

# OOH advertising: awareness and attitudes

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# Research objectives

- To examine the advertising awareness of OOH advertisements at Central Business District (CBD), TST shopping districts, and tunnel entrance/exits
- To examine public attitudes toward OOH advertising
- To examine public engagement with OOH advertisements
- To study if advertising awareness is related with travelling patterns



# Research method

- Online survey
- Quota sampling

	<i>Male</i>	<i>Female</i>
<i>Age 18 - 29</i>	15	15
<i>Age 30 - 49</i>	10	10
<i>Age 50 - 69</i>	10	10
<b><i>Total</i></b>	<b>35</b>	<b>35</b>

- Respondent recruited through social networks of students enrolling in the Audience measurement and engagement course in 2022/23



# Questionnaire design

- Based on previous studies (on MTR and OOH advertising)

## Ad awareness

- 12 ads  
(3 sets at different locations)
- Yes or no

## Attitudes and engagement

- 12 attitude statements
- 5 engagement statements

## Demographics

- Sex, age gp, edu, occu, monthly income
- Use of public transport



# Sample profile (N=454)

	Male (%)	Female (%)
Age 18 - 29	93 (41%)	97 (42%)
Age 30 - 49	65 (29%)	65 (28%)
Age 50 - 69	66 (30%)	68 (30%)
<b>Total</b>	<b>224 (100%)</b>	<b>230 (100%)</b>





