



## POSTER ADVERTISING STUDY

NIELSEN ON LOCATION REPORT 2017

# SALT LAKE WAS CHOSEN AS A TEST MARKET FOR POSTER AD AWARENESS/ CAMPAIGN PERFORMANCE STUDY

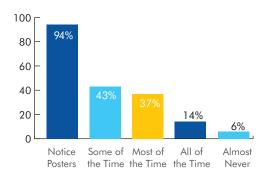
Diane Williams | Director of Media Analytics | Nielsen



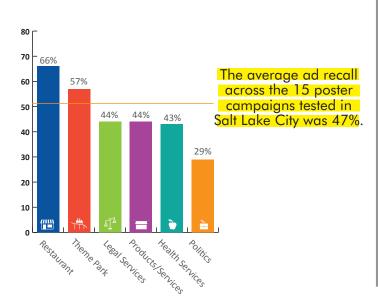




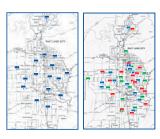
#### 94% Recall Seeing a Poster In the Past Month



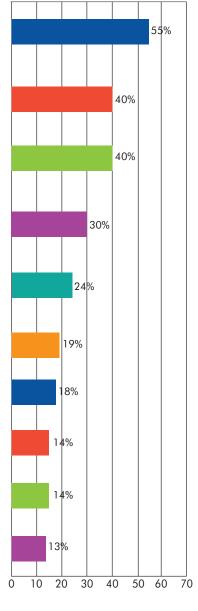
# Consumers Recall Specific Campaigns on Posters







### "After Seeing a Poster Billboard, Have You Ever..."



Changed plans to visit the store

Talked about what they saw with friends/family

Visited the business advertised

Searched online for more details about the featured message

Made a purchase at the business advertised

Watched the TV program featured

Attended event advertised

Tuned to the radio station advertised

Accessed a coupon from mobile device

Recommended advertisers to others

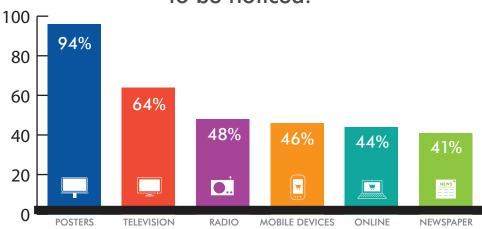
BASE: NOTICED POSTER IN THE PAST MONTH | n = 1,986

69%

40+

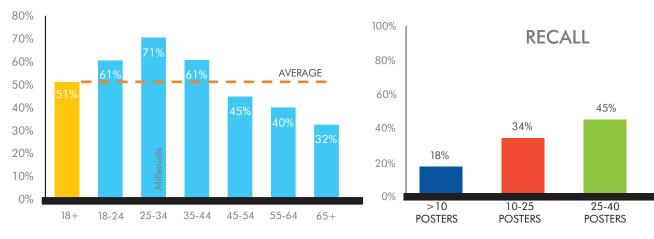
**POSTERS** 

## Posters have the highest likelihood to be noticed.

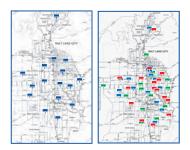


Poster viewership was 20% higher in millenials than the average pereson.

Recall increases about 30% by doubling campaign size.







What would this cost?

Posters: 16 Reach: 79.2% Frequency: 9.6

Impressions: 4,142,127

CPM: \$6.00 Total: \$27,650