

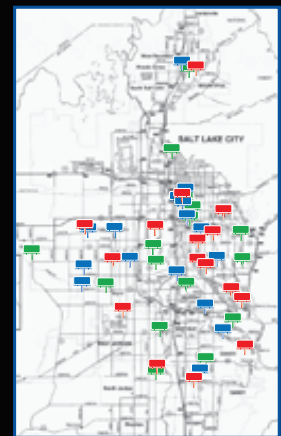
nielsen
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POSTER ADVERTISING STUDY

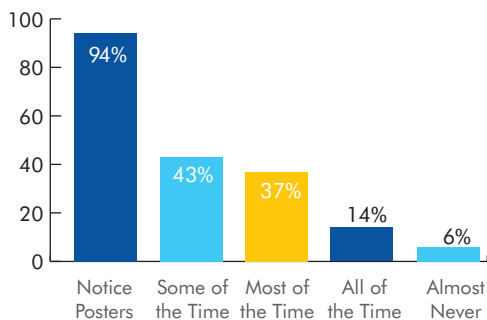
NIELSEN ON LOCATION REPORT
2017

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

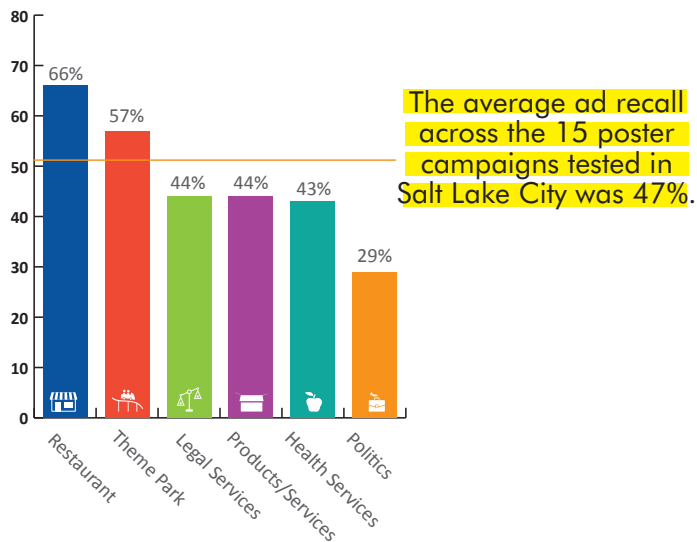
Diane Williams | Director of Media Analytics | Nielsen



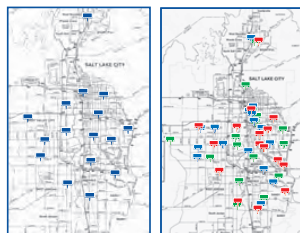
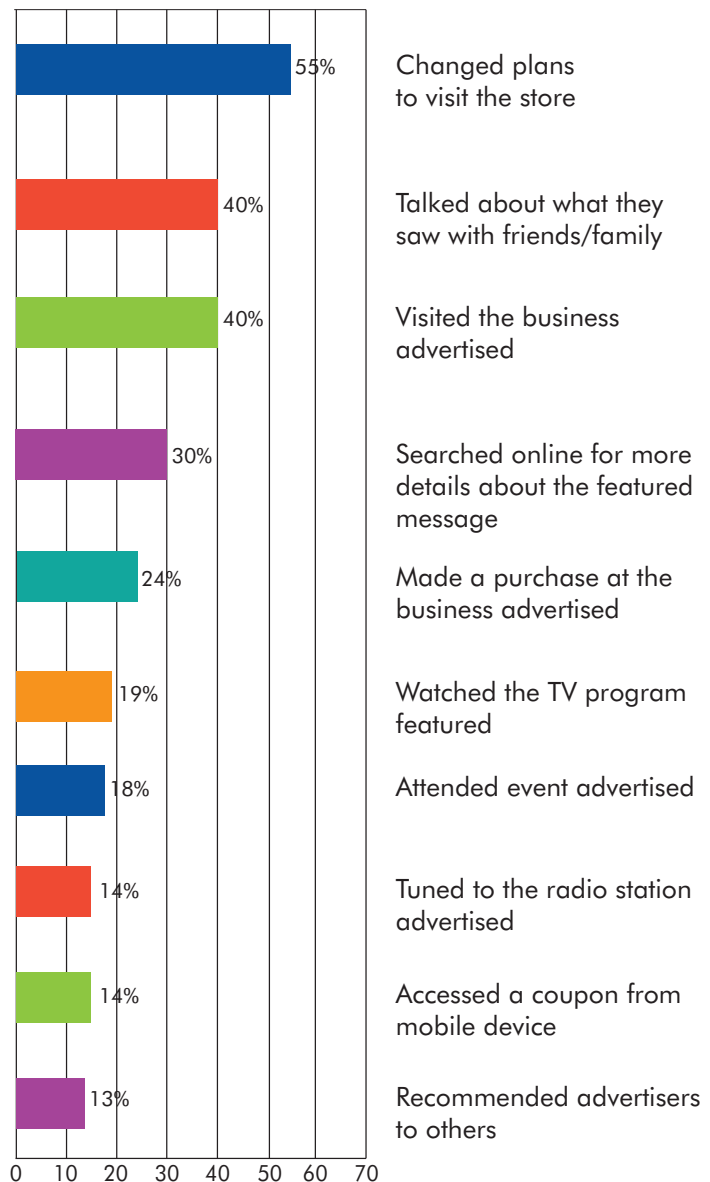
94% Recall Seeing a Poster In the Past Month