# Findings: Ad awareness (TST)

1



S3 : 68.5%

2



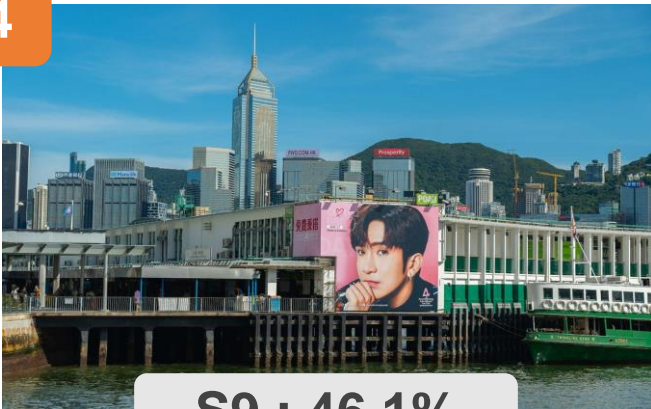
S5 : 54.8%

3



S2 : 49.4%

4



S9 : 46.1%

5



S1 : 35.3%

6



S7 : 34.7%



# Findings: Ad awareness (TST)

7



S4 : 33.9%

8



S11 : 30.5%

9



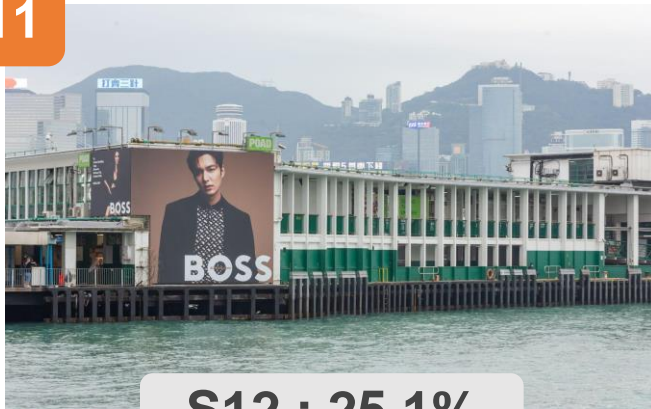
S6 : 29.2%

10



S8 : 25.7%

11



S12 : 25.1%

12



S10 : 13.8%



# Findings: Ad awareness (CBD)

1



C3 : 52.9%

2



C7 : 51.4%

3



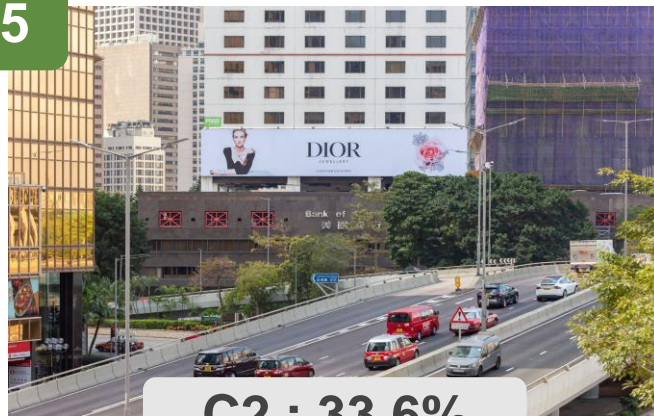
C9 : 46.4%

4



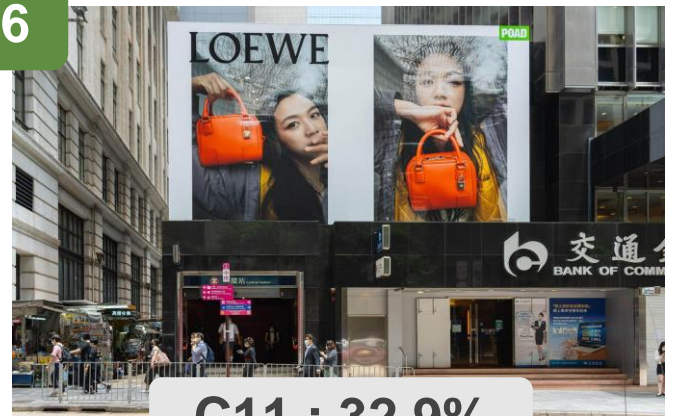
C5 : 43.6%

5



C2 : 33.6%

6



C11 : 32.9%



# Findings: Ad awareness (CBD)

7



C4 : 30.7%

8



C12 : 30.7%

9



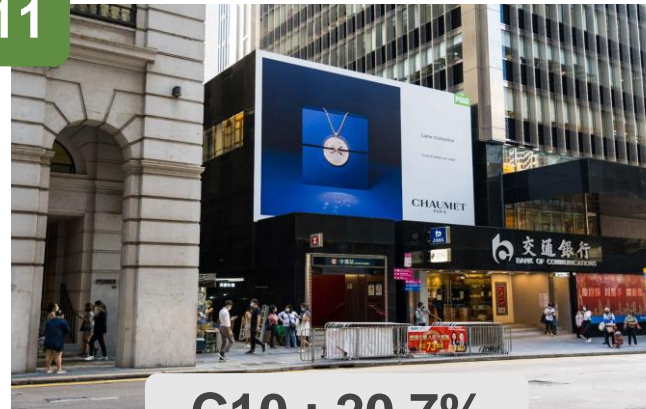
C8 : 30.0%

10



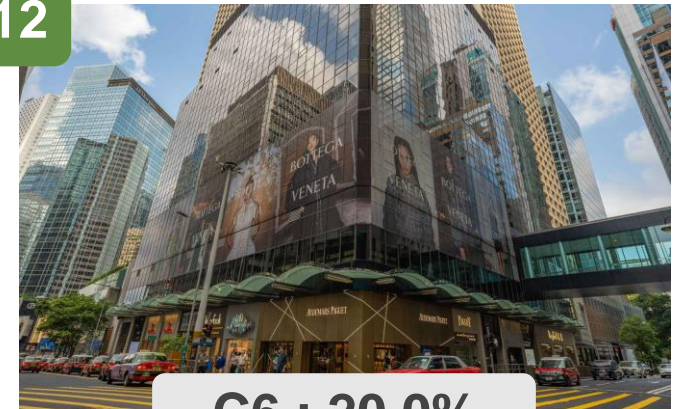
C1 : 27.1%

11



C10 : 20.7%

12



C6 : 20.0%



# Findings: Ad awareness (Tunnels)

1



T1 : 52.1%

2



T3 : 39.7%

3



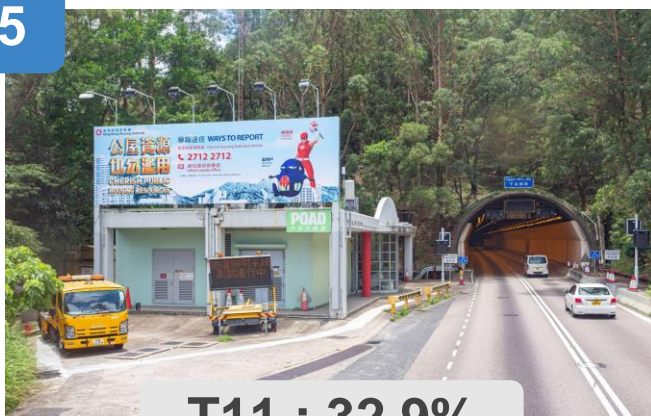
T5 : 38.4%

4



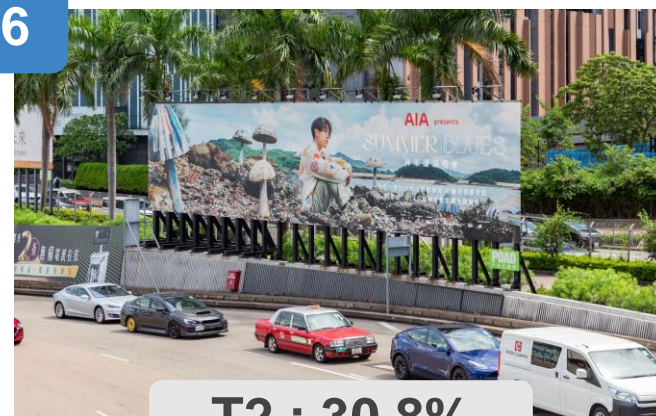
T4 : 34.2%

5



T11 : 32.9%

6

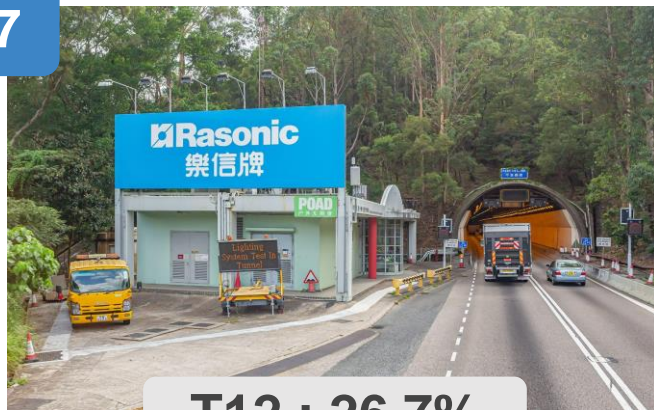


T2 : 30.8%



# Findings: Ad awareness (Tunnels)

7



T12 : 26.7%

8



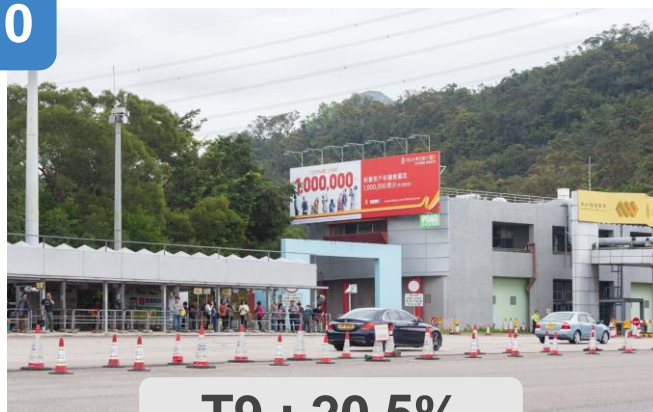
T10 : 26.0%

9



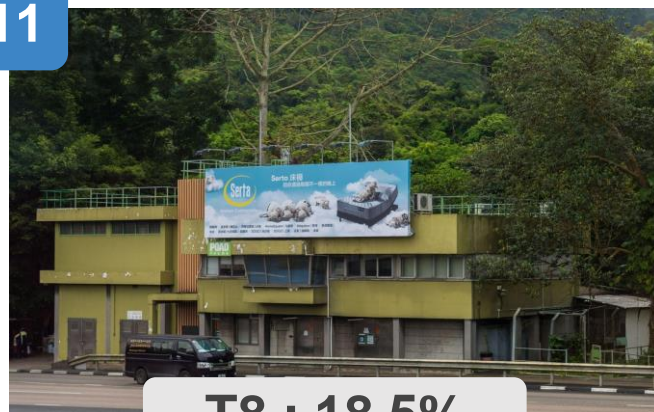
T6 : 23.3%

10



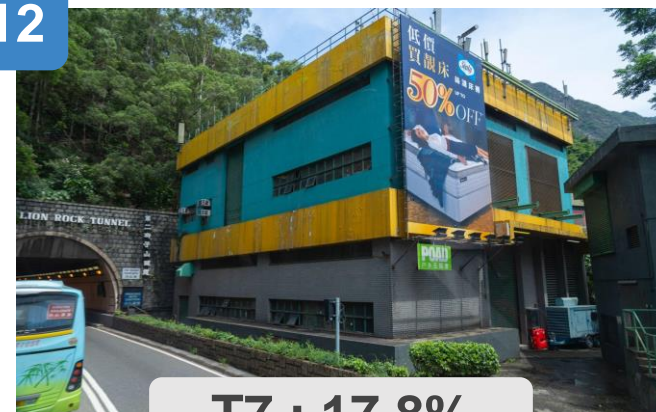
T9 : 20.5%

11



T8 : 18.5%

12



T7 : 17.8%





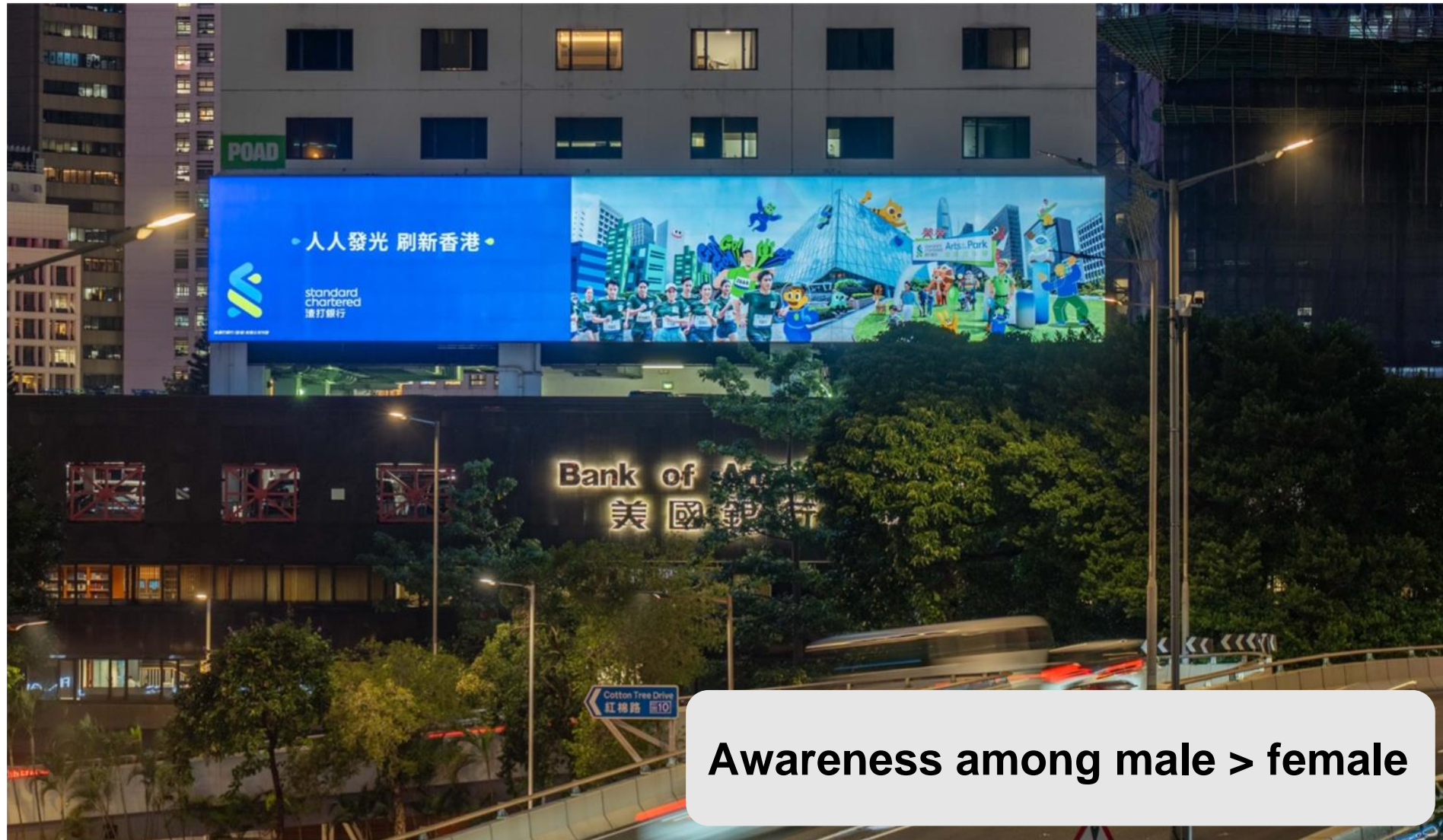
# Ads with gender difference (S3)



