

Measuring the effectiveness of OOH advertising 2023

Kara Chan, School of Communication, Hong Kong Baptist University
Duration 3-4 weeks Student learning outcomes Altogether 34 students worked on this assignment in six groups in February 2023. The findings were presented here.



Assignment brief

Letang and Stillman (2016) believed that Out-of-Home (OOH) advertising is the most dynamic of all traditional media, as the advertising messages can be altered based on the occasion and environment and include even real-time data (Bauer & Lasinger, 2014). Moreover, compared to other media that consumers choose, OOH advertising is integrated into urban environments and easily accessible to the general population (Cronin, 2006). In Hong Kong, OOH advertising provides millions of advertising opportunities, including billboards in the Central Business District, major shopping districts, and major vehicle tunnels. Though the OOH advertising business dropped during the pandemic, it maintained to be the top three traditional advertising media in Hong Kong, with an 8% market share in 2020 (adintime, 2021). With the reopening of the border and booming tourism, effectiveness of OOH advertising is worth studying.

Students taking the course “PRAD3046 Audience measurement and engagement” in the second semester of the 2022/23 academic year at Hong Kong Baptist University conducted an empirical study based on previous research examining the effectiveness of OOH advertising. They were divided into six groups, Group 1 and 2 tested the advertisements in the Tsim Sha Tsui District, including Canton Road, Manson House and Star Ferry. Groups 3 and 4 tested the advertisements in the Central area, including Wheelock building, Bank of America building, and Central Building. Groups 5 and 6 tested the advertisements at different tunnel entrances, including the Cross-harbour tunnel, Shing Mun tunnel, and Lion Rock tunnel.

The instructor designed a master questionnaire for all the groups. Each group selected 12 OOH posters from a set of 15 posters provided by POAD and measured their advertising awareness. Each group collected 70 questionnaires from respondents aged 20 to 69 recruited using quota sampling based on age and sex. Students distributed the questionnaire through their social network and collect data in March 2023. Altogether 454 respondents answered an online questionnaire. Respondents were asked to answer questions about their awareness of selected advertisements, how frequent they engaged with OOH ads, and their attitudes toward OOH ads.

Table 1 shows the awareness of the OOH ads in descending order in the awareness in Tsim Sha Tsui, Central, and tunnels. The advertisements that had the highest awareness was the ad for “UA finance” (awareness: 68 percent). The lowest ad awareness was 14 percent for an ad near the Star Ferry.

Group 1 and 2: Tsim Sha Tsui advertisements (N=168)

No.

