



Critiques and Grades from the top OOH Media Planners

Topic: Advertising on narrowcasting networks (i.e., place-based television)

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Overall Impression? These networks reach people on the go -in the gym at the office, etc. - and that is an important part of our 360 degree approach to planning. We are looking to reach the consumer where they live, work and play and these networks help us do that.

Spending? VP, Director of OOH Sharon Hatch and I come from the school of thought that these networks are needed to reach consumers at different points in their day. As a result, we've increased our spending there.

New Arrivals? One company I think is going to be big is Transit TV, which places televisions on buses and some trains. And there is a small company on the west coast placing screens in independent cafes which is interesting.

Best Practices? Choosing the right medium depends on what message the client is looking to put out there. A branding message relies on visuals and doesn't need audio. But a call-to-action or what I call a "new awareness" message, needs audio to communicate a more detailed message. Still, at the end of the day, this is an out-of-home media element and the rule of thumb is you need to have great, simple, visual effects that make the point quickly and with impact.

Grade? B-. But it is on the rise. These emerging media are giving clients a chance to activate their brand, unfortunately right now a lot are at a development stage and aren't able to provide very thorough research said. "We should not sell ourselves short."