Awareness among male > female



# Ads with gender difference (C4)





# Ads with gender difference (T3)



Awareness among female > male



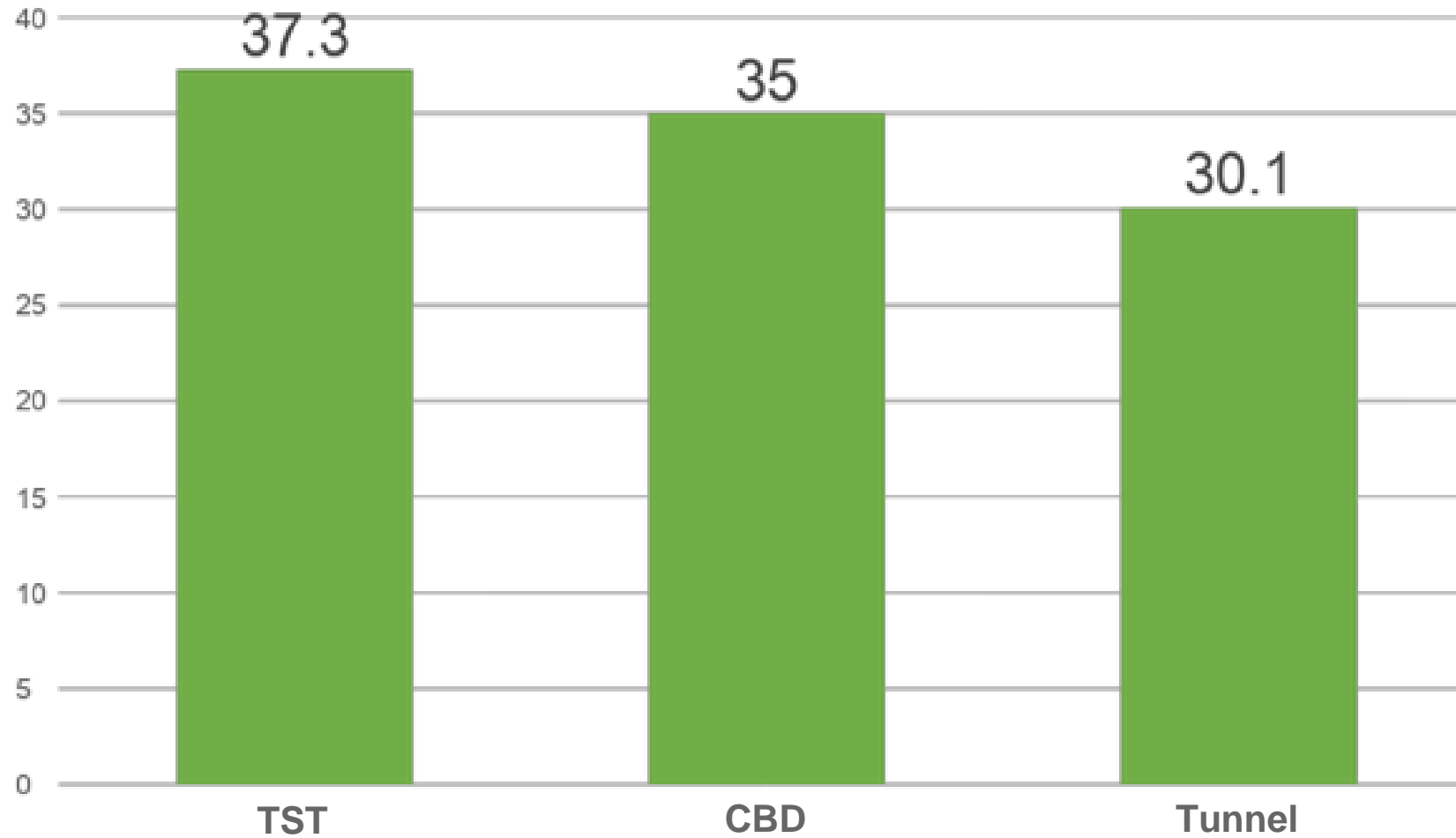
# Previous study of OOH ads in TST



Ad awareness (%)	
Bally Leather Goods	49.7
Svenson Hair Care Centre	45.2
⋮	
JeanRichard Watch	18.7

