

nielsen

POSTER ADVERTISING STUDY

NIELSEN ON LOCATION REPORT 2017

SALT LAKE WAS CHOSEN AS A TEST MARKET FOR POSTER AD AWARENESS/ CAMPAIGN PERFORMANCE STUDY

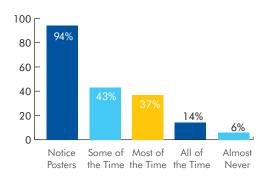
Diane Williams | Director of Media Analytics | Nielsen



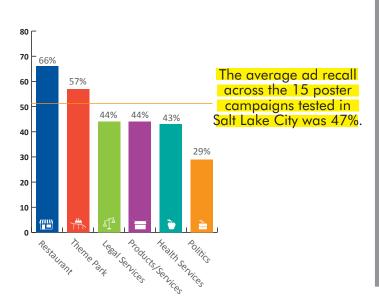




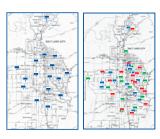
94% Recall Seeing a Poster In the Past Month



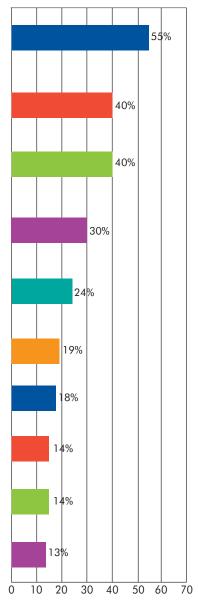
Consumers Recall Specific Campaigns on Posters







"After Seeing a Poster Billboard, Have You Ever..."



Changed plans to visit the store

Talked about what they saw with friends/family

Visited the business advertised

Searched online for more details about the featured message

Made a purchase at the business advertised

Watched the TV program featured

Attended event advertised

Tuned to the radio station advertised

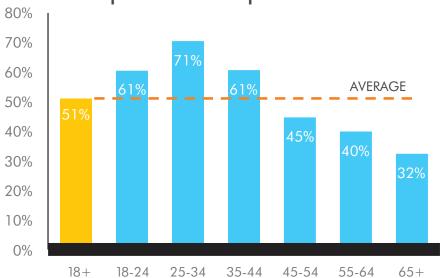
Accessed a coupon from mobile device

Recommended advertisers to others

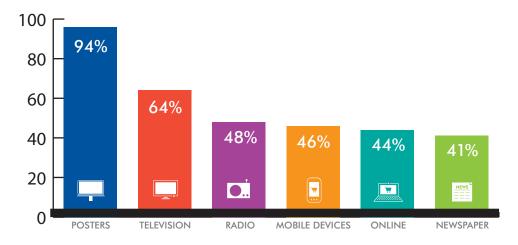
BASE: NOTICED POSTER IN THE PAST MONTH | n = 1,986



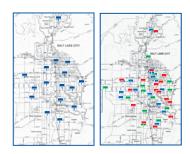
Poster viewership was highest among people age 25-34 with 71% noticing a poster in the past month.



Advertisements on posters are more noticeable than advertisements on...







More Posters Increase Reach and Frequency, Equating in Higher Ad Recall

