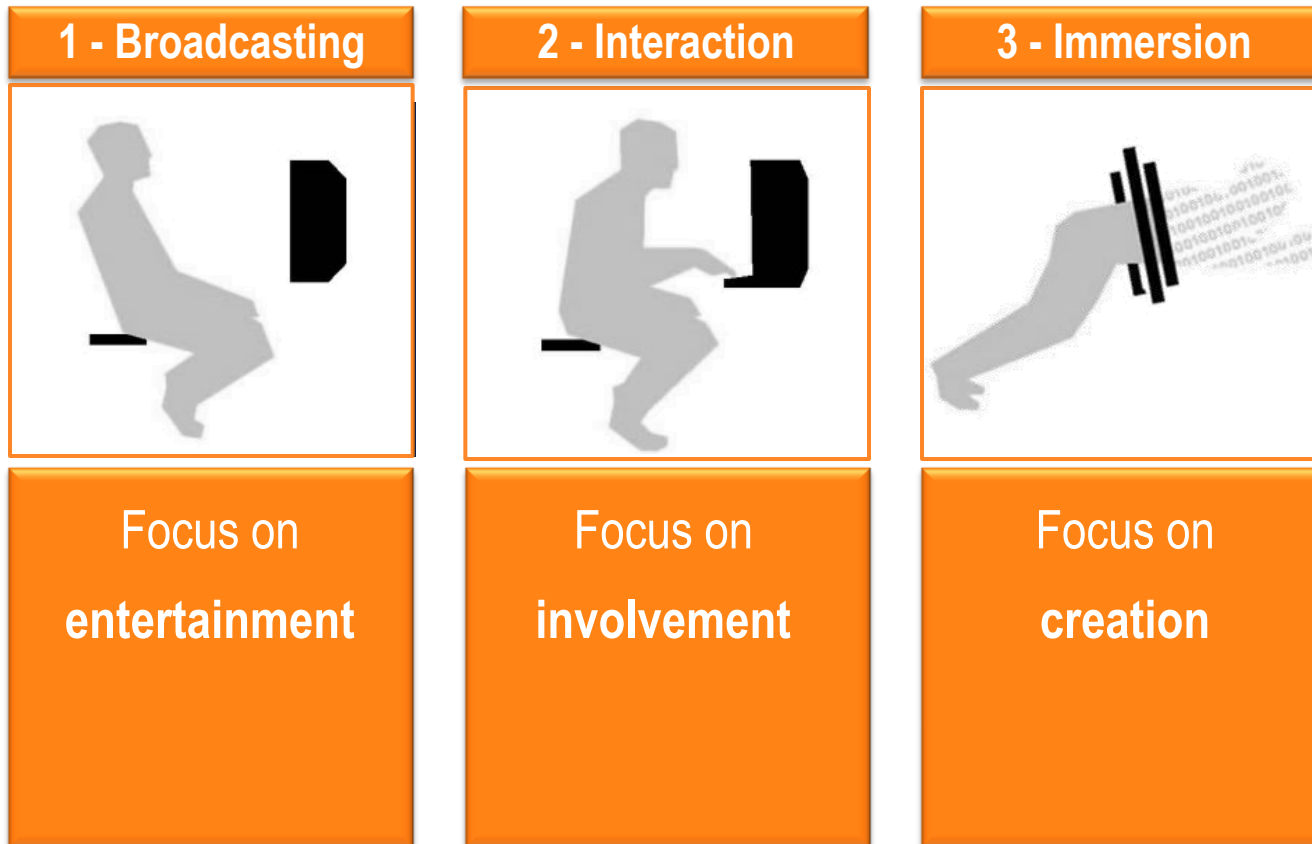


A large billboard stands in a field of dry grass and shrubs under a blue sky with scattered white clouds. The billboard is white with the word 'STRÖER' in large, bold, black letters. Below it, the phrase 'out of home media' is written in a smaller, orange font. The billboard is supported by three wooden posts.