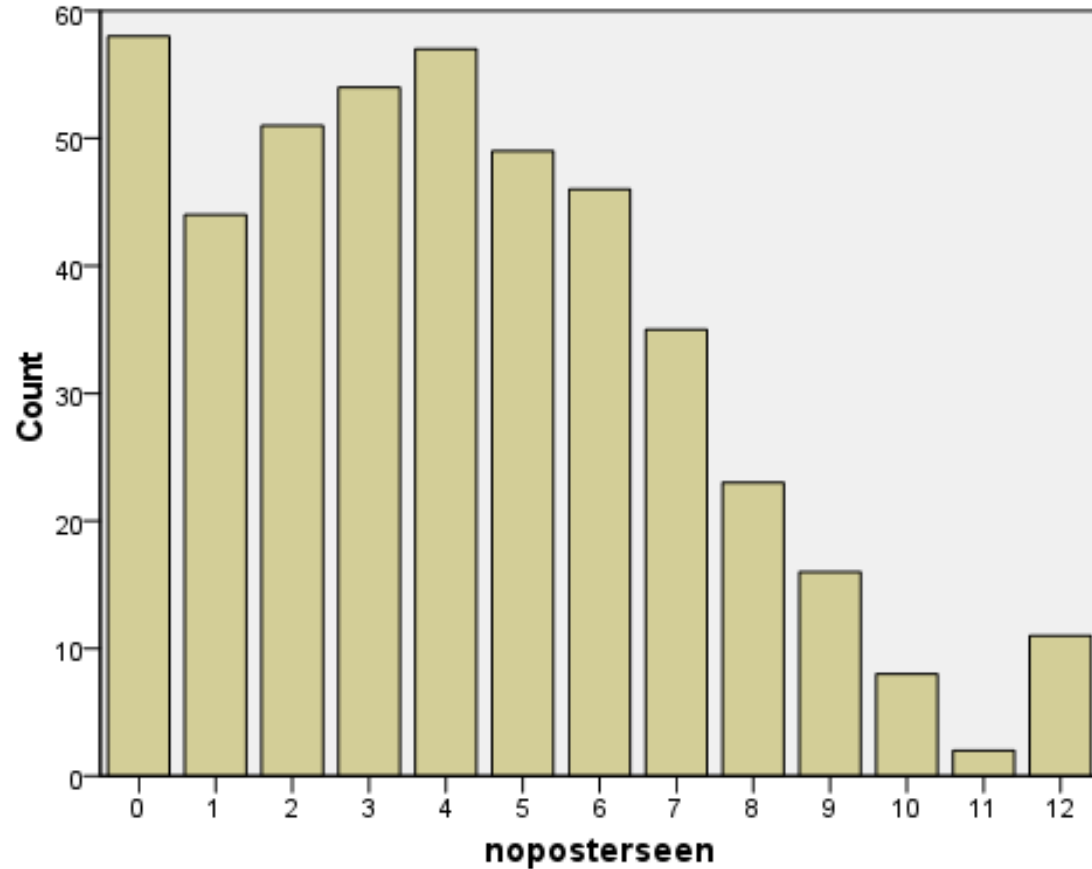


# Avg Ad awareness by location





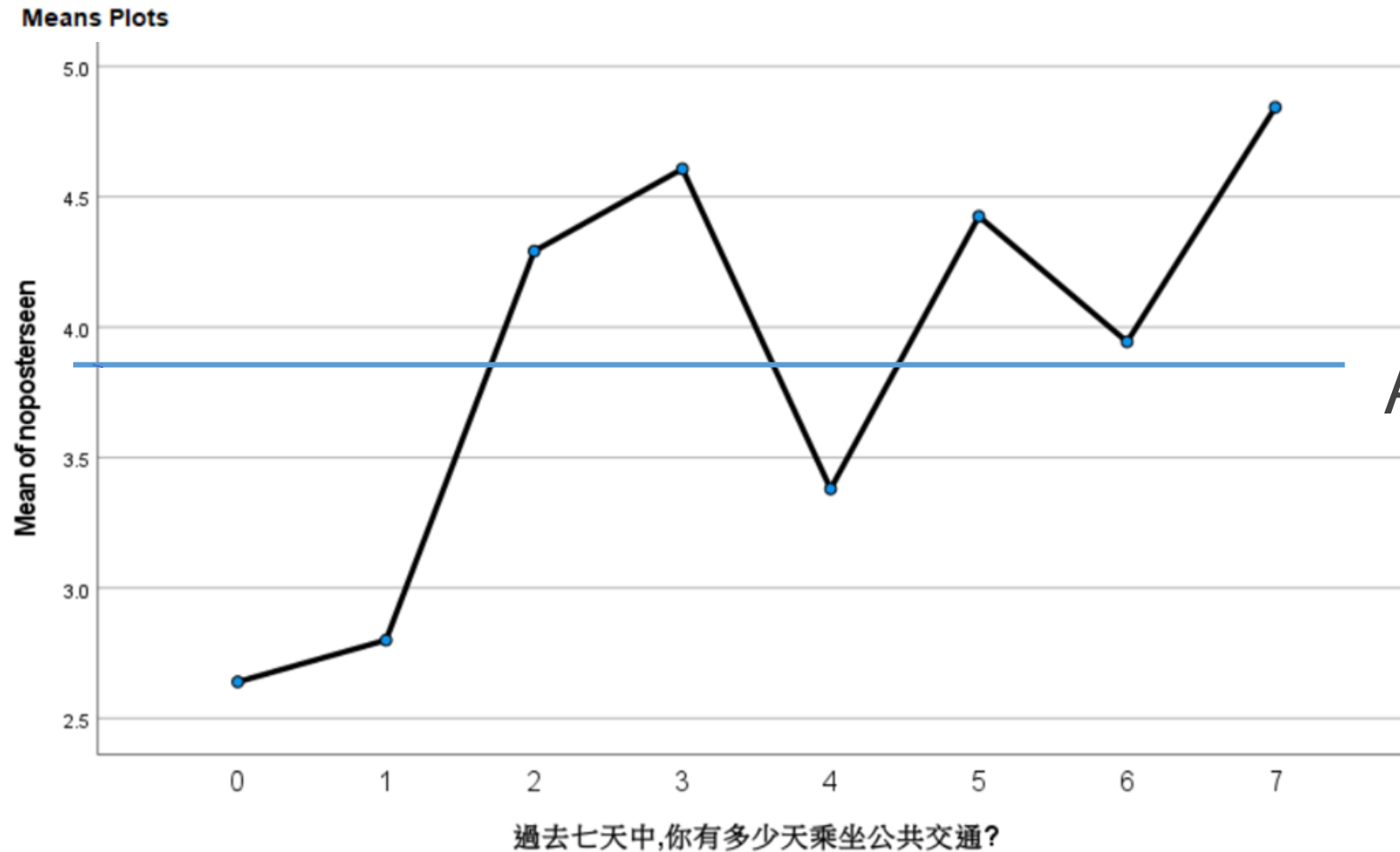
# Total number of ads seen (max 12)



Average no. = 4.1



Those who traveled more frequently on public transport reported seeing more ads ( $r=0.15$ ,  $p<0.05$ )