S3



Awareness: 68.5%

S5



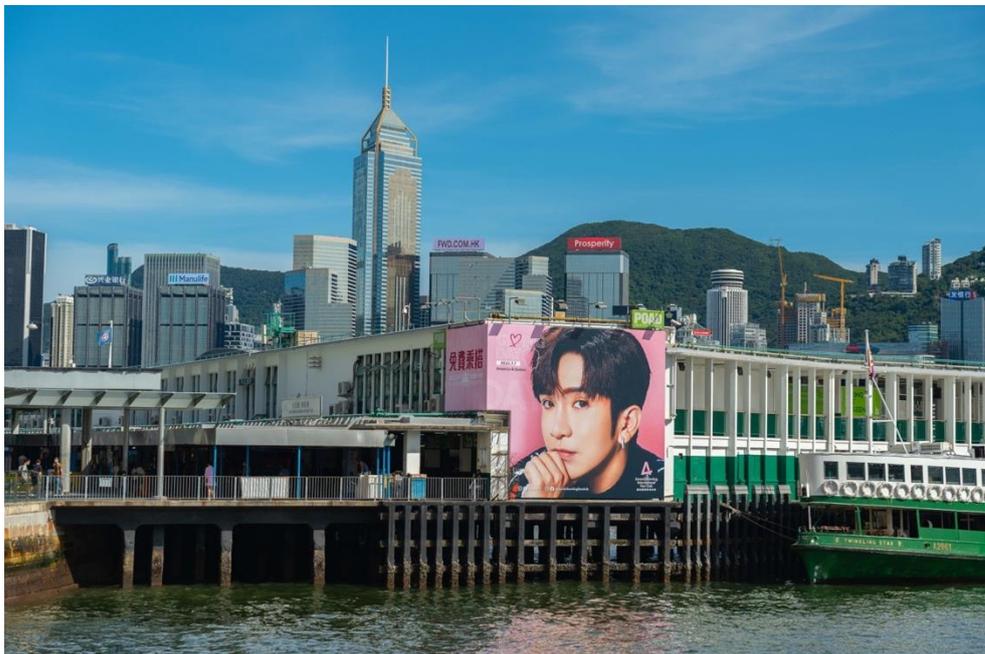
Awareness: 54.8%

S2



Awareness: **49.4%**

S9



Awareness: **46.1%**

S1



Awareness: 35.3%

S7



Awareness: 34.7%

S4



Awareness: **33.9%**

S11



Awareness: **30.5%**

S6



Awareness: **29.2%**

S8



Awareness: **25.7%**

S12



Awareness: **25.1%**

S10



Awareness: **13.8%**

Group 3 and 4: Central advertisements (N=140)

