

# Out of Home advertising: right place, right time

## McDonald's "Grand Big Mac"

### Client

McDonald's Schweiz regularly surprises the market with eye-catching poster advertising. Last year, Switzerland's largest restaurant chain once again went for classic Out of Home advertising for the temporary extension to the classic "Big Mac" line, and presented the difference in size in a humorous way.

### The challenge

Switzerland's favourite burger was to be made more appealing to a new generation of customers by means of a limited edition, without itself being overshadowed. The advertisement had to convey an unmistakable message in a clear and simple manner, with a touch of humour.

### Implementation

- Media mix: Out of Home advertising, TV and print – emphasis on Out of Home
- Out of Home advertising formats: wide format F12, city format F200L, large format F24
- Out of Home advertising presence along the commuter routes and in the proximity of outlets throughout Switzerland
- Clever presentation of the message
- Measurement of advertising effectiveness using the post-test PPI from APG|SGA

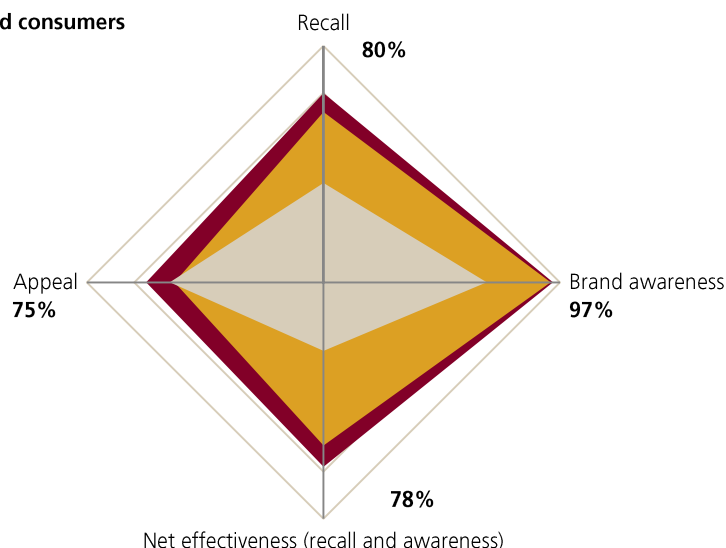


### Result

With a strong emphasis on "hunger", the poster campaign generated a high level of awareness resulting in PPI top values for recall and brand awareness. The clear contrast and food appeal of the poster design also support this broad effect. The **successful target group address** was also reflected in even better figures for the fast food consumers surveyed.

**Clear product benefit  
+ striking design  
+ higher food appeal  
= more effective  
poster campaign**

- Grand BigMac - Regular fast food consumers
- Grand BigMac - All
- PPI average foods (2014)



# PPI – a post-test tool for practical use

## Real-world monitoring and benchmarking

### Scope and objective of study

The Poster Performance Index PPI measures the advertising effectiveness of poster campaigns according to three criteria:

- Recall (aided)
- Brand recognition
- Campaign appeal

The PPI is a service tool for APG|SGA customers. For the advertiser, it is a convenient monitoring and benchmarking instrument that in addition to the customary calculation of reach, opportunities to see (OTS), advertising pressure (GRP) and cost per 1000 OTS (CPM)<sup>1</sup> as quantitative metrics also allows a rating of the qualitative effectiveness of poster-based communication. The PPI study relies on recurring surveys whose results are systematically integrated in a database differentiated by industry. The constantly growing breadth of the database enables advertisers to continually enhance the efficiency of their poster communication.

<sup>1</sup> For APG|SGA, the specific SPR+ poster contact rating is the decisive factor in pricing roadside and railway station panels. More information on SPR+ Swiss Poster Research Plus: [www.spr-plus.ch](http://www.spr-plus.ch)

### Current test setup

- Interview regions: conurbations Basel, Berne, Geneva, Lausanne, and Zurich
- Random sample: 500 persons, 100 each per interview conurbation
- Age: 15–59 years
- Interviewees: mobile, residents of interview regions
- Procedure: personal online interviews immediately after the end of the poster campaign. Duration: max. 15 minutes. Provider: Innofact AG (Zurich)

### Questions/topics

- How many people can remember a poster campaign?<sup>2</sup>
- Can they associate it with a brand?<sup>3</sup>
- How high is the acceptance level?
- Are there sociodemographic differences between target groups?
- How do the results compare with the competitive environment?

<sup>2</sup> Aided recall

<sup>3</sup> Brand sender anonymized in the visual

### Further information

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