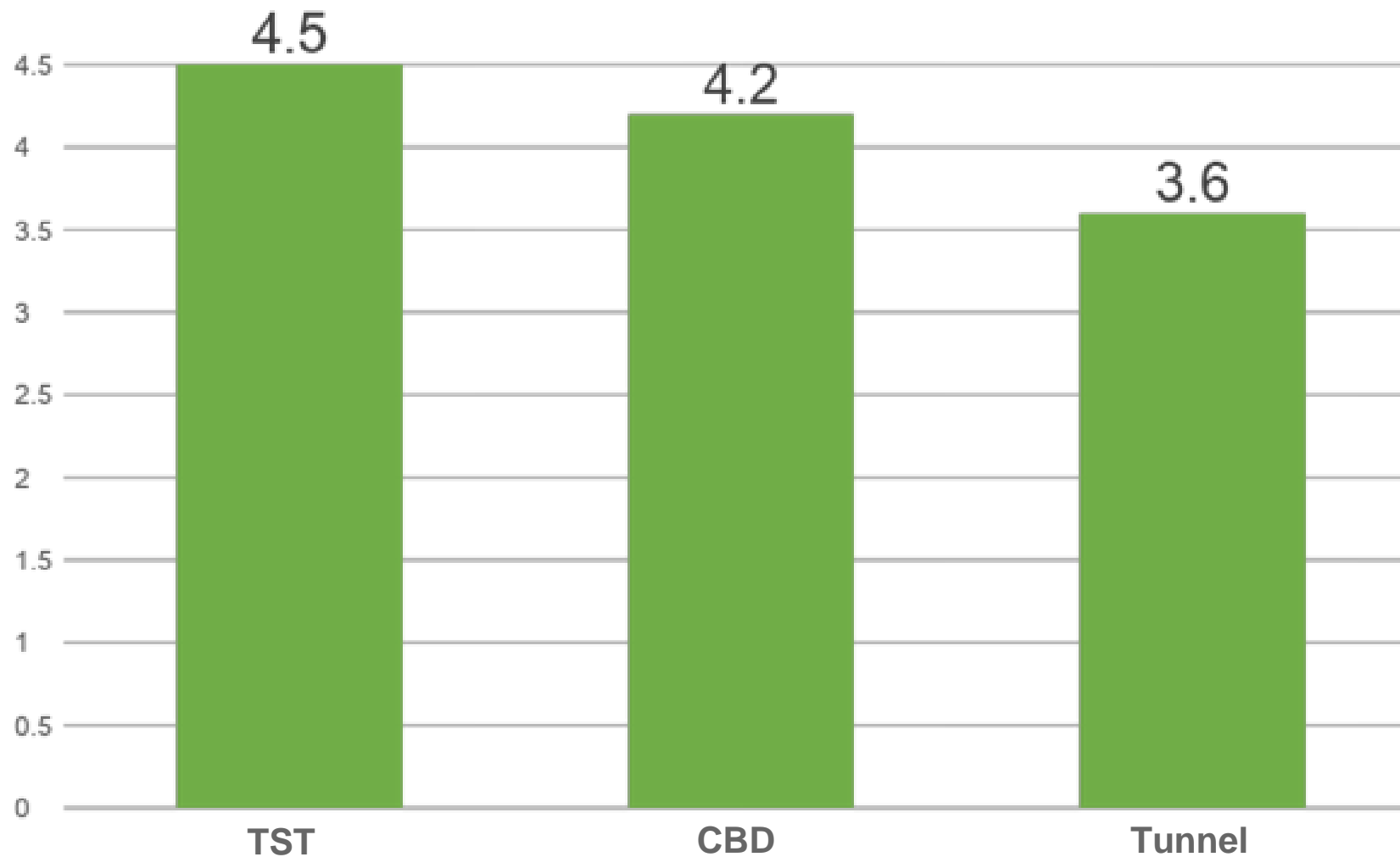


Average no. = 4.1

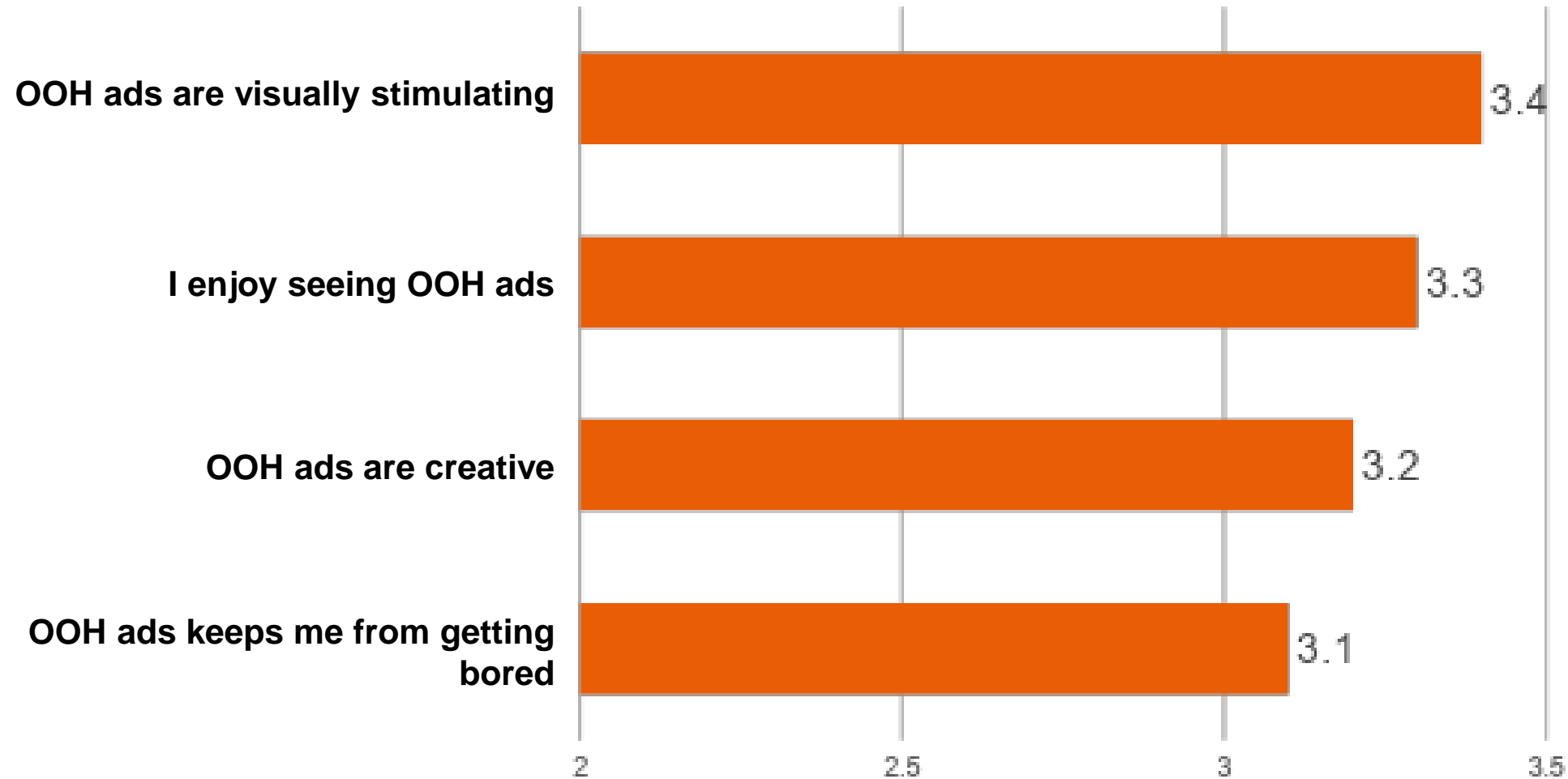




# Avg no. of ads seen by location

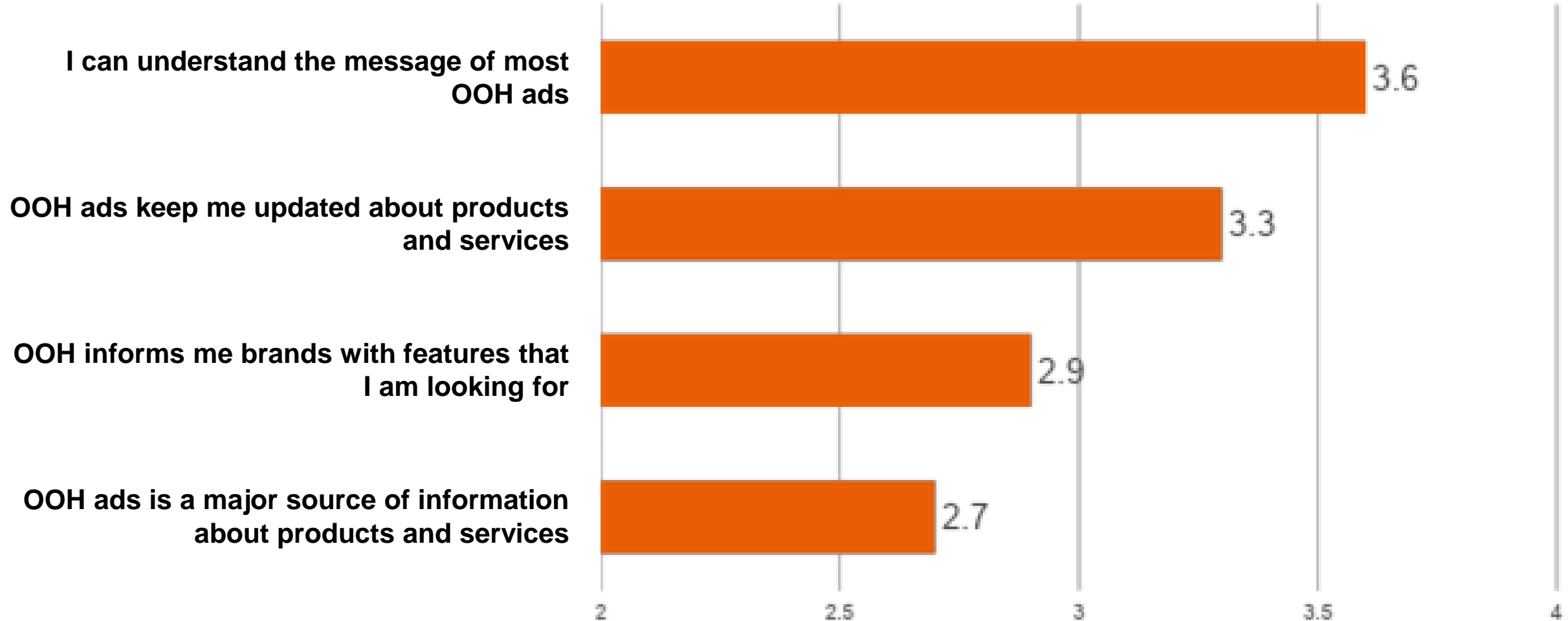


