



McDonald's Singapore increases footfall and boosts sales with OOH advertisements

Context/Challenge

McDonalds Singapore was looking to increase footfalls to its stores and partnered with Stellar Ace for a OOH-campaign. Stellar Ace (previously SMRT media) is Singapore's largest digital and out-of-home media company and offers advertising space along its extensive commute lines. Stellar Ace partnered with Near to add a digital advantage to the OOH space by using Near's extensive people and places intelligence to further target commuters on mobile.

This partnership brings traditional OOH ad campaigns to a whole new level by taking advantage of a connected ecosystem covering commute-street-shop-mobile networks. This would mean the accurate tracking of hundreds of digital screens across train stations, bus stations etc.

Goals

- Boost in-store footfall and engagement
- Increase awareness for new categories of products

Strategy

Traditional offline advertisers have had to adapt to an increasingly digital world. Out-of-home advertising is one such example of a traditional offline advertising option, now being digitally enabled. Typical OOH formats such as billboards, ads on bus shelters, subways etc have now become digitally-enabled. With the use of data intelligence, marketers can now ensure ads reach a wider audience and also re-target those who see these ads via mobile.

Quick Takeaway

What is OOH Advertising? Out-of-home (OOH) advertising is traditional (i.e. non-digital and non-programmatic) outdoor advertising. Also known as out-of-home media or outdoor media, OOH advertising is about messaging to consumers when they are in public places, commuting to work, waiting (e.g. in elevators), and in specific commercial locations.

Typical OOH formats include billboards, on-car ads, bus-stop shelters, etc. Digital out-of-home (DOOH) is basically OOH powered up with AdTech – geofencing, tracking, retargeting, personalizing, attribution and measurement.

Stellar Ace partnered with Near, the world's largest source of intelligence on people and places to digitally retarget, accurately measure and attribute the success of their OOH campaign. With this, McDonalds can:

- Reach a wider audience (audience extension)
- Retarget prospective audience via mobile advertisements
- Be able to attribute and measure footfalls driven by out-of-home promotions and
- Make a better estimation of return on out-of-home spends

Execution

Near powered Stellar Ace's adtech platform called Ace Biota which enables smarter ad buying for offline assets with sharper consumer data analytics for pre-campaign planning. Through this Stellar Ace was able to track commuters who viewed their offline ad using device IDs and retarget them on mobile devices. This means, the consumer who sees an offline ad for McDonalds is retargeted with a promotional offer on mobile.

If the consumer visits a store after seeing the digital ad, then the visit gets attributed to the out-of-home promotion the consumer first saw at the train station and McDonald's gets a more accurate estimation of return on ad spend.

To accurately measure efficacy of the campaign, Near created a lookalike audience of the exposed audience from its exhaustive database using common demographics and attributes between both audiences. Near then

calculated the Attribution Lift from the ratio of footfall rates between the two groups to arrive at the Attribution Lift Index.

Results

The campaign was successful as the messaging resonated with the audience and resulted in a good response rate.

About Near

Near, the world's largest source of intelligence on people, places, and products, is the global leader in data intelligence empowering organizations of all sizes to make smart, strategic decisions delivering optimal business performance. Our platform unites the marketers and operational data leaders by providing the most accurate, reliable source of data. Our transparent, privacy-led approach means you will never doubt our authenticity.

We are determined to provide actionable insights as we work relentlessly to shape, build, and maintain the world's largest source of intelligence on People, Places, and Products in both the physical and digital space.

Ultimately, our vision is to inspire the world to make better decisions. And, to inspire ourselves to deliver the most trusted, privacy-led source of intelligence on People, Places, and Products.

Learn more and schedule a demo at www.near.com.