No.
C3



Awareness: **52.9%**

C7



Awareness: **51.4%**

C9



Awareness: **46.4%**

C5



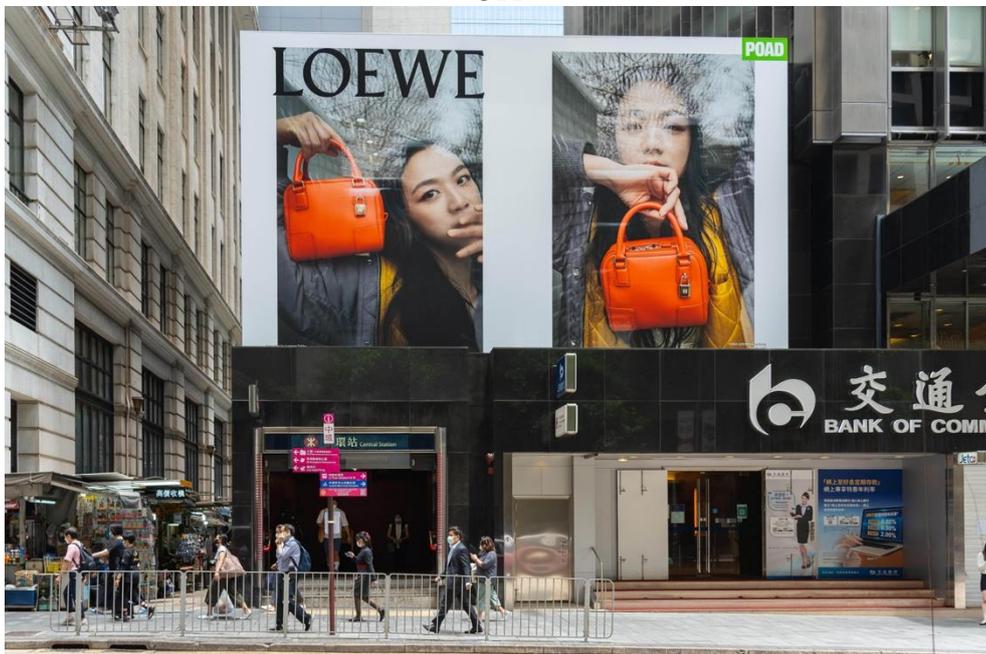
Awareness: **43.6%**

C2



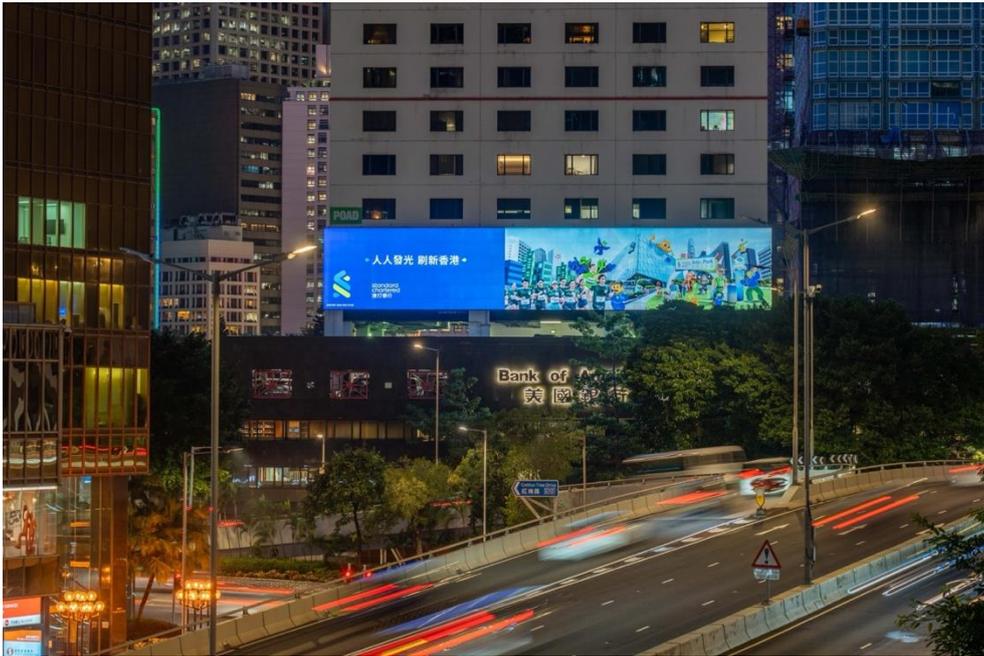
Awareness: 33.6%

C11



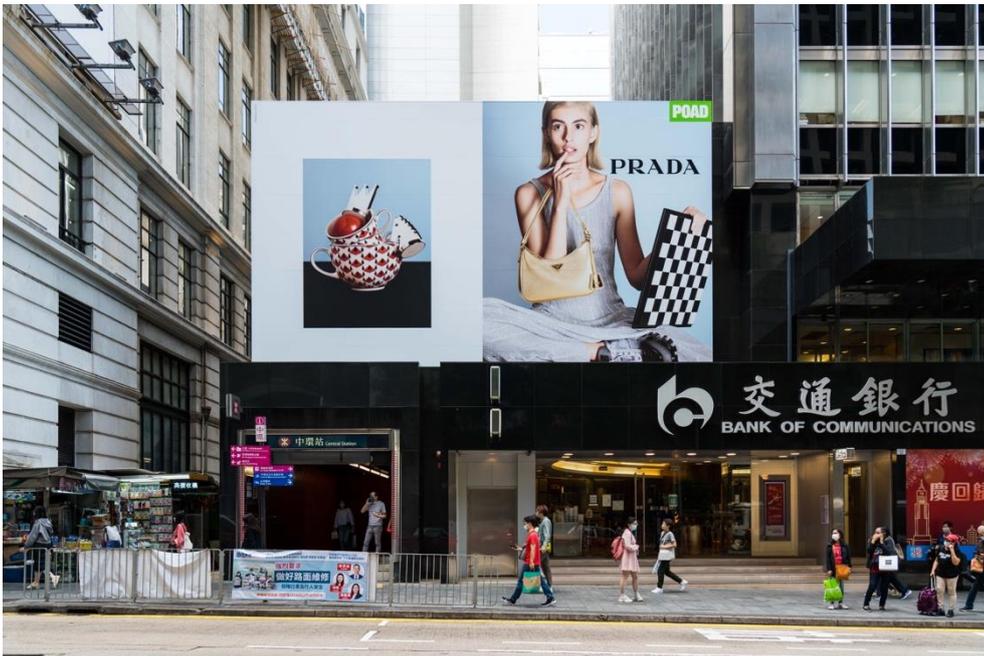