# Perceived creativity of OOH ads



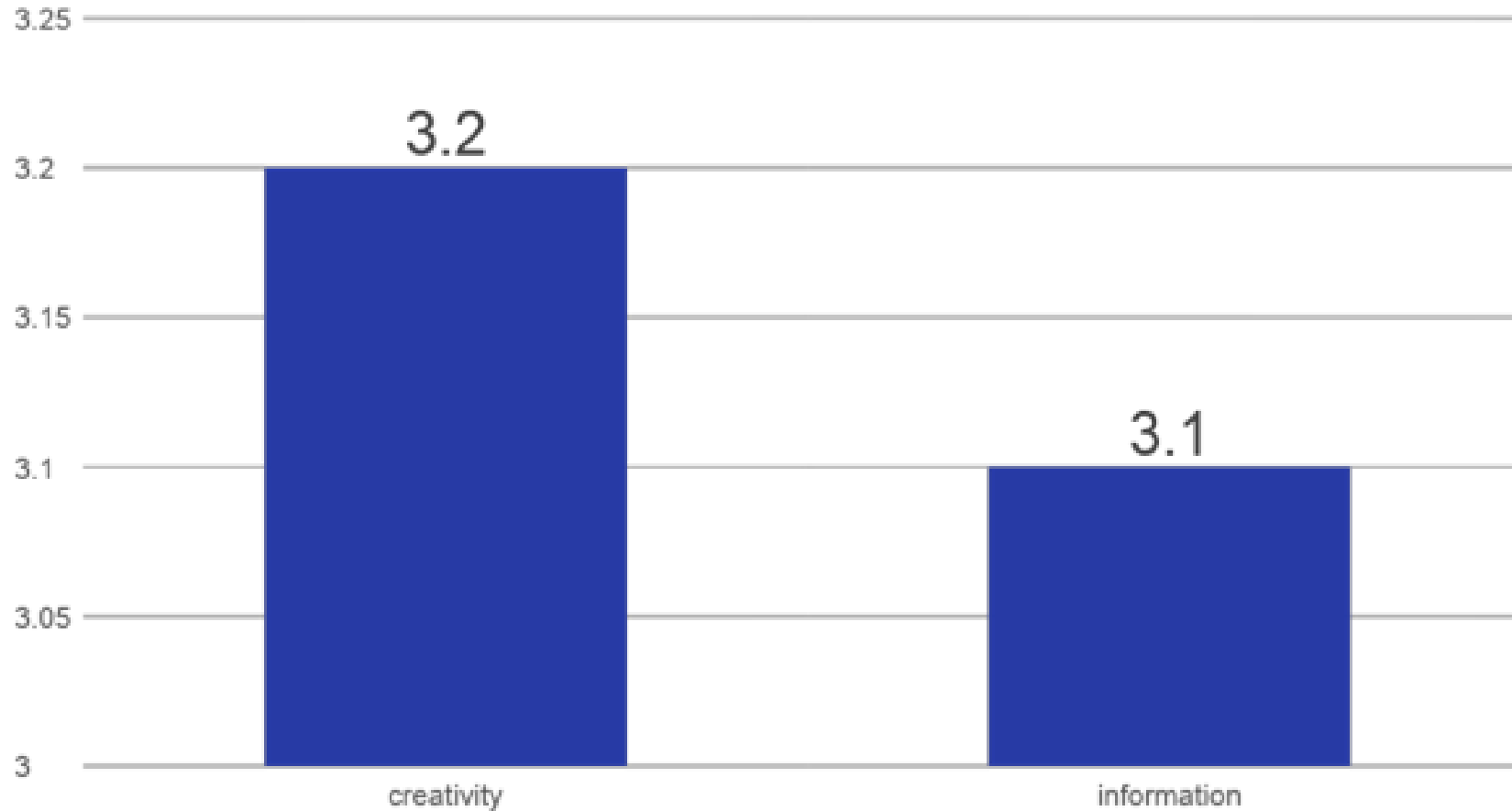


# Perceived information value of OOH ads (5-point scale)



# Creativity and information of OOH ads

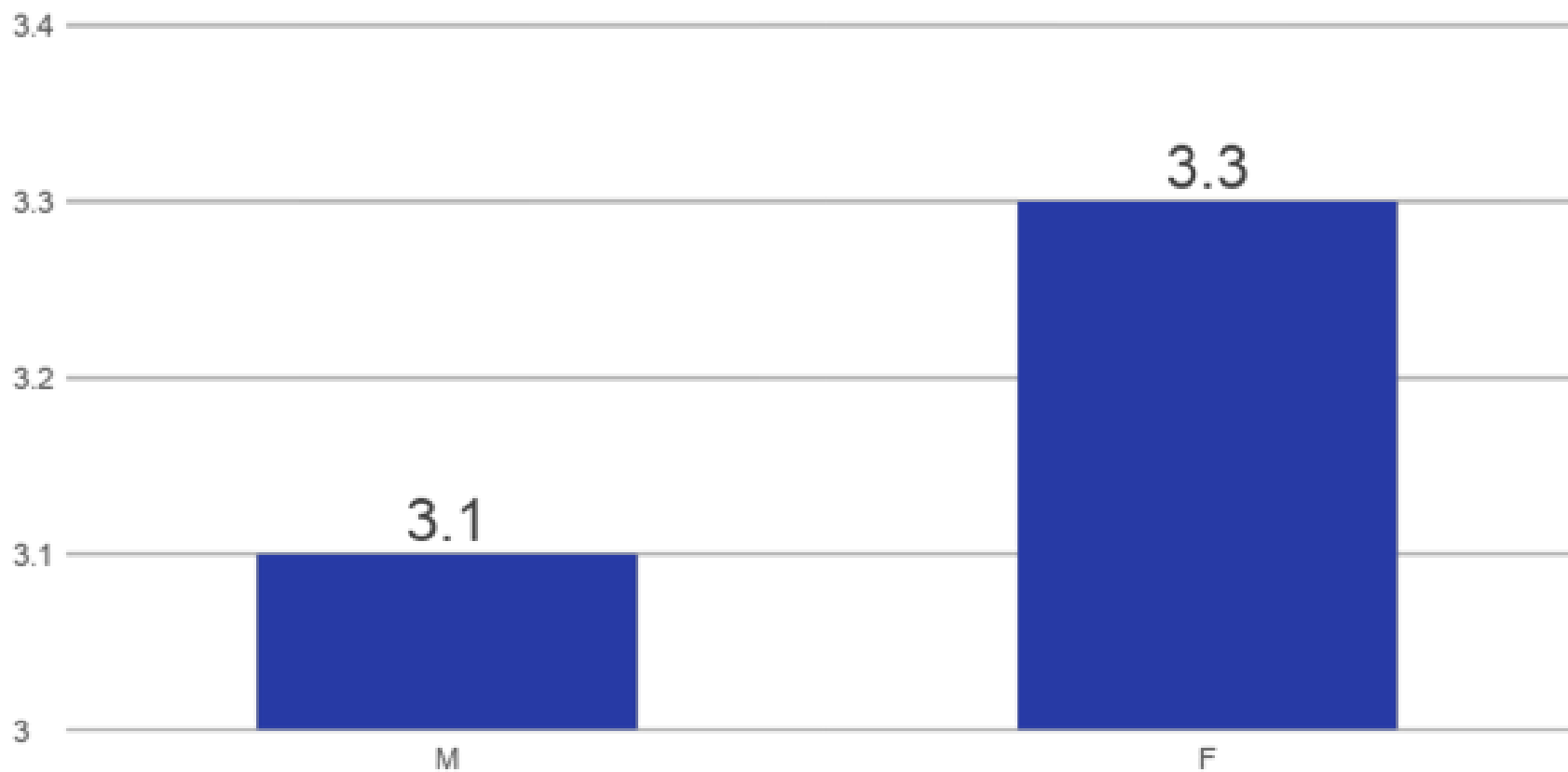
( $p < 0.05$ )