**STRÖER**  
out of home media

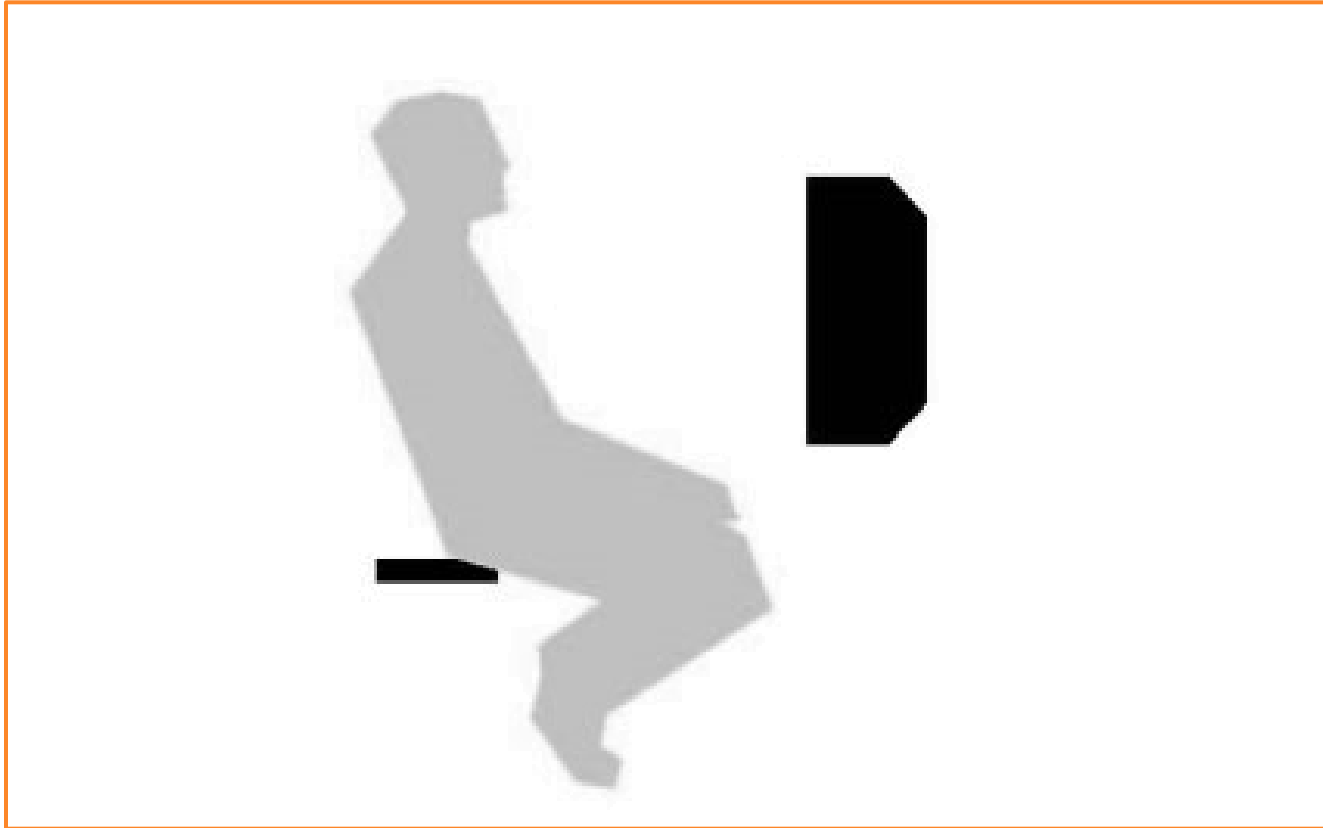
Outdoor is the only mass medium with consistently large images

# The 3 stages of digitalisation





# Digitalisation - stage 1: Broadcasting



# How does advertising work?



Unfamiliar

vs.

Familiar



**A**ttention

**I**nterest

**D**esire

**A**ction

Classical above-the-line advertising

Below-the-line advertising



Internet focuses on Action





Investment in Attention and Interest is vital for long-term brand health

Too much focus on Action leaves your brand capital at risk





# Outdoor is the perfect driver of Attention and Interest





...and can also drive Action



Der Golf unter den Cabrios.  
Das neue Golf Cabriolet.











Das Auto

STROER



# Outdoor is the most efficient medium in terms of sales impact per € invested in advertising.

					<b>Efficiency</b> Impact / media spend	<b>ROI</b> Assumption: 2.500 € profit per car
<b>TV spots</b> incl. search		Share of media spend Share of ad impact		41% 33%	<b>0.8</b>	<b>3.04 €</b>
<b>Outdoor</b> incl. search		Share of media spend Share of ad impact		3.4% 17%	<b>5.0</b>	<b>19.19 €</b>
<b>Print</b> incl. search		Share of media spend Share of ad impact		48% 25%	<b>0.5</b>	<b>1.95 €</b>
<b>Online</b> incl. search + SEM direct impact & spend		Share of media spend Share of ad impact		9.4% 24%	<b>2.6</b>	<b>9.51 €</b>

