

APG|SGA Market Research – Best Practice

Poster Performance Index

The post-test shows: Posters have a lasting impact



APG|SGA Market Research

Best Practice

In 1997, APG|SGA began to test the qualitative impact of its customers' poster campaigns within the scope of a research program. It was a trailblazing initiative in the Swiss Out of Home industry. After the first successful surveys, this resulted in the Poster Performance Index PPI, which in the course of time was continually evolved and refined. As a classic post-test, the PPI today is an exclusive component of the APG|SGA services portfolio. It provides the advertiser with metrics detailing return-on-investment efficiency and the cost-benefit ratio of poster campaigns. For customers as well as media and advertising agencies, it is an important benchmarking instrument in communication controlling.

Contents

- 3** Management Summary
- 4** Fundamentals
- 5** Factors that influence advertising impact
- 6** Examples from the PPI best-performers list

Management Summary

Recall, brand recognition, appeal

In the period from 2003 to 2017, a total of 1143 poster campaigns were assessed with the Poster Performance Index PPI as regards their advertising impact. The results confirm the remarkable quantitative performance of posters according to SPR+ Swiss Poster Research Plus. On average, across all campaigns, posters scored 45% for recall, 66% for brand recognition, and 65% for appeal. In line with various other studies, the PPI figures show that the combination of high advertising pressure and striking visual design directly affects the advertising impact. The examples from the PPI best-performers list clearly document this thesis.

Real-world monitoring and benchmarking tool

Fundamentals

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
- 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 contacts (CPM) 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.

Encouraging results

On average across all 1143 campaigns tested between 2003 and 2017 and across all target groups, recall ratings are 45%, brand recognition 66%, and appeal 65%. Differentiated by age bracket, the youngest segment performs significantly best with 51% recall. This means: On average among the youngest interviewees aged 15 to 29, posters generate the highest recall ratings.

Methodology

Current test setup

- Interview regions: conurbations Basel, Bern, 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 persons can remember a poster campaign?¹
- Can they associate it with a brand?²
- How high is the acceptance level?
- Are there sociodemographic differences between target groups?
- How do the results compare with the competitive environment?

Data repository

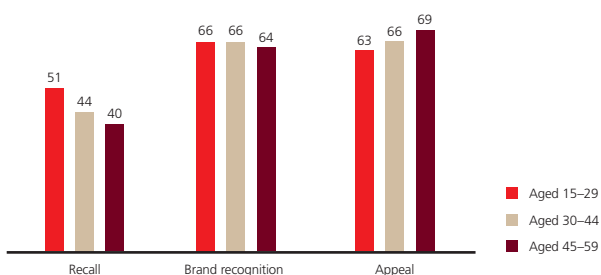
The APG|SGA PPI database is updated regularly and already contains over 1000 campaign records and solid benchmarks for campaign comparisons in all market segments.

Current PPI averages across all campaigns

Replies in % of persons interviewed (aged 15 to 59)

Basis = 1143 campaigns (2003–2017), 878 of which with SPR+ performance ratings

Status: December 31, 2017



¹ Aided recall

² Brand sender anonymized in the visual

Key elements: Visual design and advertising pressure

Factors that influence advertising impact

Advertising pressure

Increasing advertising pressure (GRP = reach × contact per person) has a measurable influence on advertising impact. As shown in the graphic at the bottom, average recall continuously rises with increasing GRP and at over 6000 GRP attains the highest value of 54%. On average across all measured poster campaigns, no clear patterns can be discerned with respect to brand recognition. Primarily, the design of the visual is what influences whether or not a person can associate the correct brand with a remembered campaign. The graphic at the bottom right illustrates the causal relationships.

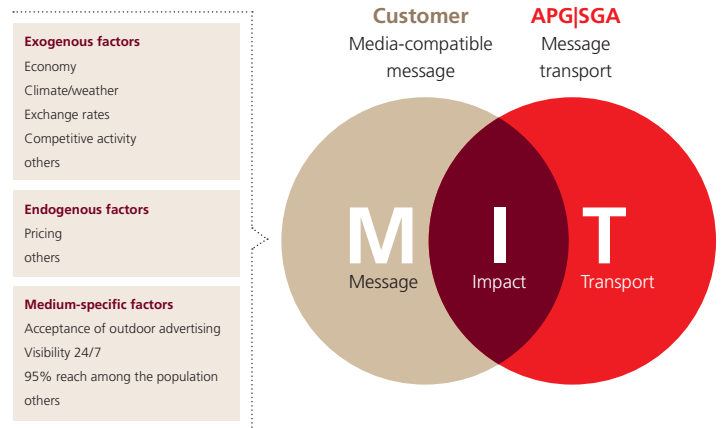
Visual design

Good posters rely on the principles of human perception. They are simple and focused, distill the image and text messages to a few memorable elements that even the casual observer can recognize as relevant and commit to memory. The responsibility for the artwork lies with the advertiser or with the mandated advertising agency. Various pretest methods available through market research institutes make it possible to gain important insights as regards perception and acceptance of an advertising message in the early planning stages of a campaign.