Awareness: 32.9%

C4



Awareness: 30.7%

C12



Awareness: 30.7%

C8



Awareness: 30.0%

C1



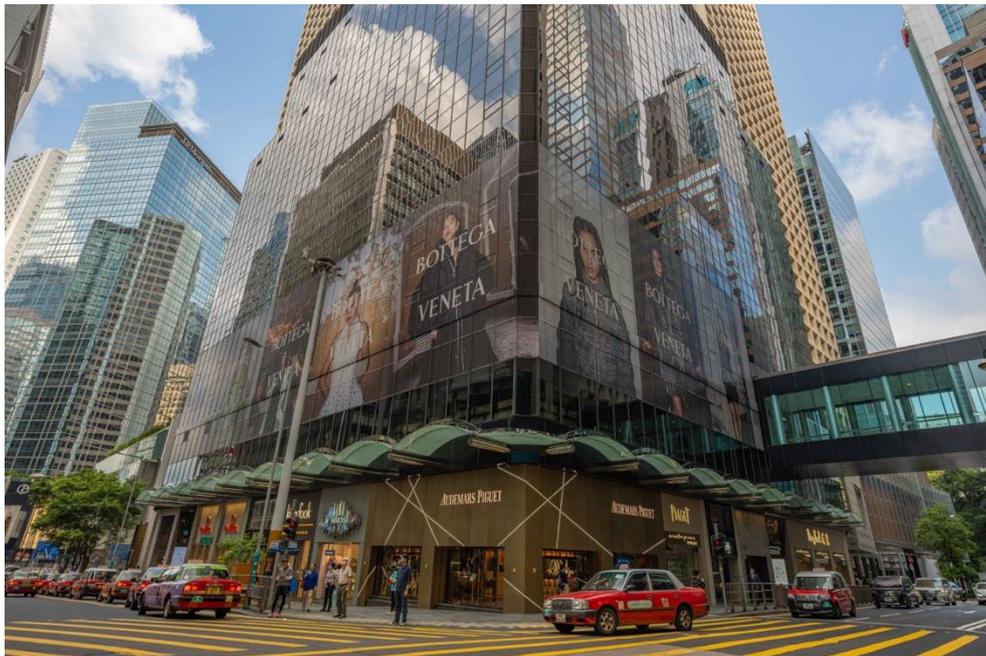
Awareness: 27.1%

C10



Awareness: **20.7%**

C6



Awareness: **20.0%**

Group 5 and 6: Tunnel advertisements (N=146)