Source: Trommsdorff+Drüner, Berlin 2012

# How do advertisers stimulate

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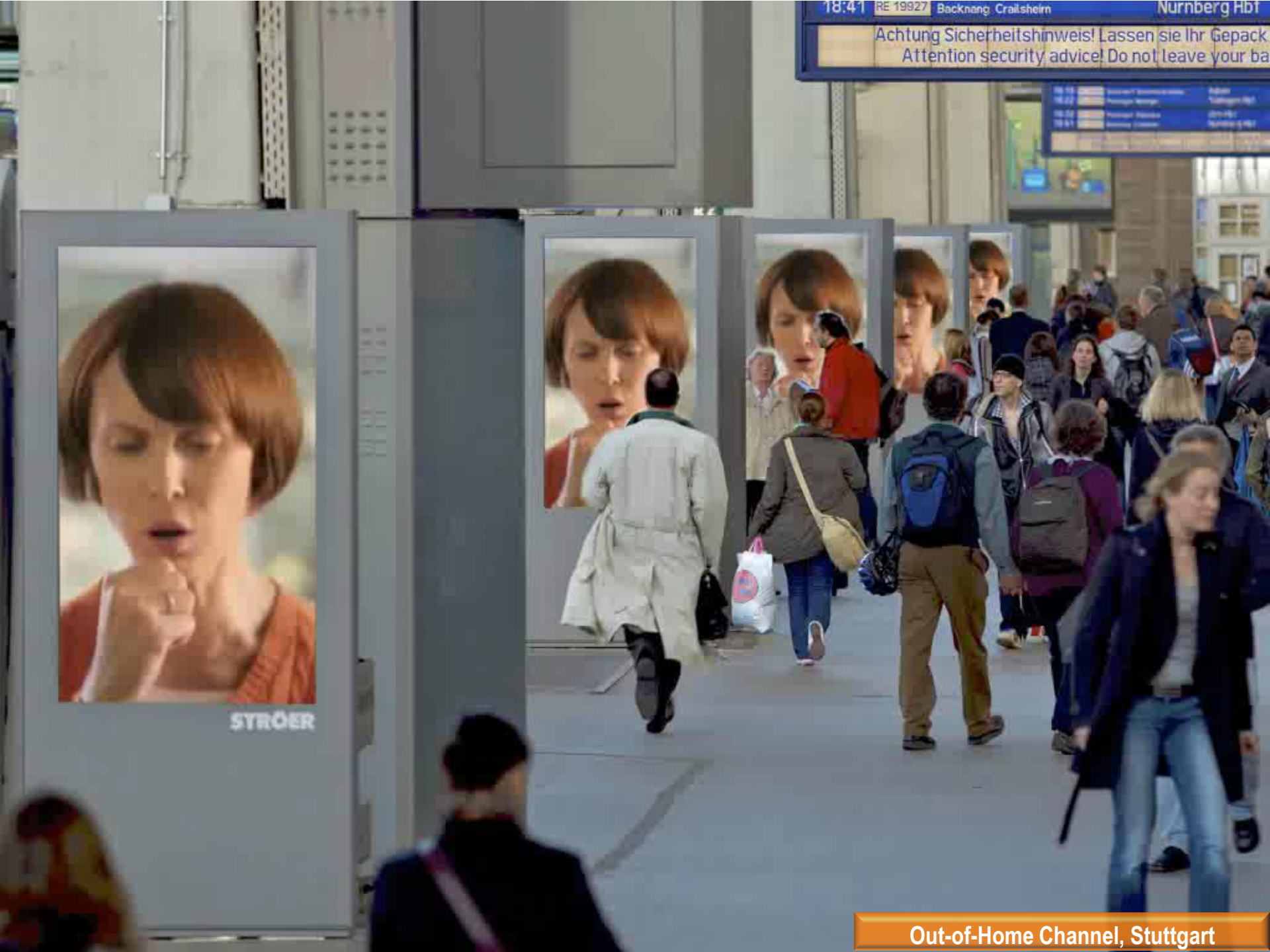
**ATTENTION**  
**INTEREST**  
**DESIRE**

Achtung Sicherheitshinweis! Lassen sie Ihr Gepack  
Attention security advice! Do not leave your ba

18:58	Backnang	Crailsheim	18:58
18:59	Backnang	Crailsheim	18:59
19:00	Backnang	Crailsheim	19:00
19:01	Backnang	Crailsheim	19:01



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## Digitalisation - stage 2: Interaction