Interaction of visual design and advertising pressure

Impact (I) = Message (M) + Transport (T)

A confrontation with a poster establishes the direct contact between its featured message and the desired target group. To ensure that the message is perceived, it is crucial that it is not only effectively transported, but also quickly understood. An optimal impact arises with the harmonious interplay between the creation and the booked advertising media. As is the case for every advertising measure, the impact of a poster campaign also depends on numerous other factors. They include acceptance and effectiveness of the medium as well as exogenous and endogenous influences.

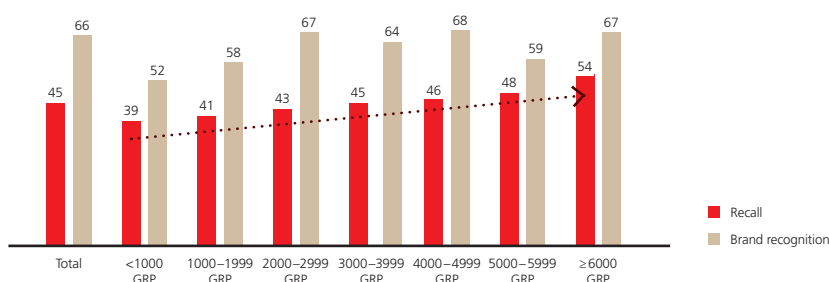


Increasing recall values with higher GRP

Replies in % of persons interviewed or persons with recall (aged 15 to 59)

Basis = 878 campaigns with SPR+ performance ratings (2008–2017)

Status: December 31, 2017



From the PPI best-performers list Examples

Posters are always successful

Differentiated by industry, the PPI averages measured for poster campaigns often vary considerably. This is due to the different degrees of complexity of the advertised products and services. With a clever strategy and artwork focused on the essence, however, it is possible to achieve outstanding results with poster advertising in every industry. The recall ratings of the visuals presented here support this claim. They are the currently valid peak values achieved in the course of the years in 12 different industries.

Best of recall ratings

Dairy products/Cheese: 66%
Schweizer Milchproduzenten (6/2010)



Furniture: 74%
Conforama (13/2012)



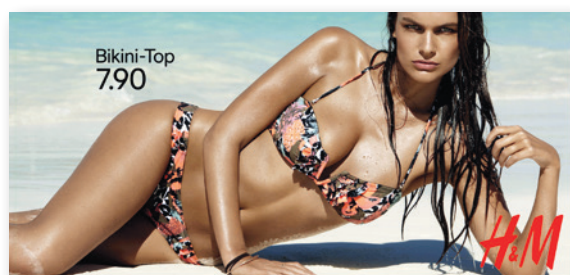
Food: 78%
McDonald's (19/2011)



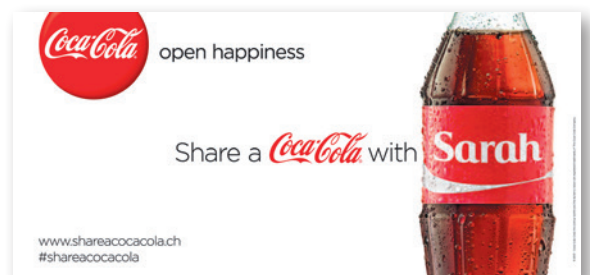
Media: 74%
Warner Bros (26/2012)



Garment/Lingerie: 75%,
Hennes & Mauritz (19/2011)



Non-alcoholic beverages: 74%
Coca-Cola (23/2013)



Internet trade: 59%
Anibis (11/2014)



"Out of Home advertising receives attention. Since many years, this is reflected in the regularly effected and standardized surveys on the perception and acceptance of classic poster campaigns. In the meantime, the established PPI benchmarks have been extended with studies concerning digital outdoor advertising. The results are clear: Out of Home advertising – whether classic or digital – leaves a lasting impression on mobility-oriented target groups."

Luca Casetti, Project Manager INNOFACT AG

Airlines: 60%
EasyJet Airline (4/2016)



Chocolate: 65%, Migros-
Genossenschaftsbund (10/2016)



Gambling: 72%
Swisslos (46/2016)



Industry/Retail: 89%, Migros-
Genossenschaftsbund (4/2017)



Personal care: 81%,
Visilab (38/2017)





www.apgsga.ch
APG|SGA
Allgemeine Plakatgesellschaft AG
Giesshübelstrasse 4
Postfach 1501, 8027 Zürich
Phone +41 58 220 70 00