Consumers Recall Specific Campaigns on Posters

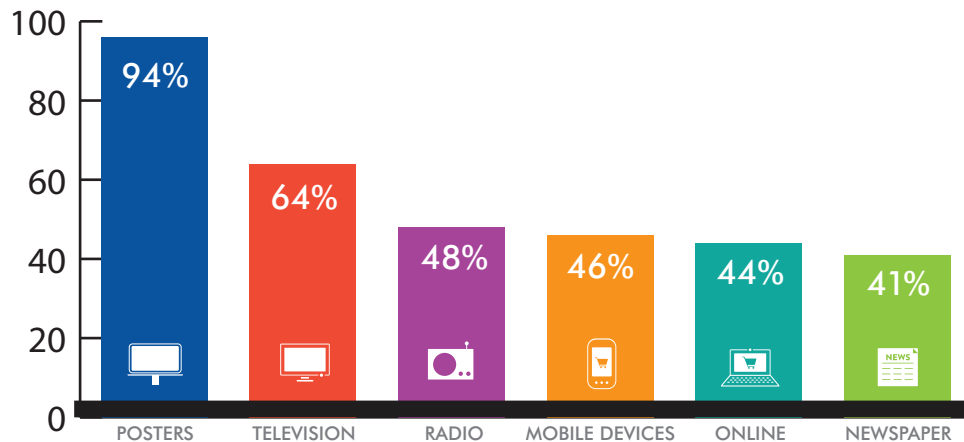


"After Seeing a Poster Billboard, Have You Ever..."

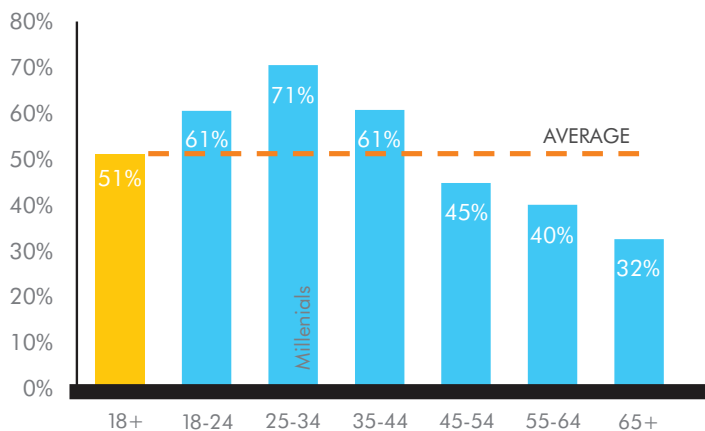


BASE: NOTICED POSTER IN THE PAST MONTH | n = 1,986

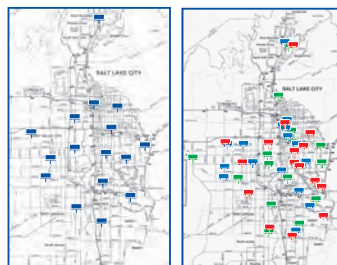
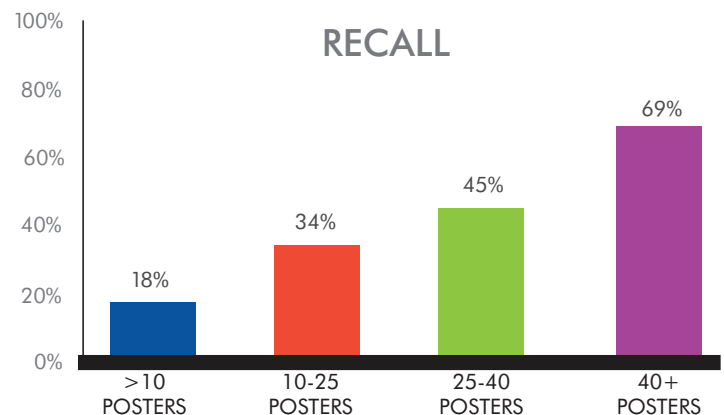
Posters have the highest likelihood to be noticed.



Poster viewership was 20% higher in millennials than the average person.



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