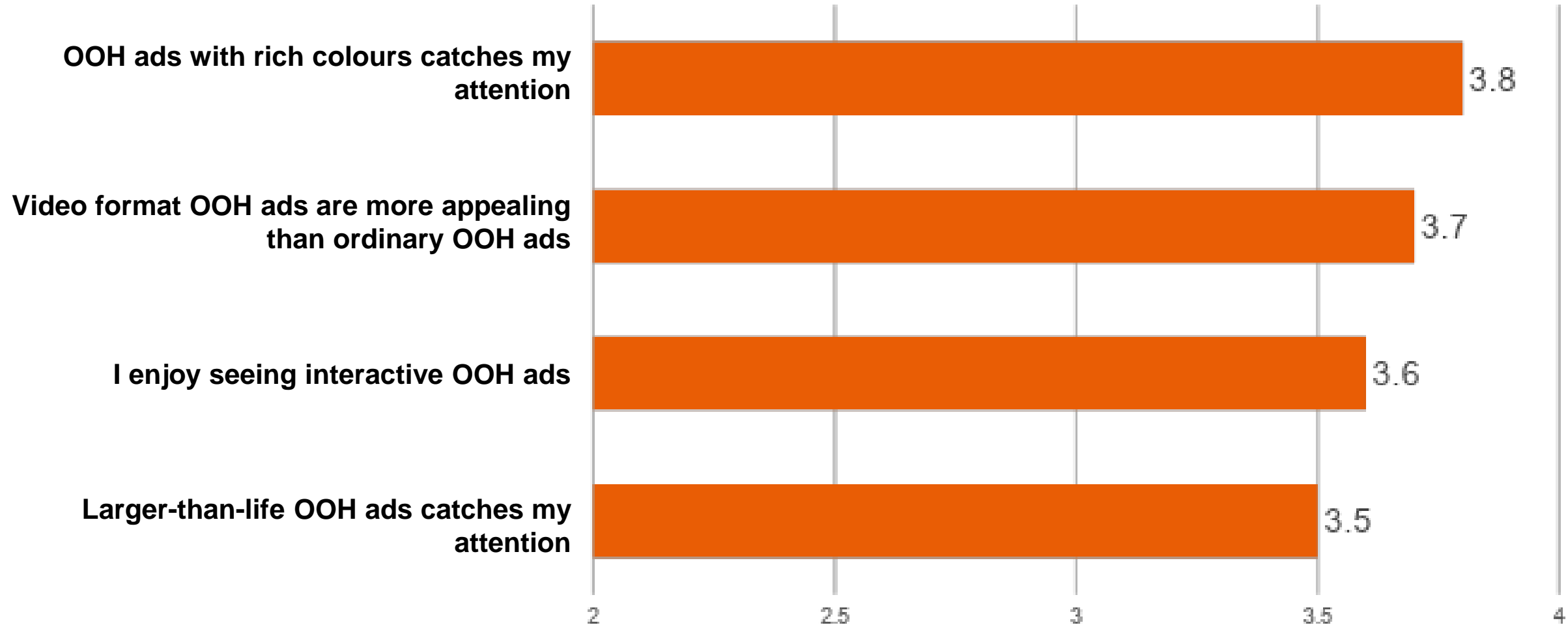


# Perceived creativity of OOH ads by sex

( $p < 0.05$ )