The power of Interaction is Involvement



## Interaction - the early days



# Previous methods have not been hugely successful



Bluetooth



QR codes



visual  
recognition



LBA / NFC

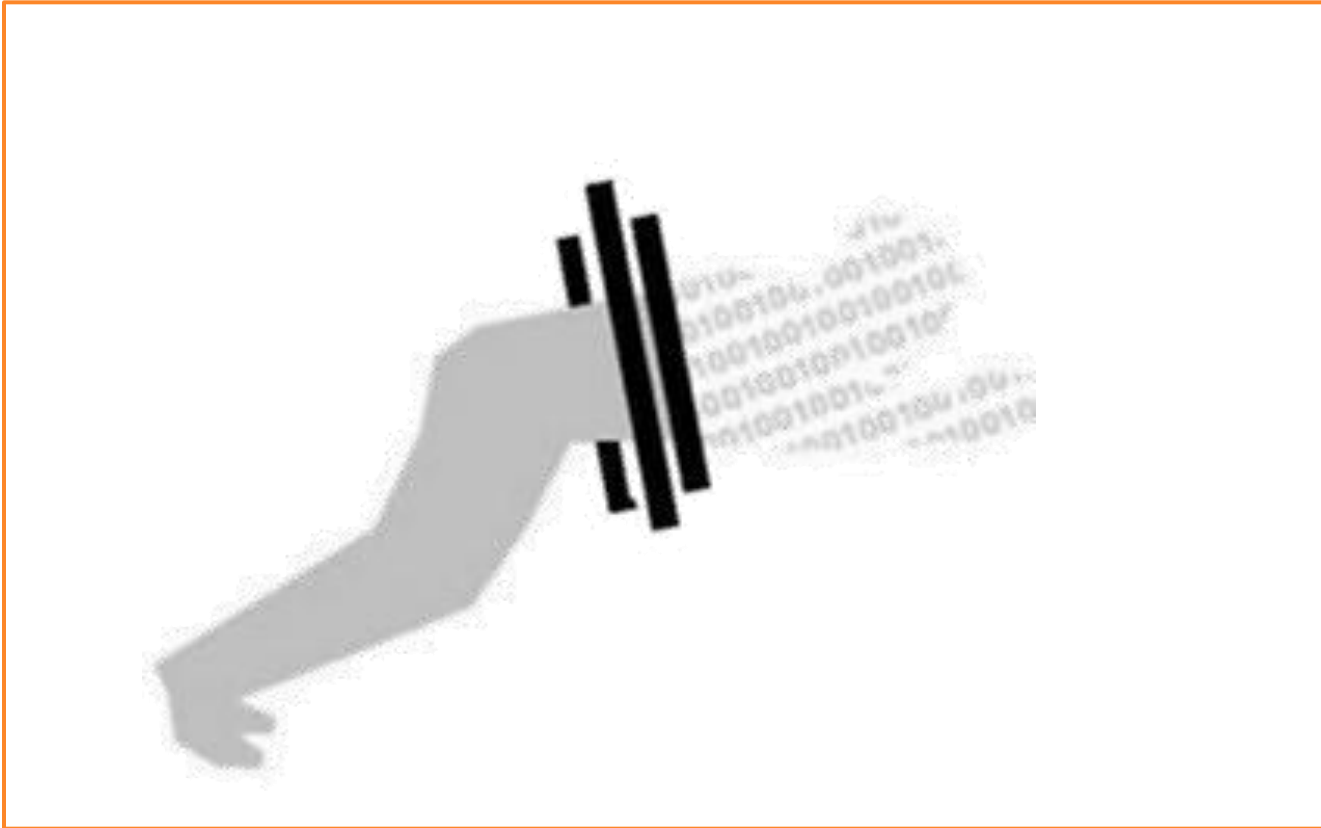
too many barriers for seamless interaction

# Seamless interaction





# Digitalisation - stage 3: Immersion



## How does advertising work?

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**INTERACTION PRODUCES CREATION.**

**CREATION IS RELEVANT CONTENT.**

**THIS RESULTS IN IMMERSION.**

# The Quicar case – perfect immersion





# Continuous investment into the future



## Traditional



Gross revenue / site / year: 7.3\*

## Scrolling & backlit



Gross revenue / site / year: 100\*

## Digital



Gross revenue / site / year: 198\*

\* Gross revenue / site / year, Euro amounts indexed; Mega-Light = 100

**TECHNOLOGY + POI NETWORK**

**= ROI**

# Outdoor 2025



**Global market share of outdoor**



**Digital share**



**Number of outdoor locations**



**Substantial increase in quality of locations**



**Substantial decrease in time-to-market**



**New creative & innovative ad concepts**



**New customers**





**STRÖER**

out of home media

Every virtual campaign needs a real-life anchor

# Disclaimer

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