T1



Awareness: **52.1%**

T3



Awareness: **39.7%**

T5

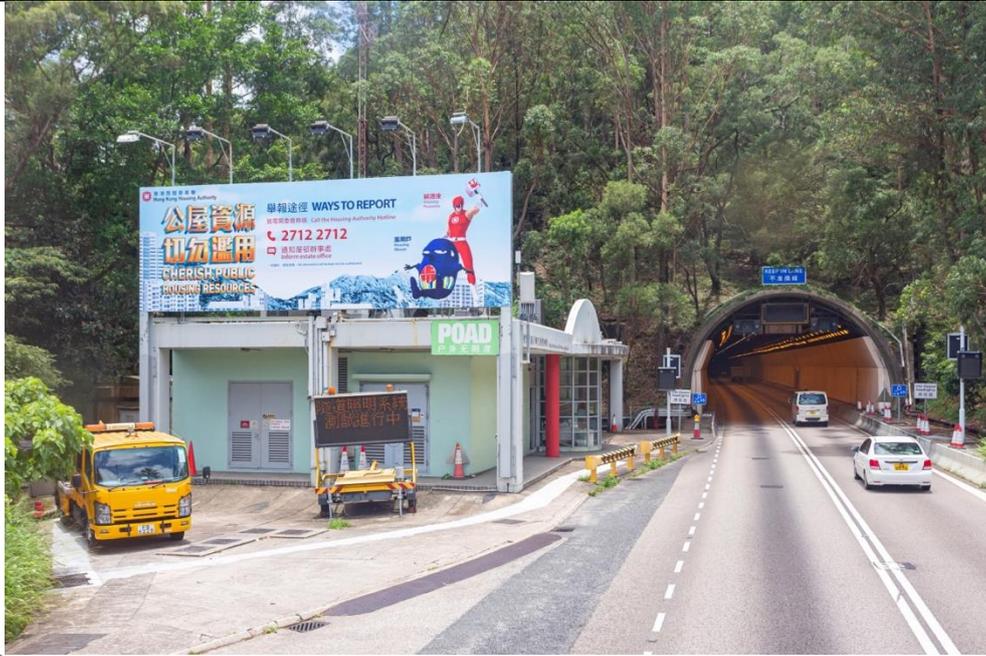


Awareness: 38.4%

T4



Awareness: 34.2%



T11

Awareness: 32.9%



T2

Awareness: 30.8%



T12

Awareness: 26.7%



T10

Awareness: 26.0%



T6

Awareness: 23.3%



T9

Awareness: 20.5%



T8

Awareness: 18.5%



T7

Awareness: 17.8%

In addition to the study of awareness of selective ads, all groups measured respondents' engagement with OOH ads and their attitudes toward OOH advertising. The results were summarized in Table 2 and Table 3.

Table 2. Response engagement with OOH advertisements (N=454)

	Never 從不 (%)	Rarely 甚少 (%)	Sometimes 間中 (%)	Often 經常 (%)	Always 總是 (%)	Mean* 平均值
Q11. Do you pay attention to OOH ads? 你會留意戶外廣告嗎?	3.7	30.4	52.2	11.7	2.0	2.78
Q12. Have you ever noticed any outdoor advertisements in the past six months? 過去 6 個月中，你曾否注意到至少一個戶外廣告?	2.9	22.2	42.7	22.0	10.1	3.14
Q13. Have you used QR codes of the OOH ads for more information? 你曾經掃過戶外廣告的二維碼來取得產品資訊嗎?	51.5	36.1	10.8	0.9	0.7	1.63
Q14. Have you intended to purchase a product because of its OOH ads? 你曾否因為看到某一戶外廣告而想購買產品?	18.7	48.2	29.7	2.4	0.9	2.19
Q15. Can you recall the brand name of the product mentioned in the OOH ads? 你可以回想起戶外廣告中的品牌名稱嗎?	8.1	38.5	41.6	10.8	0.9	2.58

Table 3. Respondents' attitudes toward OOH advertising (N=454)

Questions 問題	Mean 平均值
OOH ads helps me keep up-to-date about products and services. 戶外廣告幫助我知道有什麼最新的產品。	3.33
OOH ads is a main source of information about products and services. 戶外廣告是產品和服務資訊的主要來源。	2.74
OOH ads tells me which brands have the features I am looking for. 戶外廣告使我 知道哪個牌子的產品有我所需要的功能。	2.86
OOH ads keeps me from getting bored while traveling. 戶外廣告令我在旅途中不覺得沈悶。	3.07
OOH ads that use rich colors catches my attention. 豐富顏色的戶外廣告吸引我的注意。	3.75
Larger-than-life OOH ads caught my attention. 比產品真實尺寸更大的戶外廣告吸 引我的注意。	3.54
OOH ads are visually stimulating. 戶外廣告提供視覺刺激和享受。	3.36
I enjoy seeing OOH ads. 我欣賞戶外廣告。	3.30
OOH ads are creative. 戶外廣告很有創意。	3.19
I enjoy seeing OOH ads that are interactive. 我欣賞那些可以和受眾互動的戶外廣 告。	3.61
I can understand the message of the most OOH ads. 我能理解大部分的戶外廣告 內容	3.61
Video format OOH ads are more appealing than ordinary OOA ads. 視頻形式的戶 外廣告比靜態廣告更具吸引力。	3.72

References:

Cronin, A. M. (2006). Advertising and the metabolism of the city: urban space, commodity rhythms. *Environment and Planning D: Society and Space*, 24(4), 615-632.

Letang, V., & Stillman, L. (2016). Global advertising forecast. *Magna Global*.

Bauer, C., & Lasinger, P. (2014). Adaptation strategies to increase advertisement effectiveness in digital media. *Management Review Quarterly*, 64, 101-124.