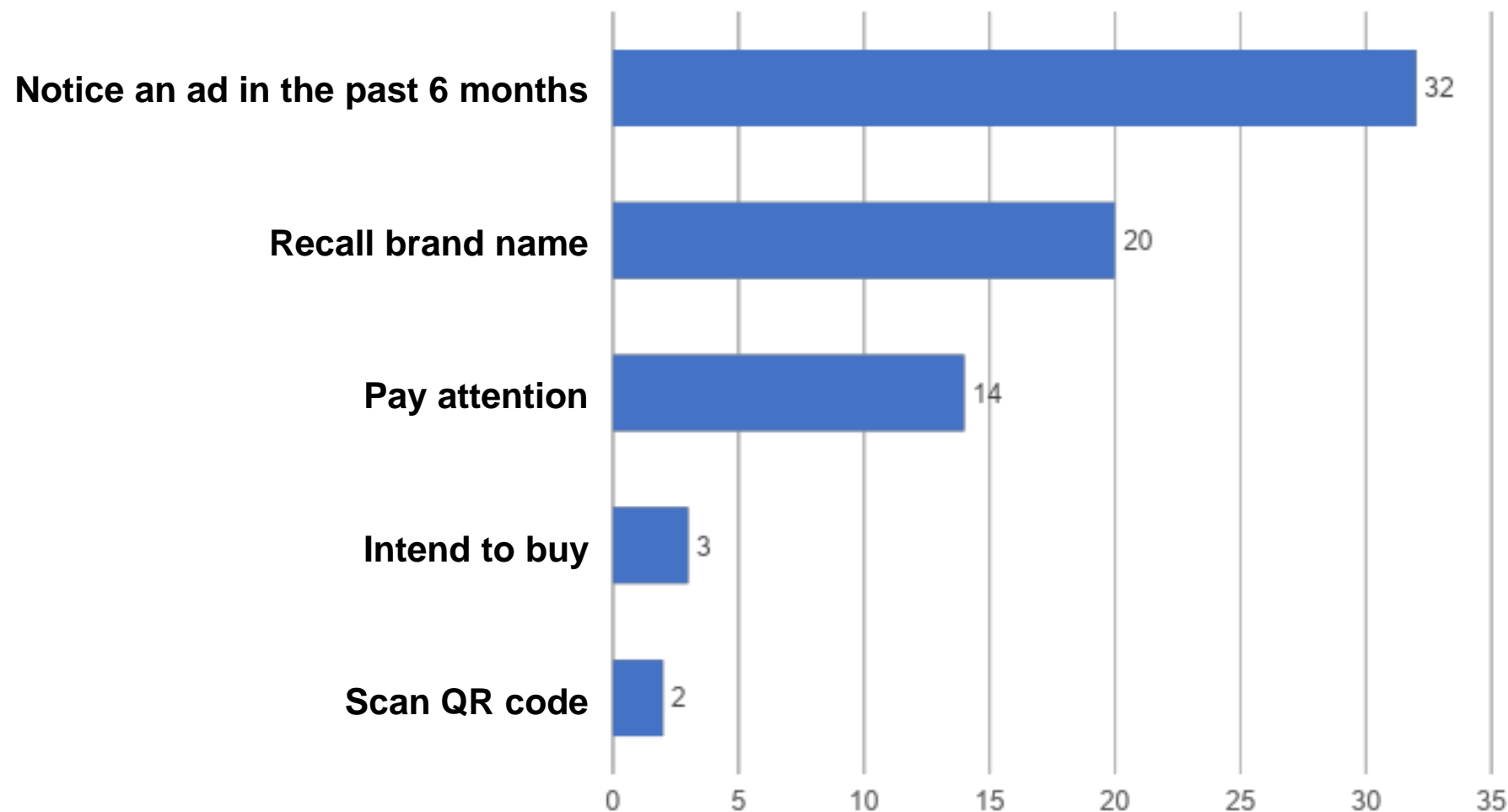


# Attitude toward OOH ad formats (5-point scale)





# % of respondents who always or often engage



# Audience engagement

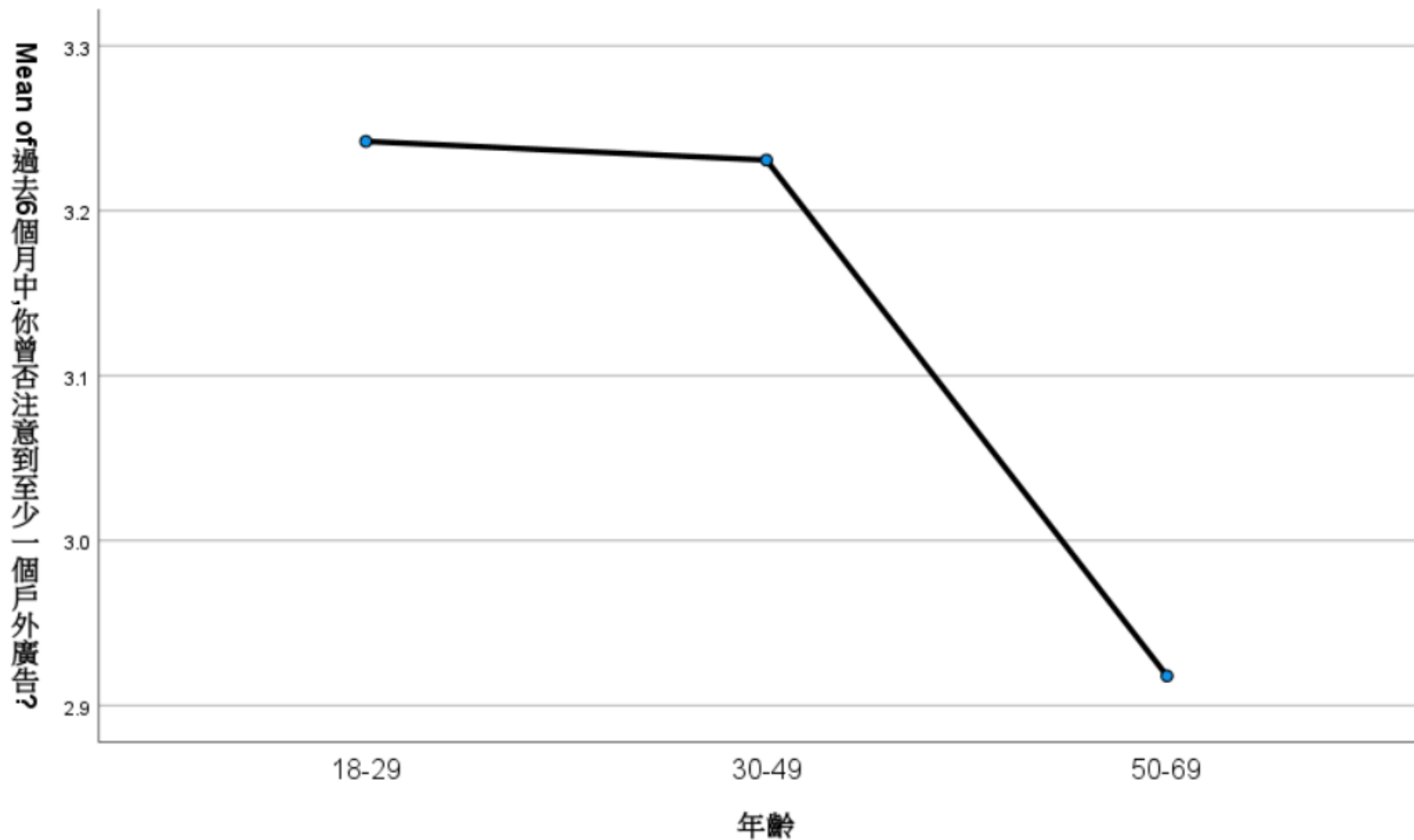
Did not differ by sex

One statement showed a significant difference by age  
(recognized at least one ad in the past 6 months)



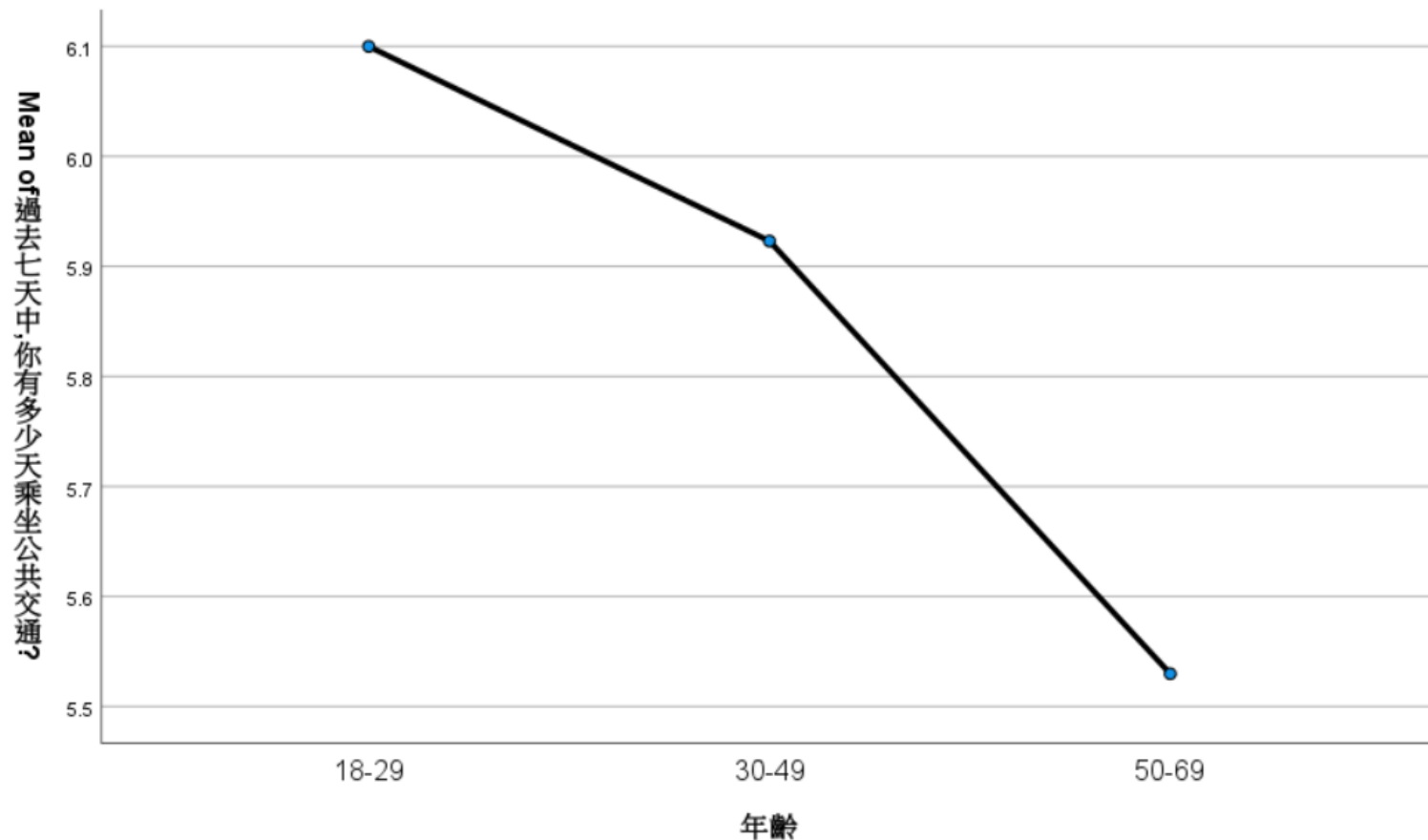


# Older respondents were less likely to recall ads



# Older respondents were less likely to travel

Means Plots





# Insights on visual design

- Fragmented presentation (cutting the whole space into sections) reduces visual impact
- Celebrities help for some brands
- Rich color helps
- High contrast in color composition
- Avoid mono-color or color blended into the environment



# Insights on locations

- MTR replacing bus and ferries as a major public transportation
- Properties at Star Ferries are losing importance
- Properties at TST out-perform CBD
- Audience mindset and orientation are important
- Properties near tunnels can be cost efficient options



# Insights

- OOH ads considered as a creative media
- For brand awareness and brand association
- Not able to differentiate in terms of product features





# Insights

- Larger-than-life presentation is appealing
- Use questions or action cues to encourage engagement
- QR code doesn't work
- Media synergy



**Thank you  
Q&A**